



Why change? Why Open Source? Why Red Hat? Why now?

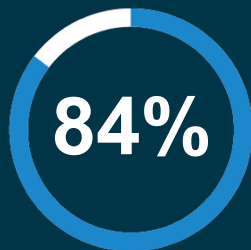
How Red Hat can help you build an agile IT organization,
from infrastructure to practice

Eric D. Schabell
Red Hat Technology Evangelist
Oct 2016 - Finland

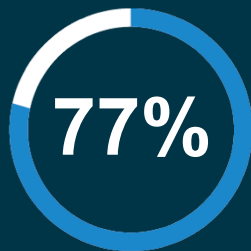
BUSINESS CHALLENGES

in an era of digital transformation

A NEW COMPETITIVE ENVIRONMENT



feel they are expected to address wider stakeholder needs.



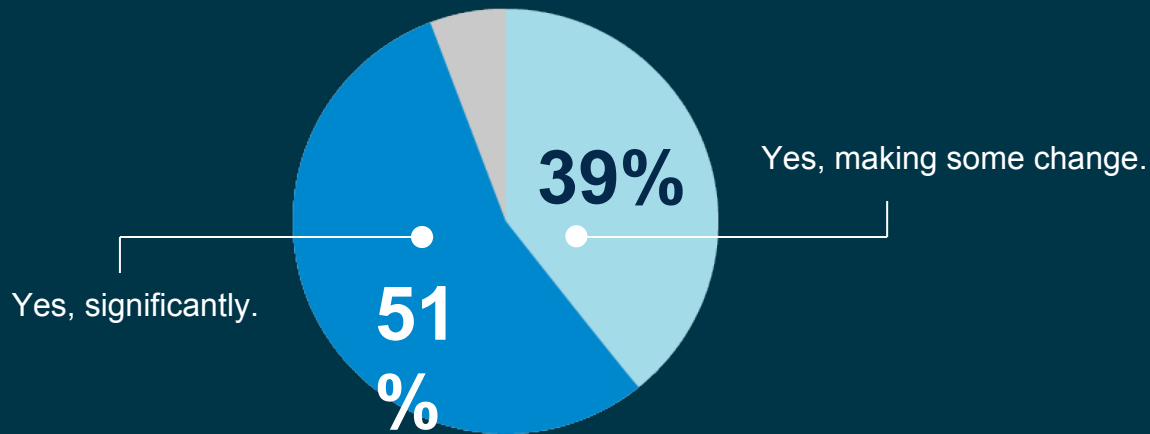
say that technology is one of the top 3 influencers transforming stakeholder expectations for the business

Source: Survey of 1,409 CEOs in 83 countries by PricewaterhouseCooper, 19th Annual Global CEO Survey, January 2016. <http://www.pwc.com/au/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

