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# YOUR FUTURE IS BUILT ON WHAT YOU DO TODAY

How you can prepare your organization for market disruption

MICHEL ISNARD
VP Sales, Red Hat EMEA

# STRONGER TOGETHER



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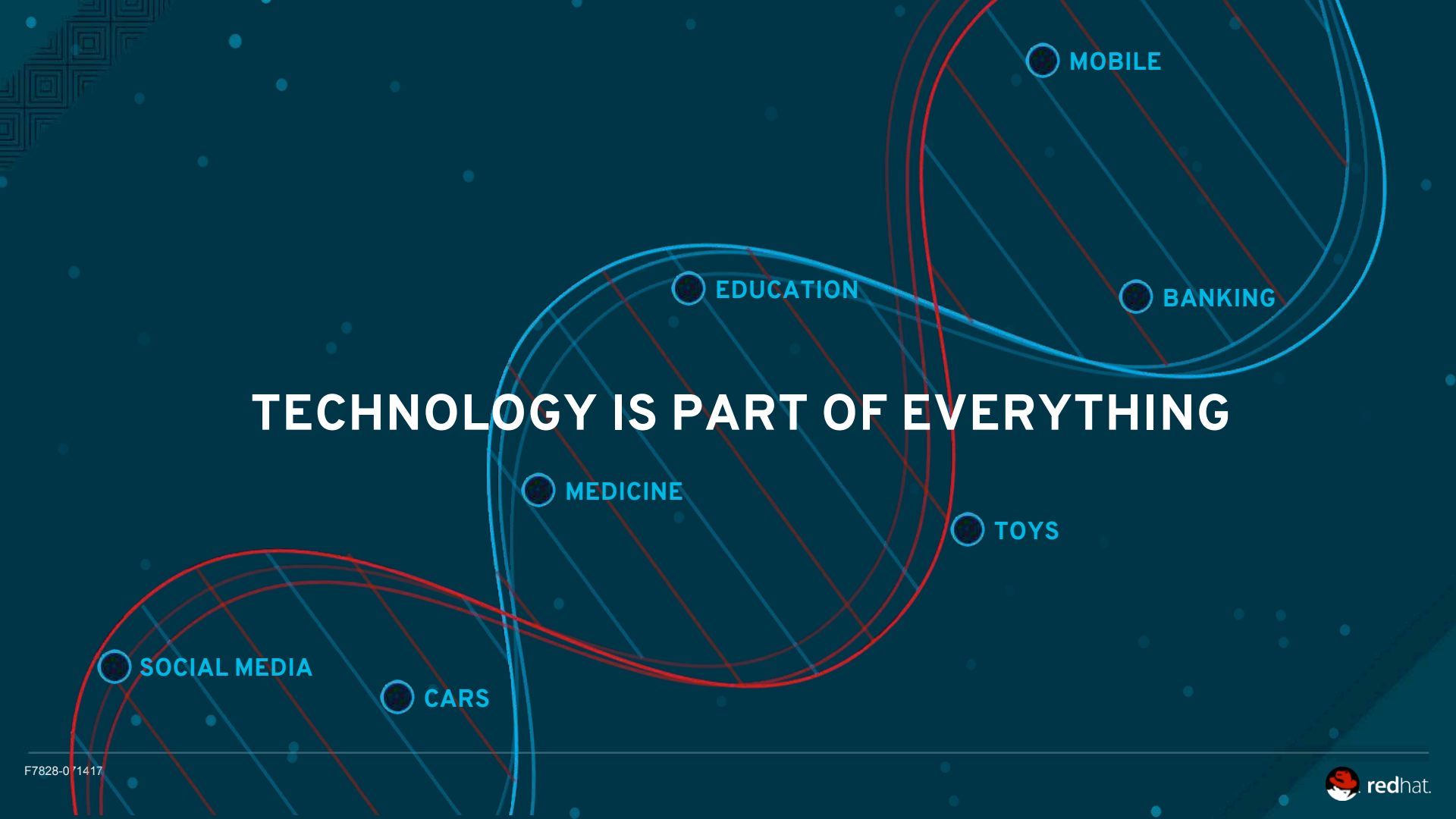
MOBILE
EDUCATION
BANKING
TECHNOLOGY IS PART OF EVERYTHING
MEDICINE
TOYS
SOCIAL MEDIA
CARS



