



RED HAT  
**FORUM**  
Europe, Middle East & Africa



# Why Open Source ? Why Red Hat ? Why Now ?

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**Your World is Changing . . .**



# THE CHANGING ROLE OF I.T. IN THE ENTERPRISE

“IT doesn’t matter.”

Nicolas G. Carr  
Harvard Business Review, May 2003

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**“Every organization - whether services, manufacturing or healthcare - is becoming a technology company.”**

Joe McKendrick  
Forbes.com, April, 2015

IT is more **RELEVANT** than ever







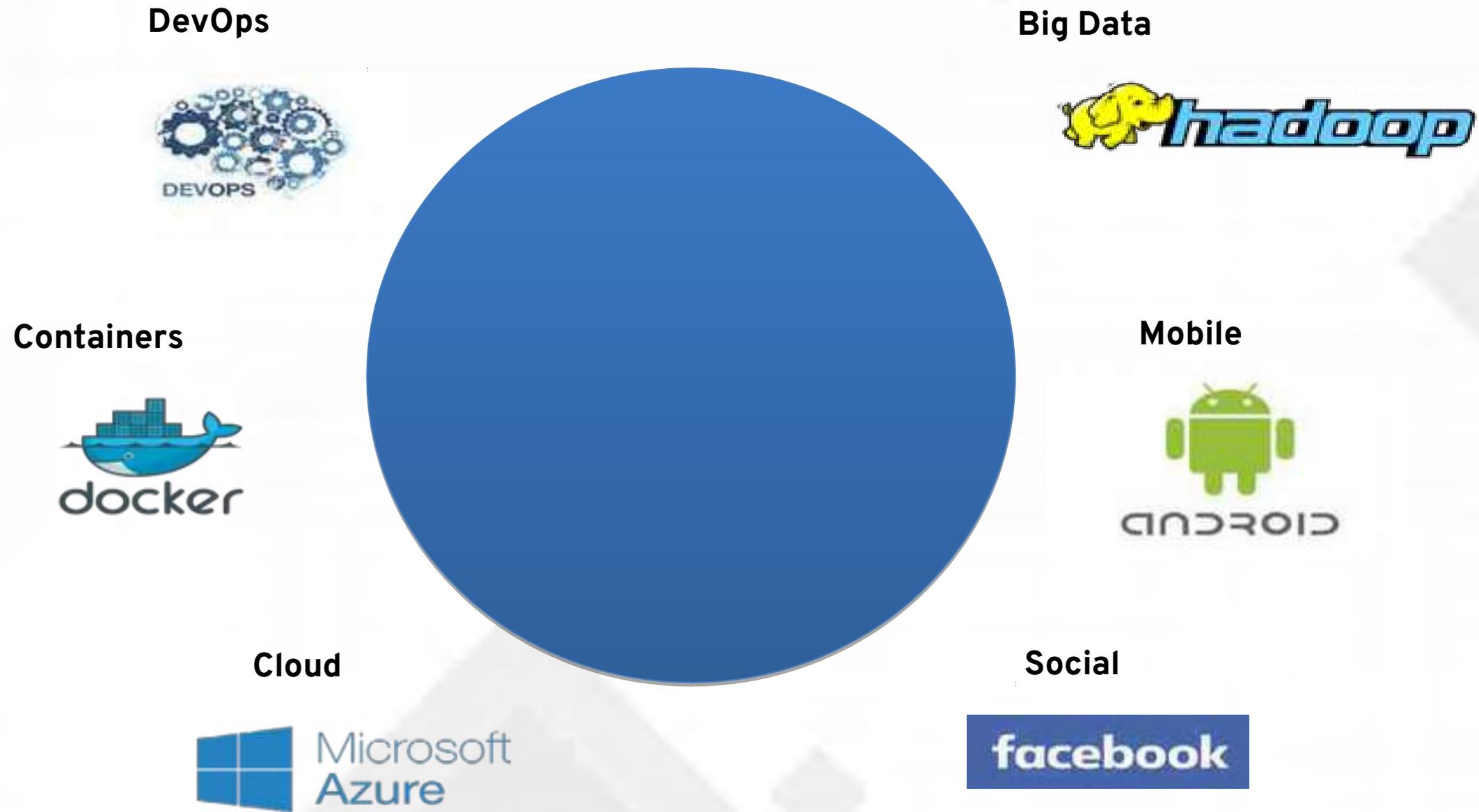


# The business needs you to deliver value!



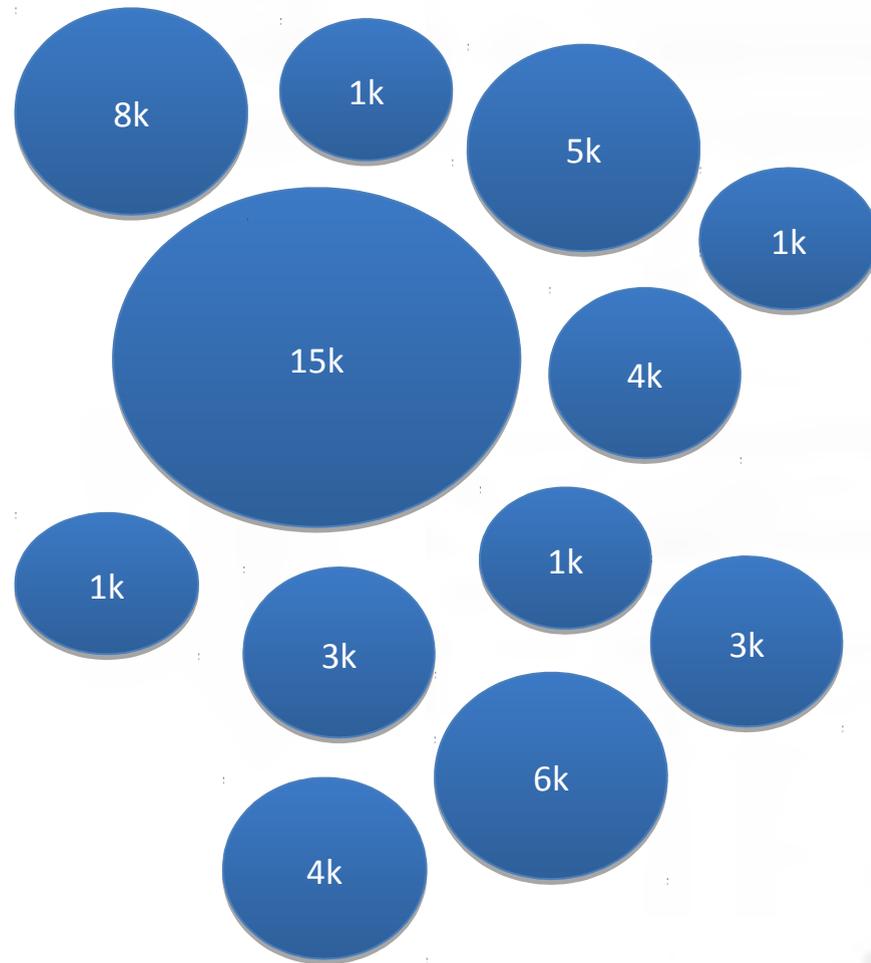
“What we really need in IT  
is someone who has super powers.”

