

Red Hat World Tour 2004

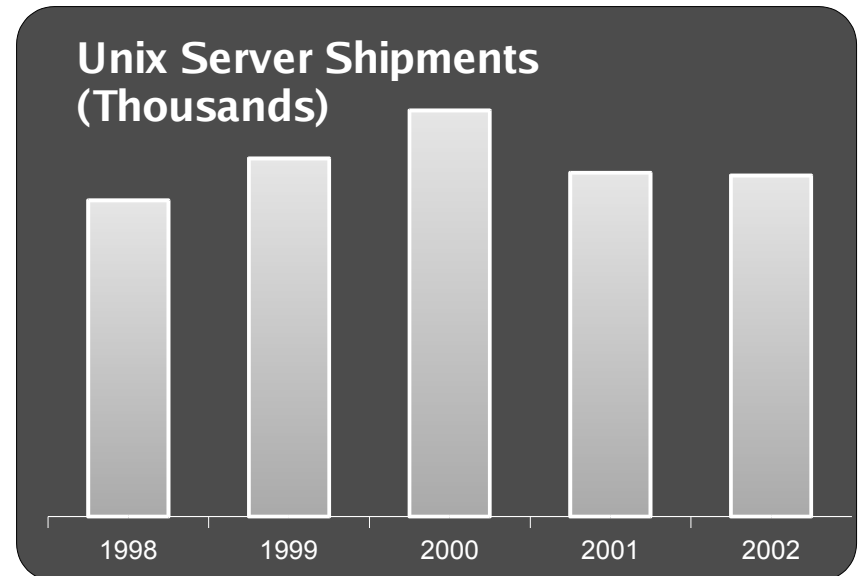
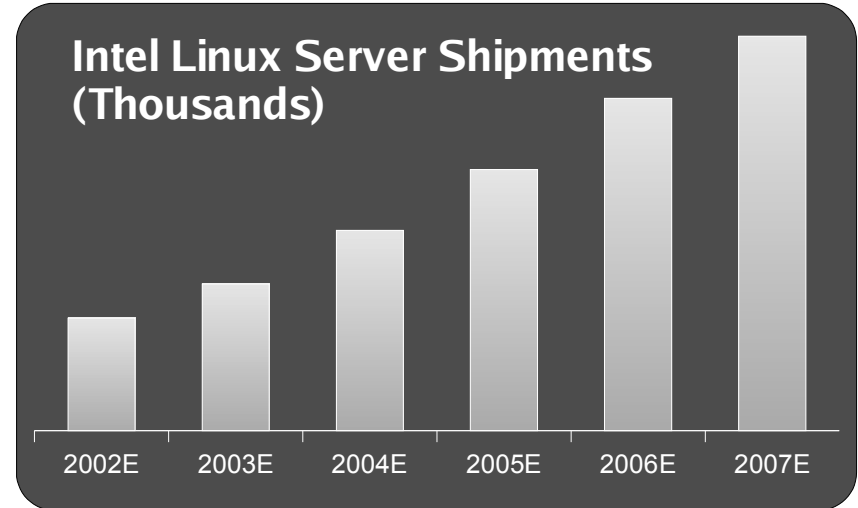
Enterprise Product Strategy





What is Driving the Shift to Linux?

- Shift to Intel architecture
 - Low-cost, industry-standard servers from a variety of vendors
- Decline in Unix
 - Skills & applications transferable
 - Security and manageability of Linux comparable to Unix
 - Performance comparable *or better* than Unix





What is Driving the Shift to Linux?