90% OF CEOS ARE CHANGING HOW THEY USE TECHNOLOGY

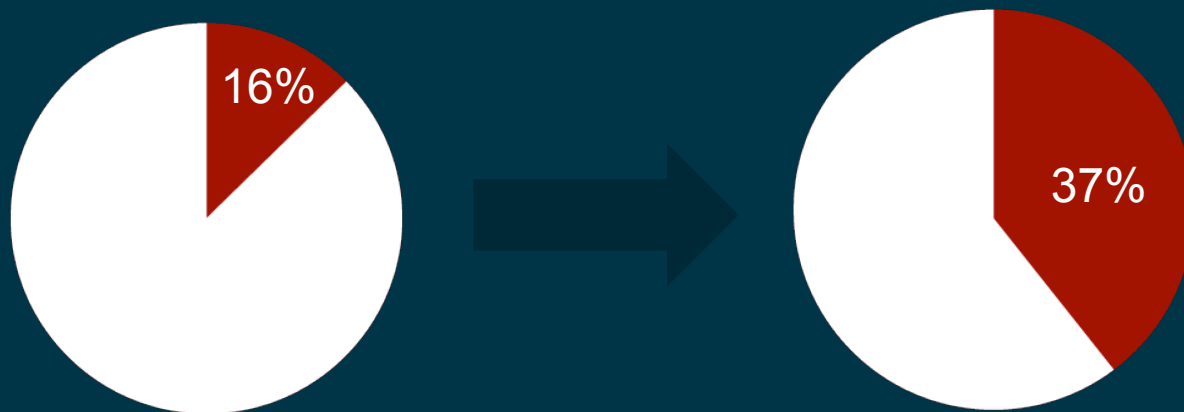
QUESTION

Are you changing how you use technology to assess and deliver on wider stakeholder expectations?



Source: Survey of 1,409 CEOs in 83 countries by PricewaterhouseCooper, [19th Annual Global CEO Survey](http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf), January 2016.
<http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

AVERAGE EXPECTED PERCENTAGE OF REVENUES ATTRIBUTED AS DIGITAL BUSINESS SALES REVENUE



In the private sector, CIOs expect digital revenue to grow from 16% to 37% in the next 5 years.

[Source:](#) CIO Survey (n=609), 2,944 CIOs in 84 countries. Graphic created by Red Hat based on Gartner research, [Building the Digital Platform: The 2016 CIO Agenda](#). Published: 02 October 2015. http://www.gartner.com/imagesrv/cio/pdf/cio_agenda_insights_2016.pdf

BUSINESS DEMANDS ARE DRIVING INDUSTRY TRENDS

DEMANDS

- Efficiency
- Agility
- Innovation



TRENDS

- Cloud
- Data + analytics
- Mobile
- Convergence of
IaaS + PaaS

WE'VE BEEN HEARING THIS FOR A WHILE

"A global report by Accenture highlights the need for businesses to adopt a new digital mindset to harness the true potential of technology, whether it is social media, cloud computing or analytics."

Swati Prasad for [ZDNet](#), Feb 2013

Source: Prasad, Swati for ZDNet, [Every company is now a digital business](http://www.zdnet.com/article/every-company-now-a-digital-business/), February 2013.
<http://www.zdnet.com/article/every-company-now-a-digital-business/>

AND IT'S PROVING TO BE TRUE

"There's more evidence that every organization — whether they are in services, manufacturing or healthcare — is becoming a technology company as well, and this trend is accelerating."

Joe McKendrick, [Forbes Tech](#), 2015

Source: McKendrick, Joe for Forbes Tech, [Every Company Now a Technology Company: Latest Round of Mergers and Acquisitions Proves It](#), April 2015. <http://www.forbes.com/sites/joemckendrick/2015/04/30/every-company-now-a-technology-company-latest-round-of-mergers-and-aquisitions-confirms-it/#1abdc9866d17>

AND CRITICAL FOR DOING BUSINESS TODAY

"Getting ahead in the digital journey can lead to outsize success, as the Henry Schein story illustrates. Falling behind, in a race with winner-take-most dynamics, can cause fatal disruption."

Alan Murray, [Fortune](#), 2016

Source: Every Company is a Technology Company, ([Fortune News, June 2016](#))