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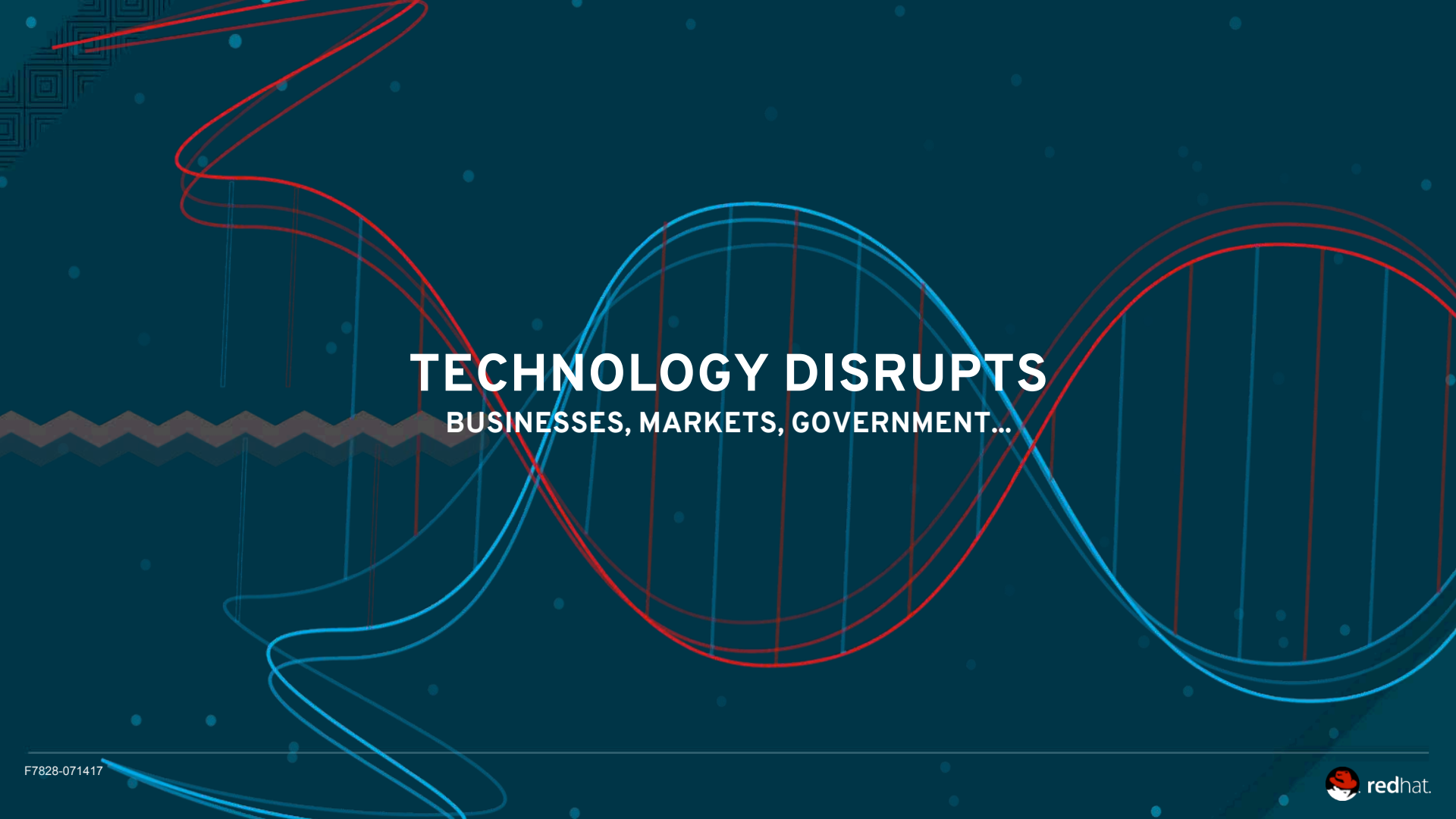