# What are the major tech trends right now?



# What is Open Source?

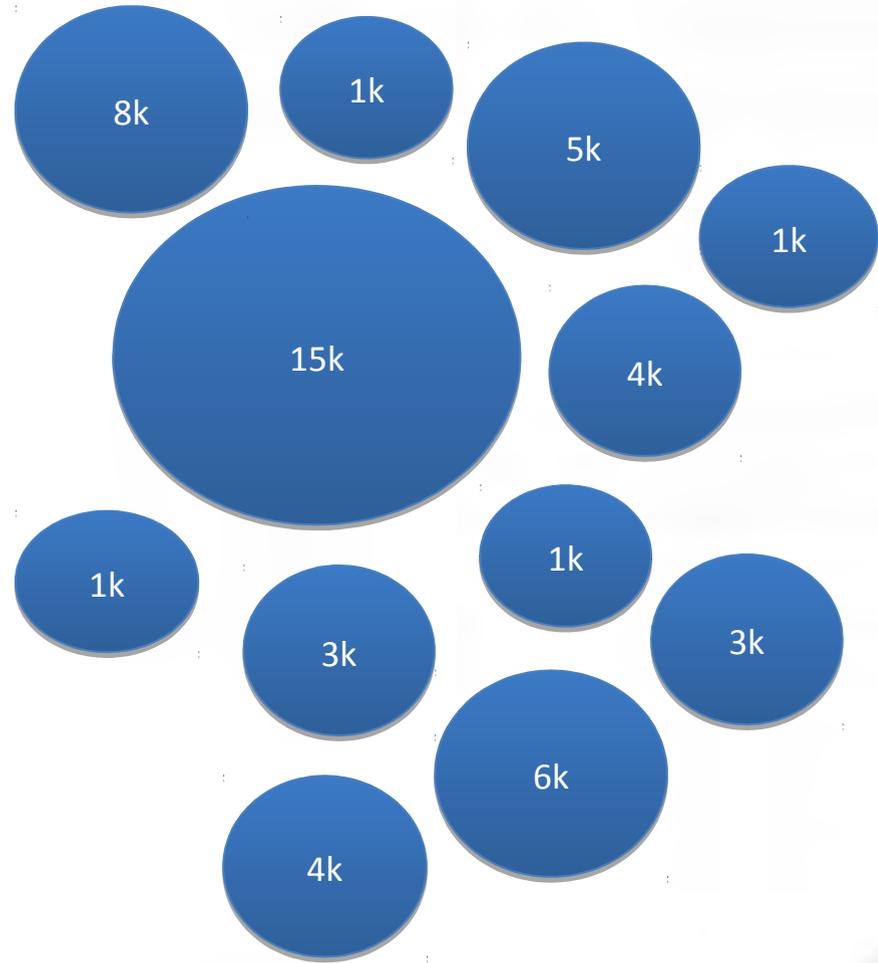
## Traditional development



✓ **Low risk**

# What is Open Source?

## Traditional development



✓ Low risk

## Open Source

15 million developers

1+ million projects

✓ Innovation

# What is Open Source?

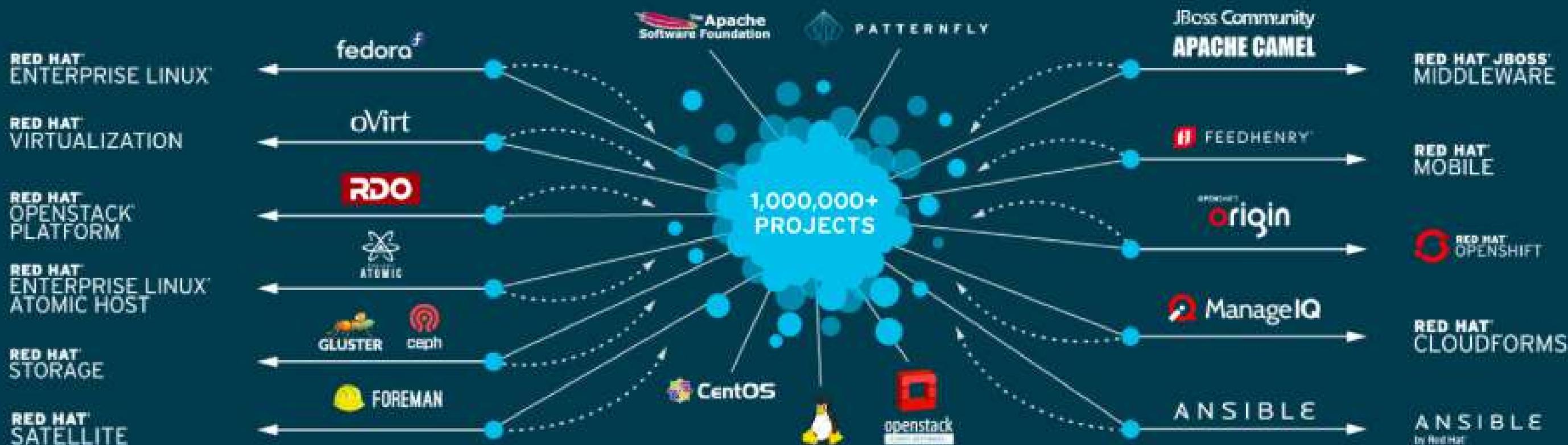
Open Source



# redhat.®

- ✓ Low risk
- ✓ Innovation
- ✓ Cost efficiency

# FROM COMMUNITY TO ENTERPRISE



RH0064

# THE CIO's ALTERNATIVE

<b>Operating system</b>	Microsoft Windows Server, Oracle Linux, Oracle Solaris, IBM AIX, Hewlett Packard Unix (HP-UX), SUSE Linux Enterprise Server, Canonical Ubuntu	<b>Red Hat Enterprise Linux</b>
<b>PaaS and CaaS</b>	Pivotal Cloud Foundry, IBM Bluemix, Docker Datacenter, Mesosphere Enterprise DC/OS, Heroku, Microsoft Azure, Amazon Web Services, Google Cloud Platform	<b>Red Hat OpenShift</b>
<b>Cloud orchestration</b>	VMware vRealize Suite, IBM Cloud Ochestrator, HPE Cloud Service Automation, RightScale Cloud Management, BMC Cloud Lifecycle Management, Scalr, Cloudify	<b>Red Hat CloudForms</b>
<b>Infrastructure-as-a-Service (IaaS)</b>	HPE Helion, VMware Integrated OpenStack (VIO), Mirantis OpenStack, Ubuntu OpenStack	<b>Red Hat Cloud Infrastructure, Red Hat OpenStack Platform, Red Hat Satellite</b>
<b>Virtualization</b>	VMware vSphere, Microsoft Hyper-V Server 2012	<b>Red Hat Virtualization</b>
<b>Storage</b>	NetApp, EMC (Isilon, ScaleIO, Elastic Cloud Storage [ECS]), VMware Virtual SAN, Scality, IBM Cloud Object Storage	<b>Red Hat Gluster Storage, Red Hat Ceph Storage</b>
<b>Application server</b>	IBM WebSphere Application Server (Liberty Core, Network Deployment, Liberty), Pivotal tc Server, Oracle WebLogic Server Enterprise	<b>Red Hat JBoss Enterprise Application Platform, Red Hat JBoss Web Server</b>