- **Economics: Intel + Linux = Compelling ROI**
 - The TCO of GNU/Linux is 40% that of Windows and 14% that of proprietary Unix (*Robert Frances Group July 2002*)
 - Companies deploying Linux on Intel servers saw 504% ROI over three years (*IDC May 2003*)
- **Flexibility**
 - Customers want:
 - flexible IT infrastructures (utility computing)
 - choice of hardware vendors
 - open-standards



✈ Is Linux ready for the Enterprise?: Yes

Performance... some examples:

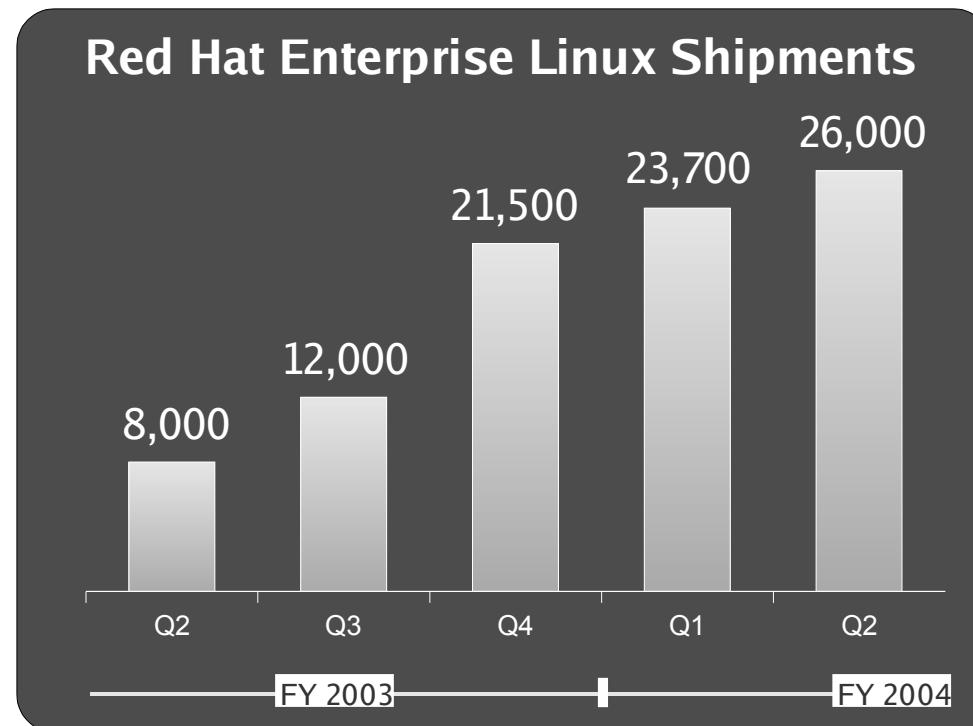
- *Java:*
 - BEA on Red Hat Enterprise Linux 37% faster, 60% cheaper than WebSphere on Windows (SpecJAppServer)
 - BEA on Linux vs. BEA on Solaris: 8X performance at 1/8th the hardware/OS cost (Customer success story)
- *Database:*
 - Oracle 10g on Red Hat Enterprise Linux (Oracle benchmark)
 - 12% faster & 20% cheaper than Windows
 - 4% faster & 47% cheaper than HPUX
- *File serving:*
 - Samba on Red Hat Enterprise Linux (IT-week study)
 - Almost 3X faster than Windows 2000 above 16 clients





Is Linux ready for the Enterprise?: Yes

- Customers are adopting it:
 - 17% of large companies already use Linux. 72% are planning to increase their usage in the next two years (*Forrester Research Feb 2003*)
 - Major Red Hat customers: AOL, Morgan Stanley, Amazon, Verisign





Red Hat is Leading the Way

- Red Hat ranks first among IT companies gaining share of IT dollars (Goldman Sachs March 2003)
- 2nd most relevant tech. company over next 5 yrs. (CNET Survey, 6/10/02)
- Partnerships with leading software & hardware vendors
- Linux marketshare leader... by far
 - 80% US, 50+% outside of US
- Global 24x7 enterprise support capabilities
- World-class Linux expertise and open-source leader
- Growing, public company
 - \$100m+ revenues, \$900m+ in cash, Profitable



Why An Open Source Architecture?