WHAT DOES IT MEAN TO BE A DIGITAL BUSINESS

and what do we have to do to get there

DIGITAL TRANSFORMATION



New ways of developing,
delivering, and integrating
applications



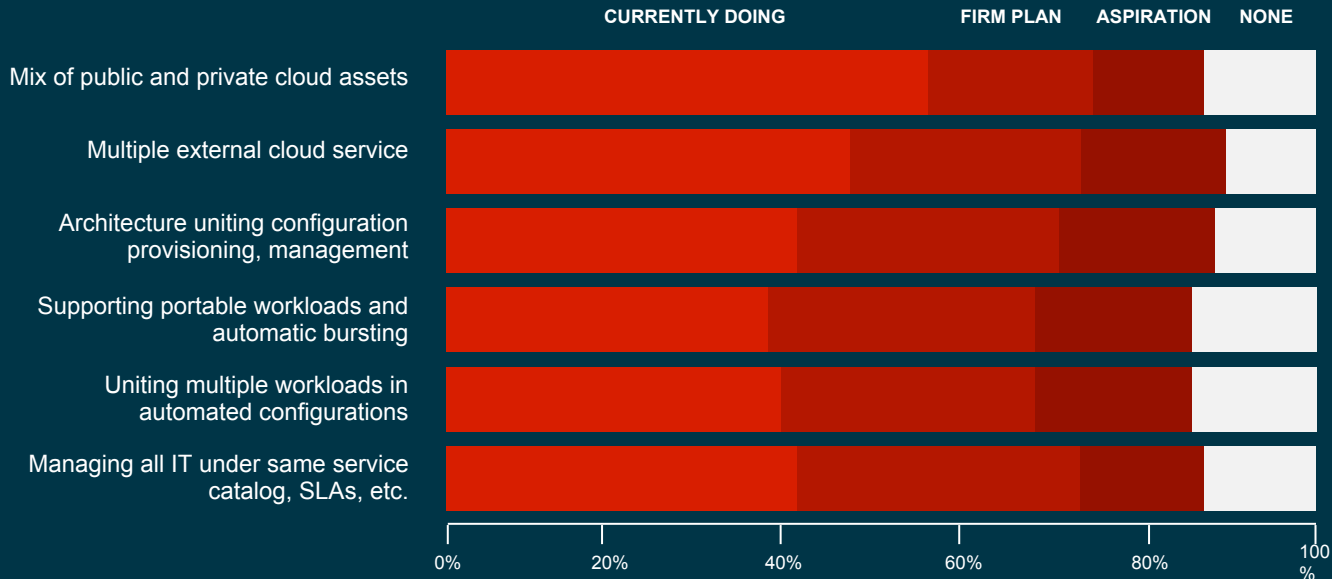
Modernize existing and
build new cloud-based
infrastructure



More agile process
across both IT and
the business

HYBRID CLOUD IS A REALITY

QUESTION | Which aspects of a hybrid cloud strategy have you adopted?



Source: [IDC Multi-client Survey of 6,159 respondents from 31 countries, IDC CloudView 2016 Survey, Jan 2016](http://www.idc.com/getdoc.jsp?containerId=prUS41039416), <http://www.idc.com/getdoc.jsp?containerId=prUS41039416>