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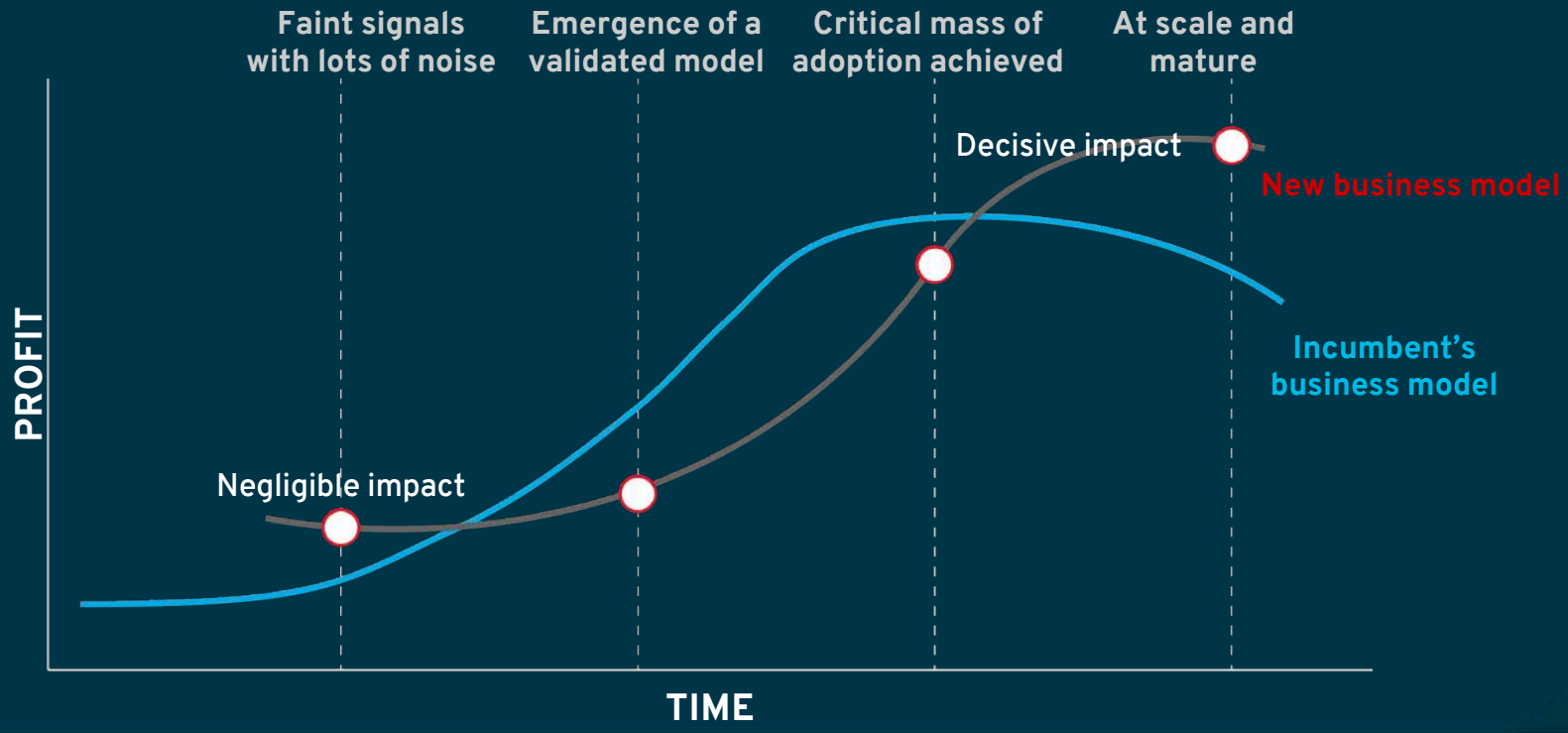
# AND YOU MAY NOT REALIZE IT