- Architecture abstracts technology—maximizing option value
- Red Hat's Open Source Architecture is both a statement of direction and a concrete set of initiatives
 - ...to guide Red Hat development
 - ...to assist open source projects, ISV partners, and customers with mid- to long-term planning
- The OSA complements today's open source market, based on:
 - Customer requirements gathered since the initial delivery of Red Hat Enterprise Linux
 - Current open source community development activities
 - Red Hat's core competencies
- The OSA is *essential* to achieving the potential of OSS in practice





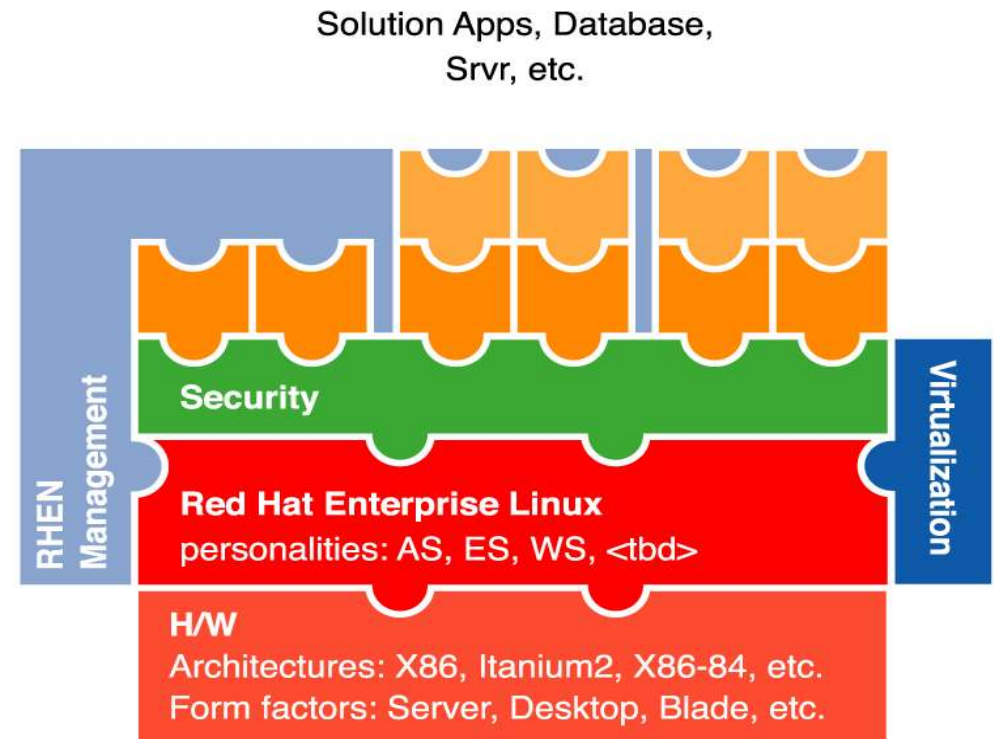
Red Hat and Open Source

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

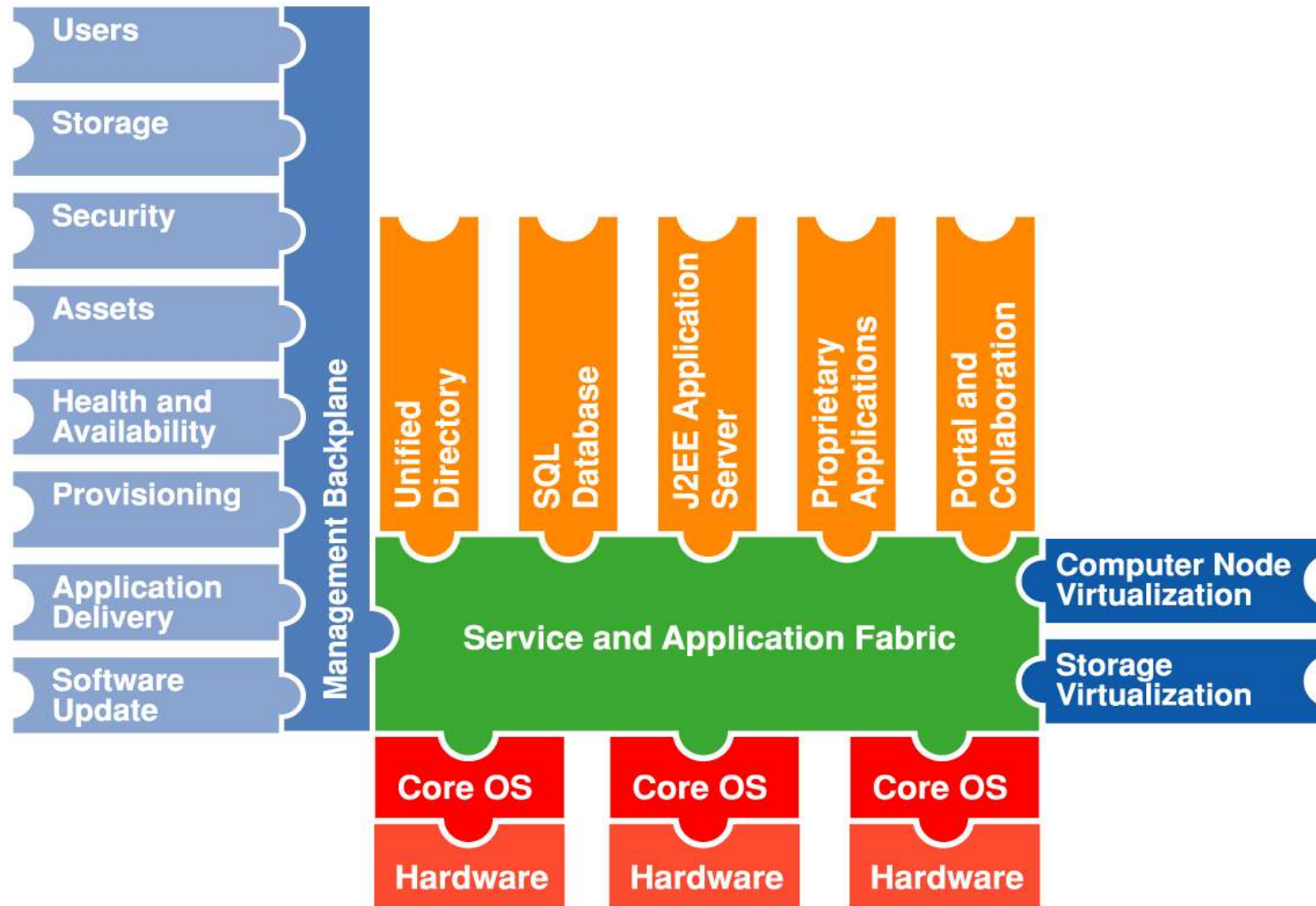