BALANCING INNOVATION AND OPTIMIZATION



Optimize the IT
you have



Integrate apps, data,
and processes



Add and manage
cloud infrastructure

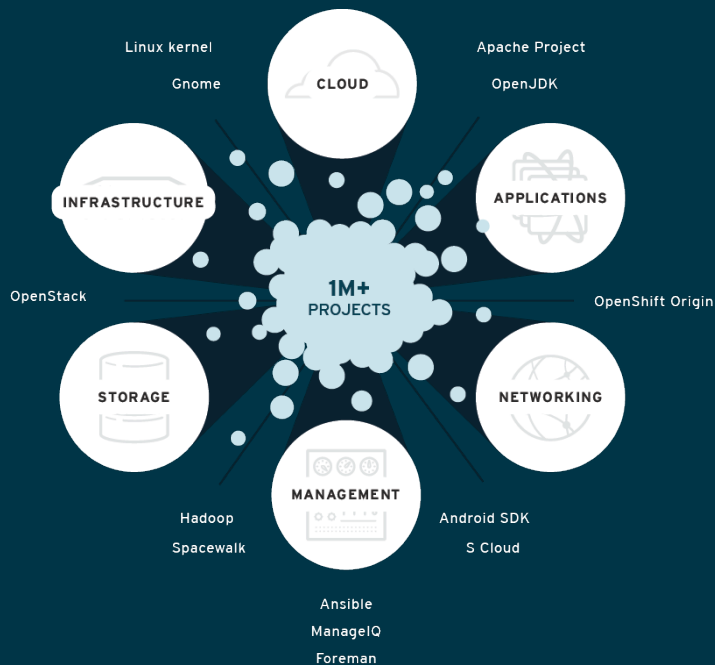


Build more modern
applications

OPEN SOURCE

is the key ingredient for this evolution

OPEN SOURCE DEVELOPMENT DRIVES RAPID INNOVATION



IT'S NOT JUST CODE, IT'S CULTURE

REQUIREMENTS



Collaboration



Transparency
(both access and
the ability to act)

BENEFITS

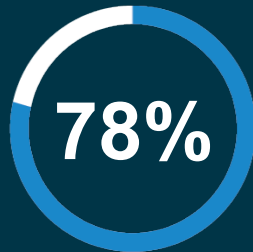


Shared problems
are solved faster

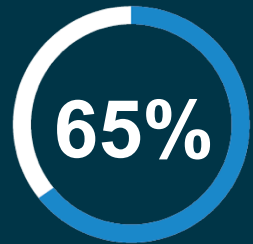


Working together
creates necessary
standardization

OPEN SOURCE ADOPTION



of enterprises run open source. ^[1]



of companies are contributing to open software. ^[2]

[1] Black Duck Software, [9th Annual Future of Open Source survey](https://www.blackducksoftware.com/2015-future-of-open-source), 2015. www.blackducksoftware.com/2015-future-of-open-source

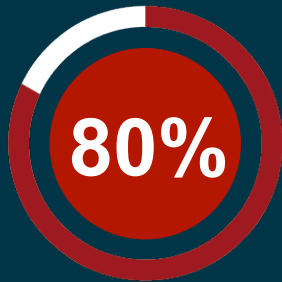
[2] Black Duck Software, [10th Annual Future of Open Source survey](https://www.blackducksoftware.com/2016-future-of-open-source), 2016. www.blackducksoftware.com/2016-future-of-open-source

OPEN SOURCE ADOPTION

"Open-source software (OSS) industry saturation is complete: today, 95% of mainstream IT organizations leverage nontrivial open-source software assets within their mission-critical IT portfolios — whether they know it or not."

[1] Driver, Mark. Gartner Hype Cycle report, *Hype Cycle for Open-Source Software 2016*, July 2016. #G00308949

OPEN SOURCE ADOPTION



prefer **vendor-supported** open source
for DevOps. ^[1]

[1] [IDC White Paper, sponsored by Red Hat, Enterprise-Grade Open Source: An Imperative for Modern IT, IDC #US41154716, May 2016.](#)

