MOVING FORWARD TO THE 3rd platform

MUSTAPHA HLIL

Dubai, UAE | 20th April 2016
WHAT WE DO

We offer a range of mission-critical software and services covering:

- MIDDLEWARE
  - APP DEV – MOBILE
- OPERATING SYSTEM
- CLOUD
- VIRTUALIZATION
- STORAGE

THE BENEFITS

- Flexibility
- Faster technology innovation
- Better quality
- Better price/performance
- Long-term deployment
- Better security—assurance
- Shared development: Accelerated innovation
- Open collaboration: Products that meet customer needs

"Red Hat’s open source technologies allowed us to solve problems with a real understanding of what is available to us rather than just taking a vendor’s sales pitch."

—JOHN LIPTAK, principal architect, CenturyLink
RED HAT PRODUCT PROCESS

PARTICIPATE
(upstream projects)
We participate in and create community-powered upstream projects.

INTEGRATE
/community platforms/
We integrate upstream projects, fostering open community platforms.

STABILIZE
(supported products platforms, and solutions)
We commercialize these platforms together with a rich ecosystem of services and certifications.

We enable software and hardware partners, customers, and academia to participate at every stage of development.

The combination of Red Hat Enterprise Virtualization and the Cisco UCS platform allows us to provide financial service providers with a highly available, scalable, and secure SAP environment in the cloud.

—MARIO BRUGNERA, head of SAP Competence Center, FI-TS
Having free access to the code, being able to respond flexibly to the requests, and being able to adapt it directly within the company give us a competitive advantage over the rest.

— LAUTARO GONZÁLEZ, CIO, Nación Servicios S.A.
If we had used proprietary, licensed products from Red Hat competitors, we would have to shell out up to five times the current subscription costs towards one-time licensing in every deployment.

— VINAY ANAND, chief operating officer, Enhancesys Innovations
The assistance provided by Red Hat was extremely helpful. We can deliver business applications fast on a completely secure platform.

—ERIC SWINIARSKI, information systems architect, Filhet-Allard
Red Hat Enterprise Linux has proved its value as the operating system platform for mission-critical applications. It is important to stress the very high level of expertise that Red Hat and its partners have to offer.

— HEIKO MICHELSLEN, team leader for Virtualization and Cloud Services, ING-DiBa
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<th>Operating System</th>
<th>Microsoft Windows Server, Oracle Solaris, IBM AIX, HP/UX</th>
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<td>PaaS Cloud</td>
<td>Pivotal CloudFoundry, IBM Bluemix, HP Helion, AWS Beanstalk, Microsoft Azure, Google App Engine, Heroku/SalesForce</td>
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<td>VMware vCloud Automation Center, HP Cloud Service Automation (CSA), BMC Cloud Lifecycle Management, Microsoft System Center</td>
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<td>In-memory data grid</td>
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Red Hat has played a fundamental role in implementing our solutions. OSDE’s decision to base its technology architecture and business support on open source technologies demanded products with large market participation and first-level enterprise support. —GUSTAVO AGUIRRE, CIO, OSDE Binario

“Red Hat Gluster Storage allowed us to satisfy our current and future backup space requirements while being reliable, scalable, economical, and easy to use.”

—Oskar Pienkos, server and storage architect, Simon Fraser University
Red Hat Enterprise Linux provides us availability and access to information in a way that is easier and simpler than proprietary solutions, which allows us to be much more productive.

—Daniel Concepcion, managing director of IT

“We chose OpenShift as the PaaS foundation for cloud offerings thanks to its flexible, open source architecture, its minimal-overhead application programming model, and its excellent support for DevOps. Our teams are finding OpenShift to be enterprise-grade, scalable, stable, and productive.”

—Brett Adam, senior vice president, Platform, CA Technologies
We have looked at other vendors, but the experience we have with Red Hat and the quality of its consultants and architects is of a really high level. The relationship has developed into a partnership.

—DHARMINDER DEBISARUN, IT advisor concern director NOVAMEDIA

“We chose Red Hat for our internal cloud roll-out because it's the only multi-platform cloud solution currently in the market that is genuinely multi-vendor... Red Hat offers us a cloud solution that can be integrated with our previous infrastructure, without the need to demount what we already had in place to carry on moving ahead.”

—Sara Isabel Rubio, global platforms operation and security, Telefónica Global Solutions
RED HAT CONSULTING

Takes a big-picture view of your organization, analyzes your challenges, and helps you solve them with comprehensive, cost-effective solutions.

Integrate your enterprise to make your business more automated, flexible, and responsive.

Modernize your systems and applications to save money and time—so you can focus on new areas of innovation.

Harness the power of the cloud by establishing an intelligent, open cloud infrastructure.