## UNTIL IT'S TOO LATE

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**Source:** Chris Bradley & Clayton O'Toole. *An Incumbent's Guide to Digital Disruption*, McKinsey Quarterly, May 2016. http://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/an-incumbents-guide-to-digital-disruption

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# DISRUPTION IS A MATTER OF WHEN, NOT IF

Kodak

amadeus

Deutsche Bank

NETFLIX



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# THE LONGER YOU WAIT

## THE HARDER IT IS TO CATCH UP

*"Organizations that haven't modernized their application architecture and infrastructure to support digital business will **fall further behind new entrants and fast-moving competitors.**"*

*"One striking finding is that the **top performers are building more technology in-house** than other enterprises."*

**GARTNER**
***Modernizing Application Architecture & Infrastructure Primer for 2017***
**Elizabeth Golluscio & Anne Thomas**
17 Jan 2017



**Source:** Elizabeth Golluscio & Anne Thomas for Gartner, *Modernizing Application Architecture and Infrastructure Primer for 2017*, Jan 2017. ID: G00318237. https://www.gartner.com/doc/3572317?ref=clientFriendlyURL

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# SO WHAT SHOULD WE DO?

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# ARE THESE YOUR CHALLENGES?

## TOP DIGITAL TOPICS FOR RED HAT CUSTOMERS IN 2017

52%

1. DEVELOPING A CLOUD STRATEGY

42%

2. BUILDING NEW APPS QUICKLY

39%

3. OPTIMIZING AND MODERNIZING EXISTING I.T

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***Source:*** *Red Hat Global Customer Tech Outlook 2017, Dec 2016.*
*https://www.redhat.com/en/red-hat-global-customer-tech-outlook-2017*

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# SHIFTING YOUR TECHNOLOGY INVESTMENT

## IS REALLY ABOUT BEING ABLE TO DO MORE, FASTER

Optimize the IT you have

Integrate apps, data, and processes

Add and manage cloud infrastructure

Build more modern applications

EFFICIENCY → PRODUCTIVITY → AGILITY → SPEED



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# IT TAKES MORE THAN JUST TECHNOLOGY TO MOVE THE BUSINESS FORWARD

## CULTURE

Collaborative
Transparent
Open

## PROCESS

Agile
Continuous
Iterative

## TECHNOLOGY

Open source
Hybrid
Connected



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# CULTURE

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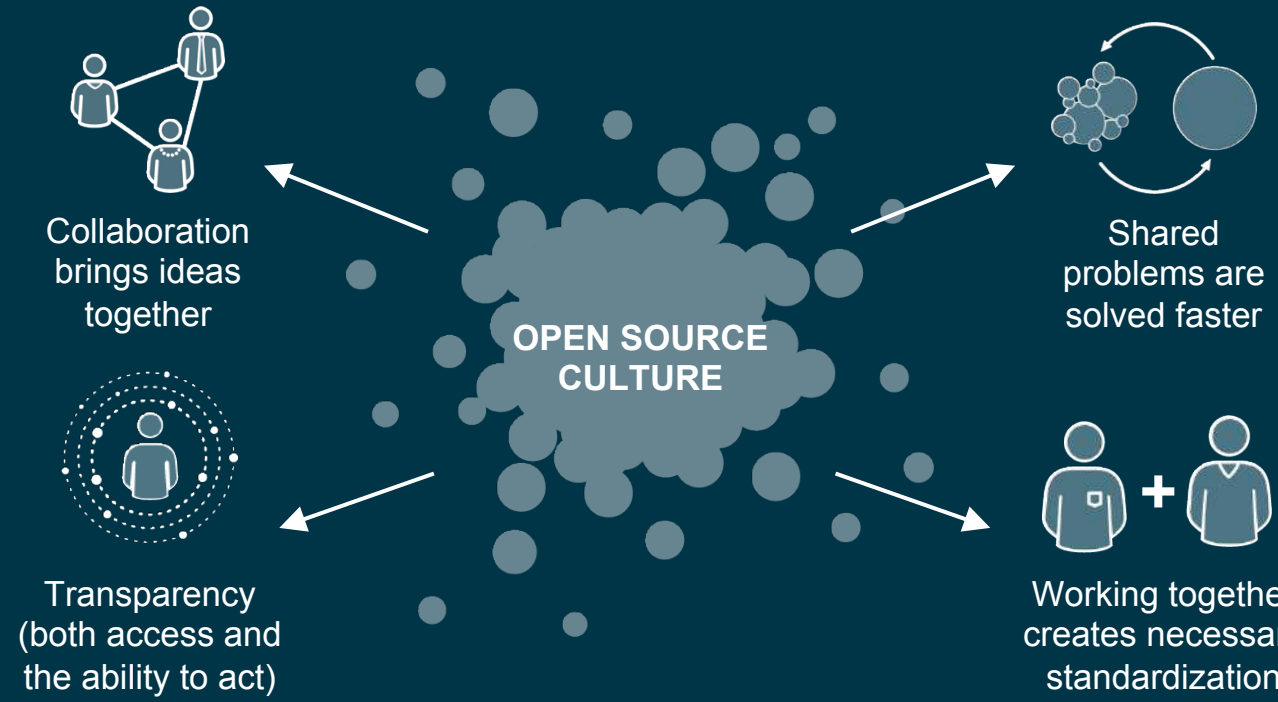
# IT'S NOT JUST CODE