✈️ Red Hat's Open Source Architecture

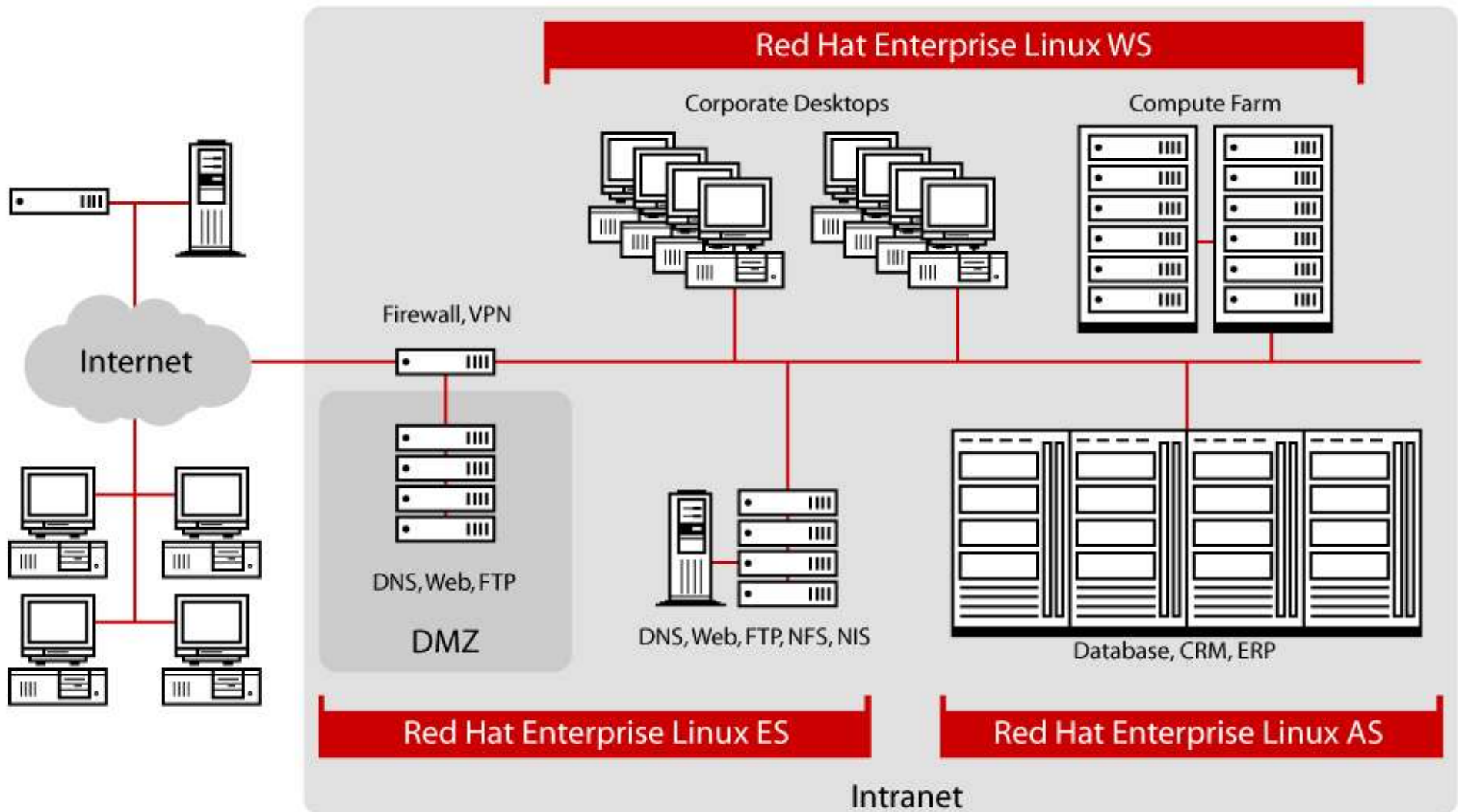
- The goal of the architecture is to provide a series of standard, open source, middleware and horizontal technologies that can be used by customers and partners
- Example:
 - A consistent Security layer, built using existing open source components
 - Integrated, hardened, and supported by Red Hat
 - Extends the benefits of open source beyond the core operating system



✈️ OSA – Module Architecture



✈️ Enterprise Linux Corporate Deployment





Red Hat Enterprise Linux

- Designed to provide the industry's leading Linux solution for enterprise and commercial deployments
 - *Performance – Engineered with partners; benchmark proven*
 - *Stability – Most thoroughly tested/certified Linux available*
 - *Security – Unmatched track record; continuous enhancements*
 - *Manageability – Highest systems/admin ratio of any environment*
- Supports the applications that enterprise deployments need
- Available with a range of support services that eliminate risk

Red Hat Enterprise Linux offers an unbeatable combination of quality, applications, and services





Enterprise Linux Support



- Red Hat Enterprise Linux is supported for a full 5 years from product release
- Support delivered by Red Hat and selected partners
 - E.G. Oracle, HP
- Three Phases of Support
 - *Full Support*: includes hardware updates, bug fixes, security
 - *Deployment*: includes security, bug fixes
 - *Maintenance*: includes security, select bug fixes