Provide better efficiency through standardization, repeatability, and finely tuned processes.

RED HAT TRAINING

Arms your IT organization with knowledge and hands-on skills to optimize your Red Hat deployments—enhancing productivity and mitigating risk.

- Employees gain skills, promoting IT success
- 40+ courses on Red Hat technologies
- Hands-on certification programs to prove knowledge and skills
- More than 1 million Red Hat Training attendees

“...The solution architect from Red Hat Consulting played a key part in the solution, offering guidance and explaining the various functionalities of the tool."
—GUSTAVO MARTÍN, technician, Operations and Telecommunications Systems, Metro de Madrid
PROTECTING CUSTOMERS

OPEN SOURCE ASSURANCE PROGRAM
- Assurances for customers purchasing Red Hat subscriptions
- Designed to allow customers to use their chosen solutions without interruption

OPEN SOURCE LEADERSHIP
- Challenges flaws in systems related to software patents
- Support for patent law reform in Congress
- U.S. Supreme Court briefs in Bilski, Global Tech, and i4i
- Spoke out against chilling effects of U.S. SOPA and PIPA legislation on open source innovation

RED HAT PATENT PROMISE
Commitment not to enforce patents with respect to open source software

“Performance is easily twice as fast under Red Hat Enterprise Linux. We also reduced our total hardware and operating system licensing costs by 25 percent. I'd say that the case for Red Hat Enterprise Linux is an open and shut one.”
—TIM NOLAN, Manager, Linux Engineering
“A disruptive innovation is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology.”

-wikipedia-
The New Disruption: Cloud

RED HAT® CLOUDFORMS

RED HAT® CLOUD INFRASTRUCTURE

RED HAT® MOBILE

OPENSHIFT®

by Red Hat®

RED HAT® MOBILE APPLICATION PLATFORM
Birds-eye view: What’s happening in IT?

Technology view

**World of Mobile:** has us “wired” firmly with the internet and turns the way we connect with everything upside down

**Internet & IoT:** so much more data from everywhere and sensors, enables unprecedented services, requires big data solutions

**World of Social:** completely changes how businesses interact with and profit from customers

**Cloud:** entirely disrupts the way IT solution are being delivered and enables solutions at a never seen before scale
Partners need to prepare in order to succeed in DX

Businesses are Changing
- How they engage with their customers
- Speed to market
- How they innovate
- Reliability of their operations
- Their overall flexibility

Channels very relevant in Europe:
Partners need to prepare to help customers from 2nd to 3rd Platform!

Source: © IDC 2015, “THE STATE OF DIGITAL TRANSFORMATION (DX)”

please look here on Mojo for supporting information:
- Petras Keynote at EMEA Partner Conference 2015
- Infographic for Partners in EMEA on Digital Transformation
## Partner Transformation

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“OK, so new tech stuff is happening. As it always has. So what?”

**RELEVANCE**

- Is derived from understanding your customer needs
- Is derived from being able to provide what your customer needs
- Is the only reason you have business in the first place
From technology innovation to business innovation

**Disruptive Technology Innovation**
... enables customers to *transform* their IT by leveraging mobile, cloud, social and big data at scale
But more importantly, enables customers to create:

**Disruptive Business Innovation** → models, solutions and services
“OK, so new tech stuff is happening. As it always has. So what?”

**RELEVANCE**

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... and guess what:
“OK, so new tech stuff is happening. As it always has. So what?”

**RELEVANCE**

- IS DERIVED FROM UNDERSTANDING YOUR CUSTOMER NEEDS
- IS DERIVED FROM BEING ABLE TO PROVIDE WHAT YOUR CUSTOMER NEEDS
- IS THE ONLY REASON YOU HAVE BUSINESS IN THE FIRST PLACE

... AND GUESS WHAT:

**YOU’VE LOST IT**
The signs of losing relevance

- You still sell to IT departments only?
- You have acquired some cloud skills, but no projects?
- When was the last time you had a conversation with your client about helping innovate *business* solutions?
- You find yourself in a competition on price more often than not?
- Hand on heart: How much experience do you really have designing solutions that combine mobile, cloud and big data?
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But what if you decide to adapt?

- You are going to where the money is being spent
- You gain unprecedented relevance with your clients
- You become MUCH less vulnerable to competition
- You won’t only survive - you’ll thrive!
- You become a much more attractive employer and retainer of talent
- You will find it much easier to acquire additional customers
“A few years ago you would have to explain why you were choosing open source. Now you would have to explain why you aren't.”

– Jerry Norton, VP, Financial Services UK, CGI
THANK YOU
GET OUT THERE AND TALK WITH YOUR PARTNERS ABOUT THIS NOW!

STRONGER TOGETHER