## CULTURE IS CRITICAL



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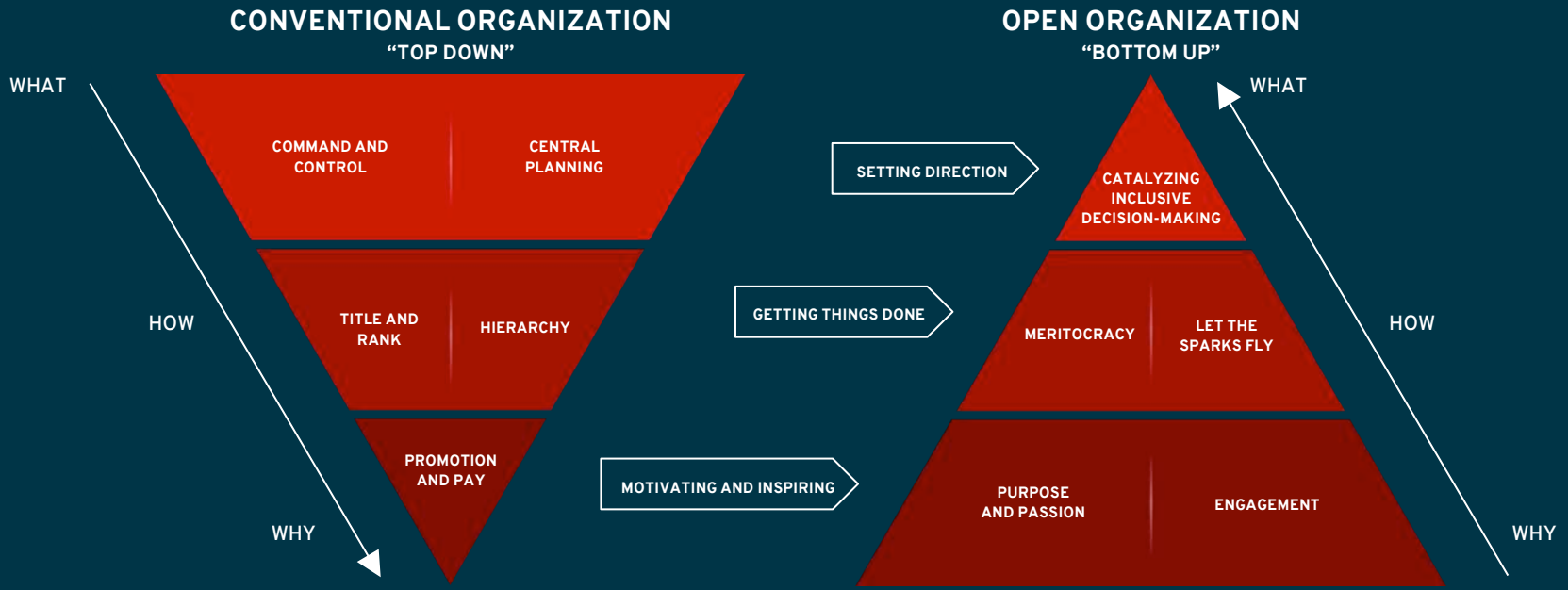
# RED HAT: THE OPEN ORGANIZATION