<b>In-memory data grid</b>	IBM WebSphere eXtreme Scale, Oracle Coherence, Hazelcast, Software AG Terracotta	<b>Red Hat JBoss Data Grid</b>
<b>ESB and application integration</b>	IBM Integration Bus, Oracle SOA Suite and Enterprise Service Bus, MuleSoft AnyPoint Platform, TIBCO ActiveMatrix, Software AG webMethods, WSO2 Enterprise Service Bus	<b>Red Hat JBoss Fuse</b>
<b>Data virtualization and data services</b>	IBM InfoSphere Federation Server, Cisco Information Server, Denodo	<b>Red Hat JBoss Data Virtualization</b>
<b>Business rules and process automation</b>	IBM (Operational Decision Manager and Business Process Manager), Appian, Pega, FICO Blaze Advisor, Progress Corticon	<b>Red Hat JBoss BRMS, Red Hat JBoss BPM Suite</b>
<b>Messaging</b>	IBM WebSphere MQ, Pivotal RabbitMQ, TIBCO Enterprise Message Service, Solace Systems	<b>Red Hat JBoss A-MQ</b>
<b>System management</b>	HPE Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager, Puppet Enterprise	<b>Red Hat Satellite</b>
<b>Mobile</b>	IBM MobileFirst, SAP Mobile Platform (SMP), Kony Mobility Platform, Telerik Platform, OutSystems Platform	<b>Red Hat Mobile Application Platform</b>
<b>IT automation</b>	HPE Server Automation, HPE Operations Orchestration, BMC BladeLogic, Capistrano, Juju	<b>Ansible Tower by Red Hat</b>
<b>API management</b>	Apigee, MuleSoft API Manager, TIBCO Mashery, WSO2 API Manager	<b>3scale API Management Platform by Red Hat</b>

# 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

# RED HAT & YOUR BUSINESS: SUBSCRIPTION MODEL

## TECHNICAL SUPPORT

24 HOURS / 7 DAYS A WEEK

UNLIMITED INCIDENTS

MULTI-LINGUAL

MULTI-VENDOR CASE OWNERSHIP

MULTI-CHANNEL

## ONGOING DELIVERY

STABILITY WITH A PRODUCT LIFE CYCLE OF UP TO 10 YEARS

PATCHES

UPDATES

UPGRADES

SECURITY RESPONSE TEAM

## EXPERTISE

CUSTOMER PORTAL & FORUMS

KNOWLEDGEBASE

ACCESS LABS

TRAINING CURRICULA (OPTIONAL)