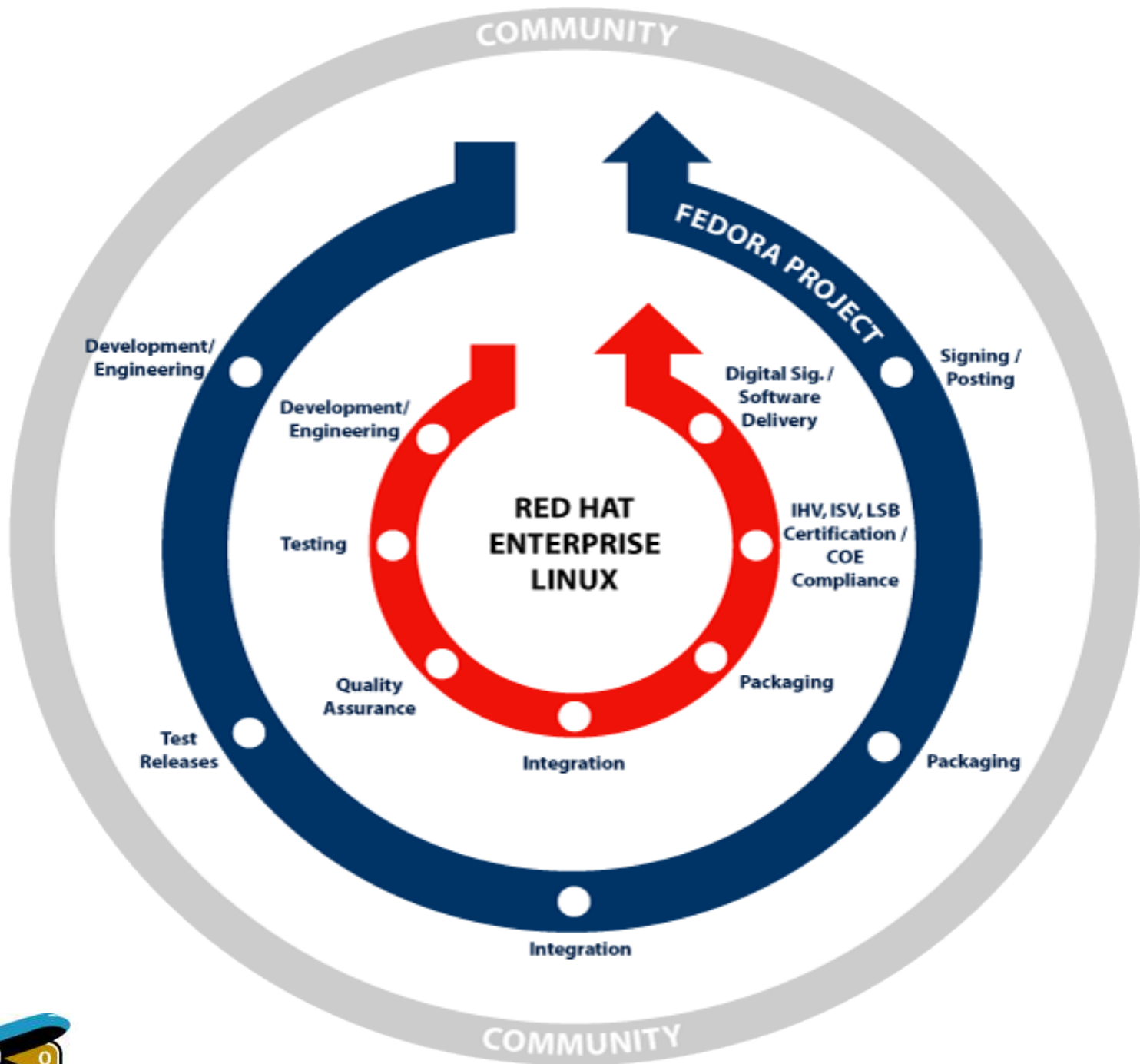


The Fedora Project

- Fedora is a community project, backed by Red Hat
- It's a distribution targeted at:
 - *Contributors, advocates, testers of open-source*
- It's an open-source “project”... *not* a Red Hat “product”
- It's schedules, features, and even package ownership are open and even owned by the community
- It's how Red Hat does R&D, with freedom to innovate and experiment
- It enables an ecosystem of 3rd party contribution (e.g. FedoraLegacy, Extras, FedoraNews, FedoraForum, FedoraChat)