RED HAT

makes open source technology
ready for your enterprise

IT'S ABOUT MORE THAN OPEN SOURCE

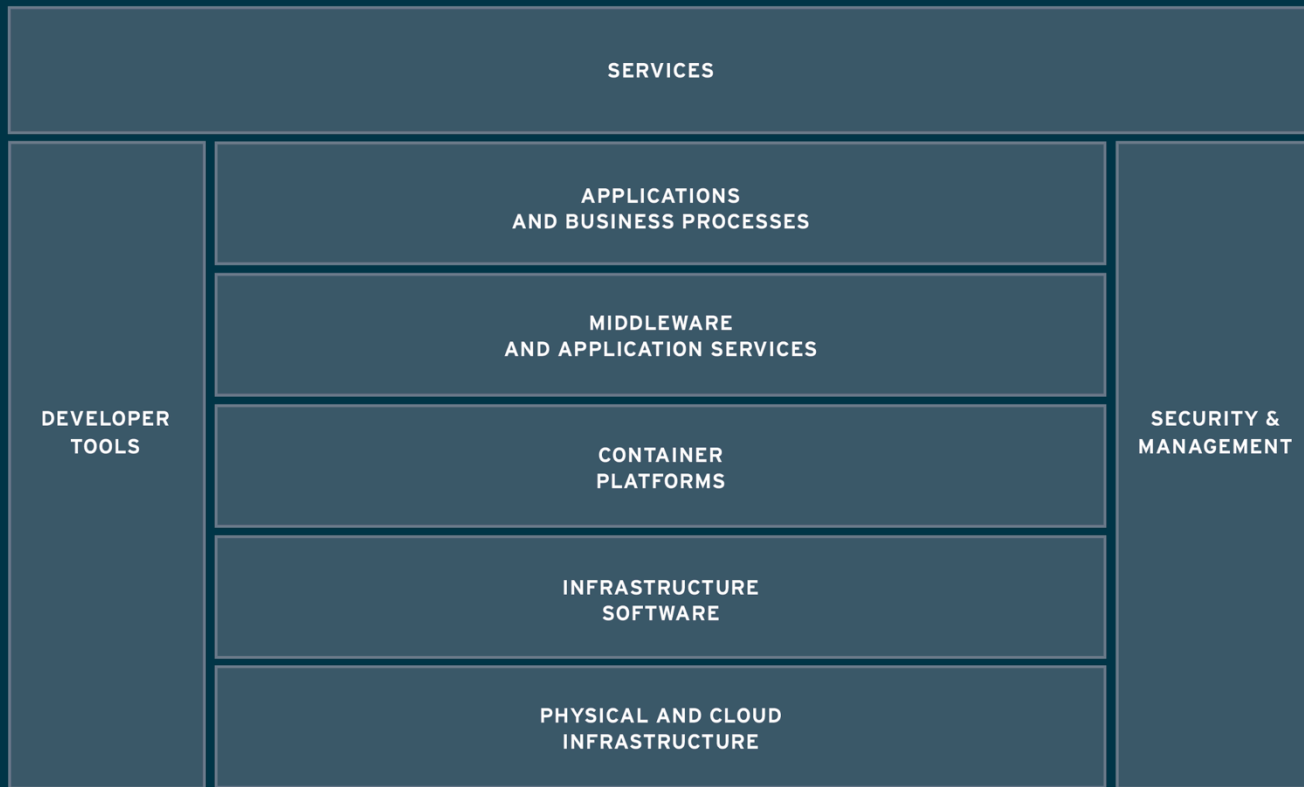


FROM COMMUNITY TO ENTERPRISE

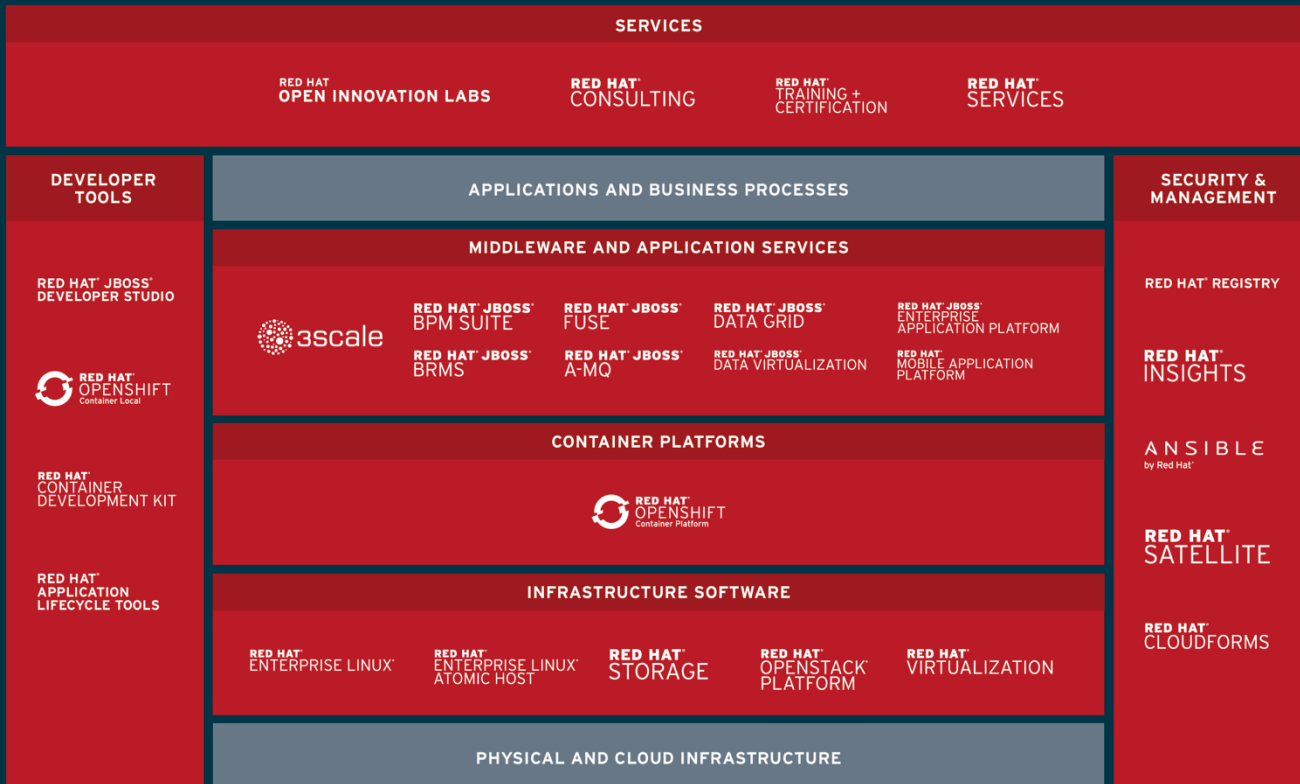


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FROM COMMUNITY TO ENTERPRISE



IT'S ALL HERE



PLUS A PARTNER ECOSYSTEM

CLOUD PARTNER



TECH PARTNER



SIs PARTNERS



AND COMPREHENSIVE SERVICES



TRAINING + CERTIFICATION

40+ courses

Hands-on certifications & exams

NEW:

Automation with Ansible course

Container-based app dev courses

Red Hat Learning Subscription



CONSULTING

Open solutions using Red Hat products

Architect, consultant, PM expertise

Both process and IT alignment

On-site or remote delivery

Hands-on mentoring

SUPPORT

Award-winning Customer Portal

Technical support, available 24x7

Automated, proactive support tools

Strategic & technical roadmap planning

Emerging technology support & guidance



HARDWARE, SOFTWARE + CLOUD CERTIFICATION

Hundreds of public cloud providers

Thousands of hardware platforms

Tens of thousands of applications

NEW:

Red Hat Container Certification



LEADERSHIP



100%

of **AIRLINES** in the
Fortune Global 500
are Red Hat
customers



100%

of **TELCOS** in the
Fortune Global 500
are Red Hat customers



100%

of **HEALTHCARE
COMPANIES** in the
Fortune Global 500 are
Red Hat customers



100%

of **COMMERCIAL
BANKS** in the
Fortune 500 are
Red Hat customers

EUROPE, MIDDLE EAST, & AFRICA CUSTOMER STORIES

FINANCIAL SERVICES

BBVA

Built open source cloud to
transform the business.

Uses OpenStack, OpenShift, CloudForms

TELCO

Telefonica

Create a virtual infra management platform.

Uses RHEL, OpenStack

HEALTHCARE

Roche

Improved IT infra flexibility, & efficiency.

Uses RHEL, OpenShift, EAP, (JON), Data Services, Satellite

GOVERNMENT

Atos

Share info quickly, securely, and cost-effectively.

Uses RHEL, Satellite, Fuse, Consulting, Training & Certification



THANK YOU



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