## COMMITMENTS

HARDWARE CERTIFICATION

SOFTWARE CERTIFICATION

CLOUD PROVIDER CERTIFICATION

SOFTWARE ASSURANCE

AWARD-WINNING SUPPORT



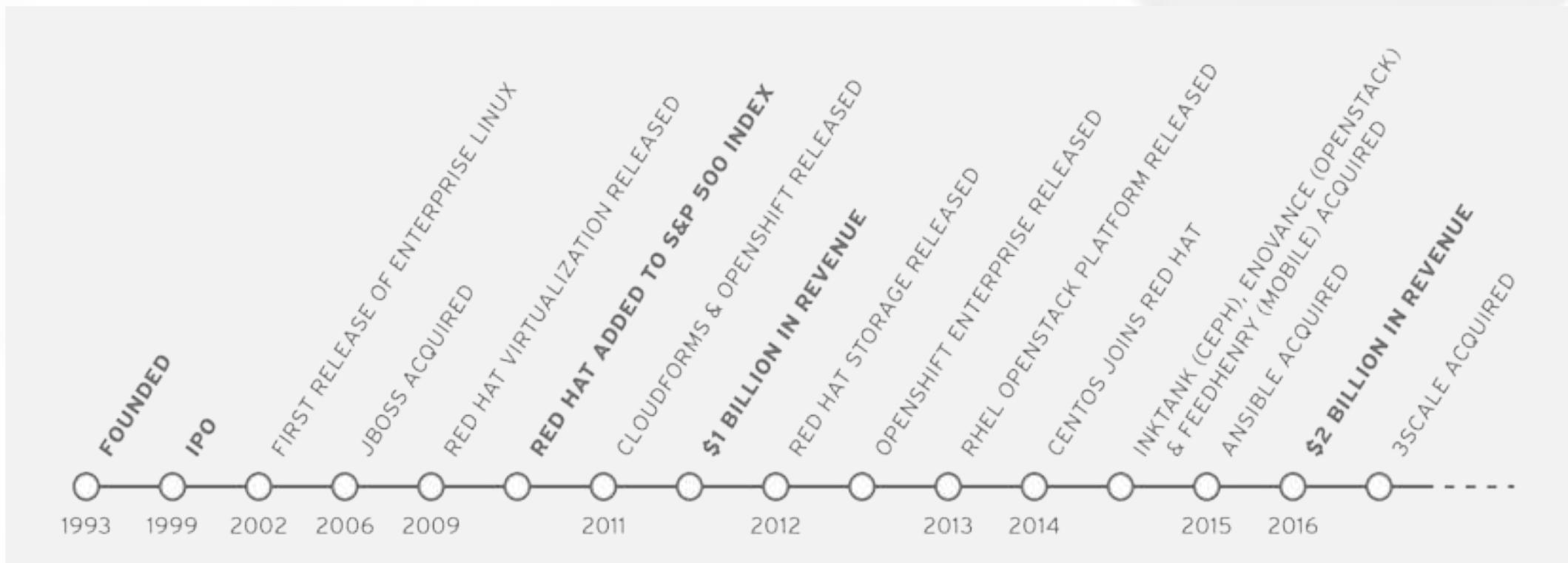
YEARS AWARDED:

2011 2013 2015  
2012 2014



“ 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 toward one-time licensing in every deployment.  
– VINAY ANAND, chief operating officer, Enhancesys Innovations

enhancesys™  redhat.