- *The Fedora Project launched in July 2003*







Red Hat Network

- Enterprise Linux infrastructure: deployable, scalable, manageable

Updates *(Complimentary with RHEL)*

- Simple GUI Interface
- RPM Based
- Dependency Checking
- Instant Notification
- Auto Update (Optional)

Provisioning/Configuration Management

- Provision Bare Metal Boxes (Policies, Permissions, Packages)
- On the fly Provisioning
- Scheduled Actions
- Tightly Coupled with Management Module

Management

- Systems Grouping
- Role-based Systems Permissions
- Systems Search
- Package Profile & Compare
- Rollback (Delta Actions)
- Custom Channels & Errata (Satellite)

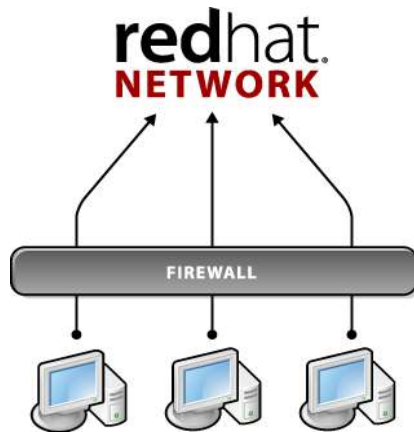
Monitoring-- Future technology

- Holistic Threshold Monitoring (Host, OS, Applications, Network, Transactions)
- Agentless Architecture (Easy Change/Install)
- Integrates Easily to MOM (Manager of Managers)
- Historical, Trending, Real Time Reporting

***Save Time, Increase Productivity,
Enhance Security***



✈ Architectures

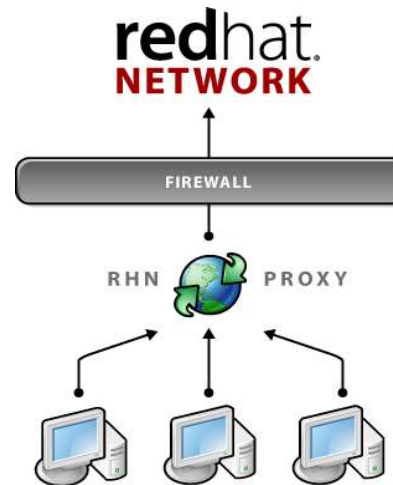


Hosted Model

Default Architectural Option...

- Simple Web UI
- Introductory API Layer
- Hosted Database Repository

Deployment Time : Minutes

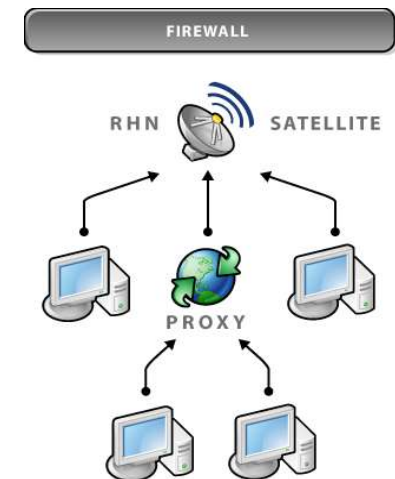


*Proxy Server Model**

All Hosted Functionality, plus...

- Custom Channels
- Local Package Caching
- Single Port Access

Deployment Time : Half Day



*Satellite Server Model**

All Proxy Functionality, plus...

- Local Database Repository
- Channel/Errata Cloning & Mgmt
- Channel Permissions
- Off Network Capability
- Bare Metal PXE Provisioning**
- Integrated Network Install Tree**
- Configuration Mgmt Profiles**

Deployment Time : One Day



* - Requires Management Entitlement

** - Requires Provisioning Entitlement



Desktop

- Client features:
 - Continued enhancements to MSFT interoperability
 - GNOME usability and robustness
 - Better HW sppt (laptops, etc)
 - Profile mgmt (Lockdown) and config tools
 - Integrated search, IM, rich media clients
- Server infrastructure:
 - Directory services
 - Groupware / messaging services
 - Remote management
 - Thin client deployment infrastructure

