

# Red Hat World Tour 2004

Welcome and Keynote





# Why open source?

- **Standards.** Technology built on true open standards.
- **Value.** Customers pay for what they need. Lower TCO.
- **Innovation.** Unmatched speed of the development model.
- **Quality.** Open source model builds better software.
- **Flexibility.** Full customization capability.
- **Choice.**

In a *CIO Magazine* survey of 375 IT executives, 54% said within five years their dominant platform would be open source.

Nov 2002





# The value of **choice**.

- Competitive pricing options
- Selection of architectural alternatives
- Breadth and depth of customer services
- Aggressive technology improvements and innovation





# The history of choice.

- Throughout history the critical value of choice can not be disputed:
  - Japanese auto manufacturers changed the landscape of the auto industry
  - Since the first deregulation acts in 1985, we've witnessed unprecedented innovation in telecommunications
  - Lack of perceived computing choice in the 1990s





# The state of open source today:

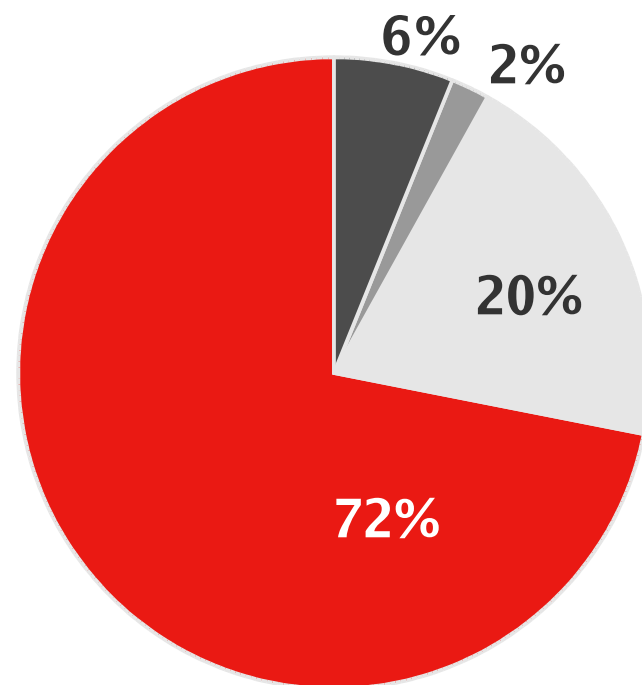
- The open source model has proven itself as a viable alternative to proprietary solutions.
  - Delivering enterprise-class operating system and application environments
  
- Global customers are adopting open source solutions because they provide unbeatable price/performance, security, and vendor independence
  
- Open source is now in the mainstream
  - Suppliers – OEMs, ISVs, channels, technology integrators
  - Customers – corporate, academia, commerce, government, end users



# Proof.

“Are you planning to increase your Linux usage in the next two years?” [Base: 50 \$1 billion-plus companies]

- Yes
- No, usage stays flat
- No, usage decreases
- Don't know



Forrester Research, March 2003





# Linux value

- Higher performance for CPU-intensive applications
  - Fewer servers, licenses
  - Less administrative burden
- Inexpensive commodity hardware
- Security and management equivalent to Unix

Companies deploying Linux on Intel servers saw 504% ROI over three years.

IDC, May 2003





# Red Hat makes Linux predictable

- Red Hat is the world's leading supplier of open source solutions
- The Red Hat Enterprise Linux product family is established as the premier platform for commercial applications
- Red Hat's value is in the construction of complete, viable solutions from software developed through the open source community
  - Red Hat provides extensive additional development with the community and partners; integration; hardening; QA testing; OEM/ISV certification; benchmarking; delivery
  - Risk mitigation through long-term maintenance and support





# Why Red Hat?

- Technology innovation and maintenance
- Hardware/software certification and integration
- Integrated maintenance and management
- Worldwide services and support
- Direct relationship with the thought leaders in Linux
- Optimized, predictable Linux

Red Hat has 86% market share among Linux commercial deployments.

SG Cowen, Dec 2003





# Complete Red Hat solution



**RED HAT  
ENTERPRISE LINUX**

**RED HAT  
NETWORK**

**RED HAT  
APPLICATIONS  
& PARTNERSHIPS**

**RED HAT  
SERVICES**





# Customers



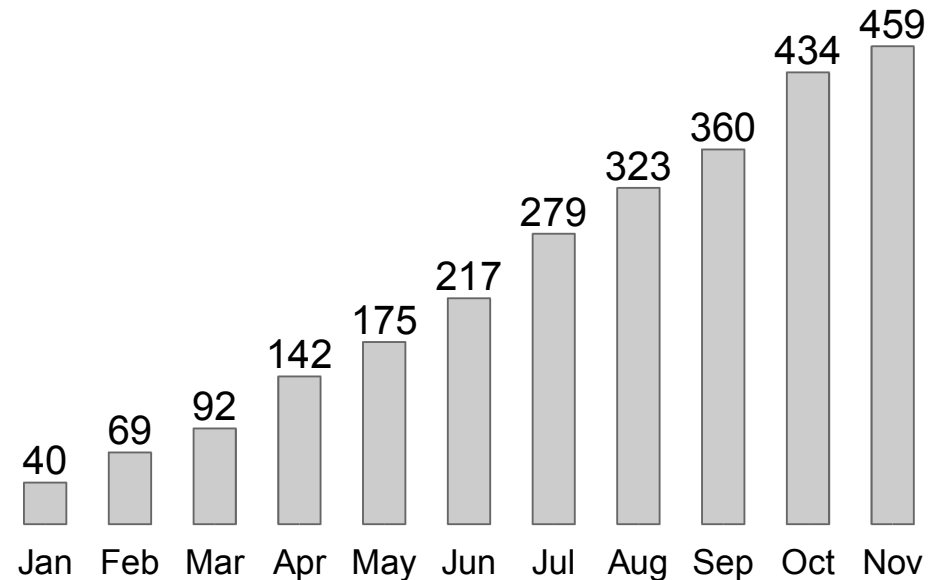
# Growing application support

- Red Hat Enterprise Linux is quickly becoming the Linux standard for enterprise infrastructure, business application, and tools vendors

## Support of the Market Leaders



## Red Hat Certified & Red Hat Ready Apps





# OEM hardware support

- Red Hat Enterprise Linux is supported by many leading hardware manufacturers
  - With extensive hardware certification—servers and storage
- Systems with preloaded Red Hat Enterprise Linux available from multiple vendors
  - With support provided for complete hardware + Red Hat Enterprise Linux solution