**#1 OPEN SOURCE LEADER**



**90%**  
**FORTUNE 500**  
 use  
**RED HAT**  
 PRODUCTS & SOLUTIONS.\*

**~9,300**  
 EMPLOYEES  
**85**  
 COUNTRIES  
**35**  
 COUNTRIES

**S&P 500**  
 COMPANY  
**RHT**  
 A  
**SOLUTIONS**

# A customer example: Volvo Cars

Mobile



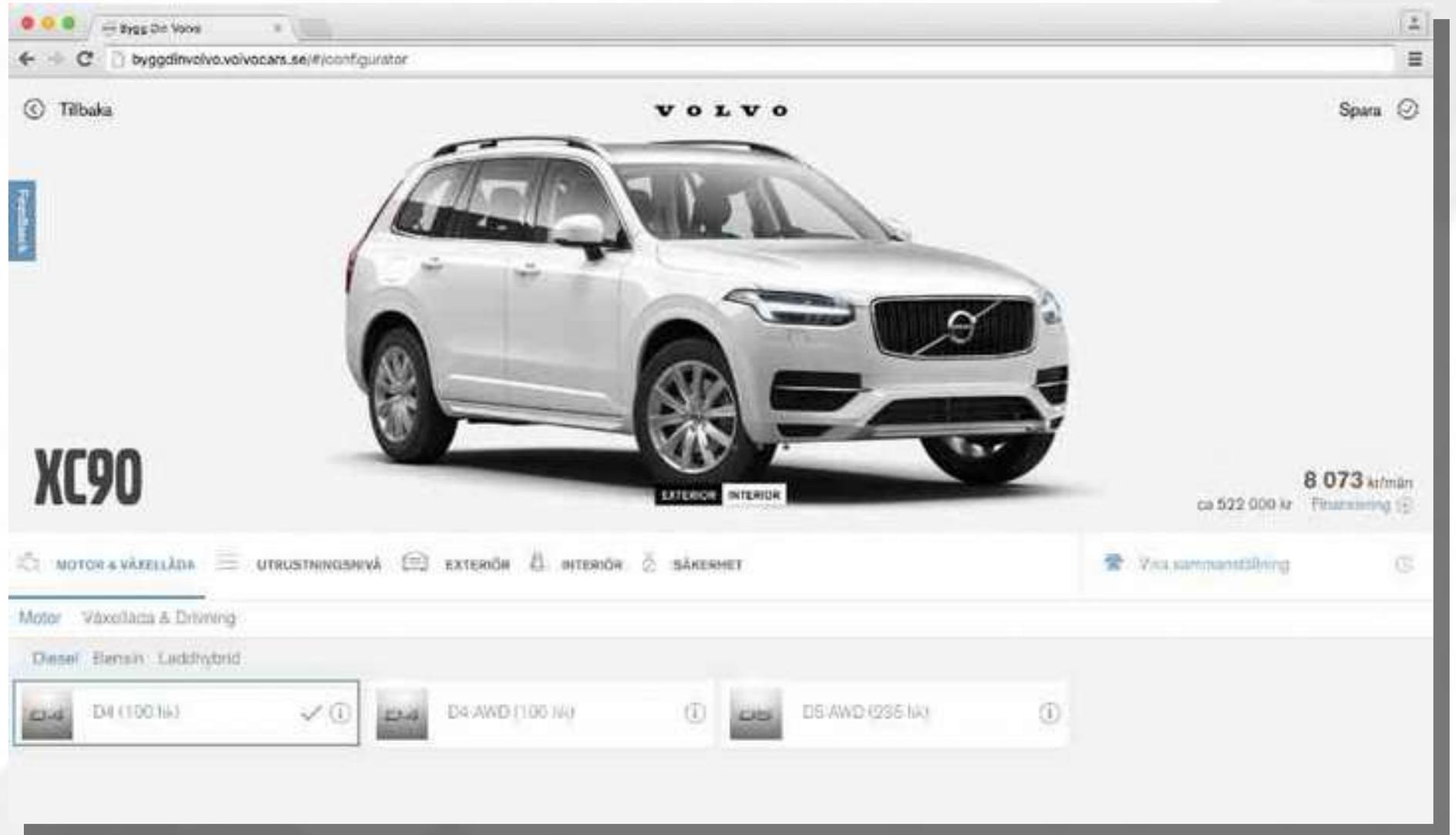
Cloud



DevOps



Containers



# Why Red Hat?

“In terms of being the most strategic IT vendor three years from now, **Google, Amazon** and **Red Hat** are expected to be the biggest winners - IBM, SAP and Oracle are expected to be the biggest losers...”

*Goldman Sachs*

*July 2016*

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**#25** The Worlds Most Innovative Companies 2016

*Forbes Magazine*

*August 2016*



# **FEAR** Has Two Meanings

# Forget Everything And Run



# Face Everything And Rise



**What are you going to be ?**



redhat.

# Thank you!

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