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# WE ARE HERE TO STAY : IT'S NOT A BUZZ

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# PROCESS

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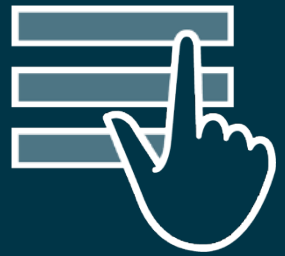
# LOOK AT PROCESSES ACROSS THE ORGANIZATION

## DEVELOPMENT, BUSINESS, AUTOMATION, & SECURITY

DEVELOPMENT PROCESSES

BUSINESS PROCESSES



AUTOMATION PROCESSES

SECURITY PROCESSES



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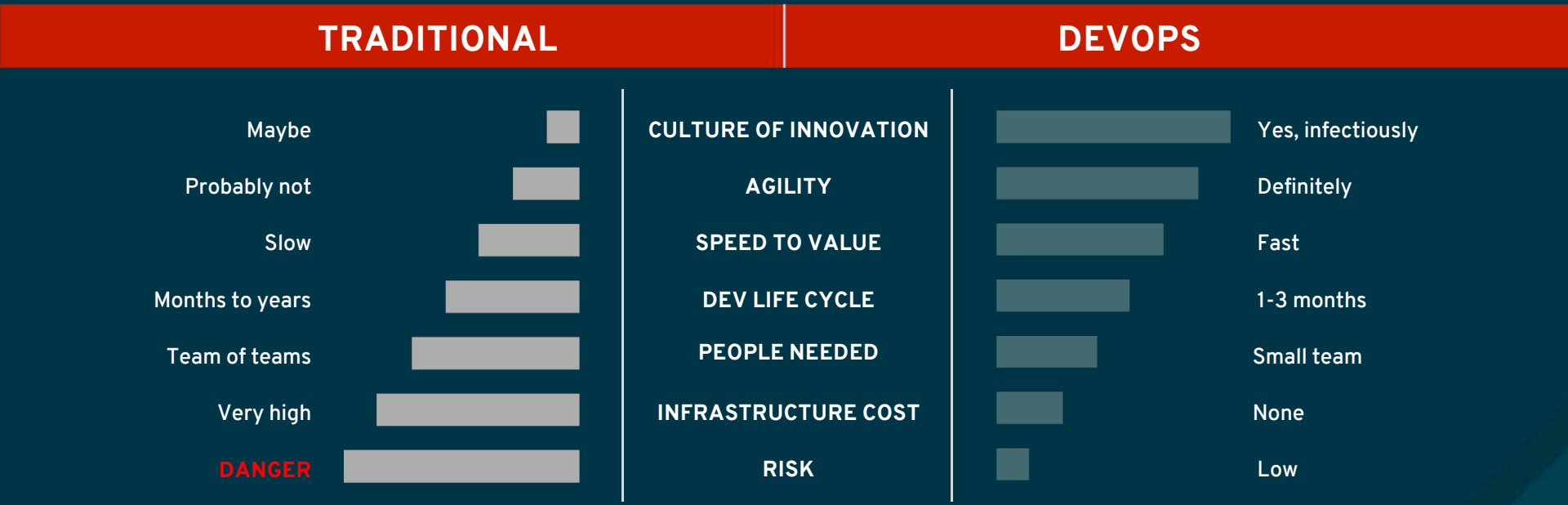
# TAKE A NEW APPROACH

## BIG BENEFITS, SMALL STEPS



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# TECHNOLOGY

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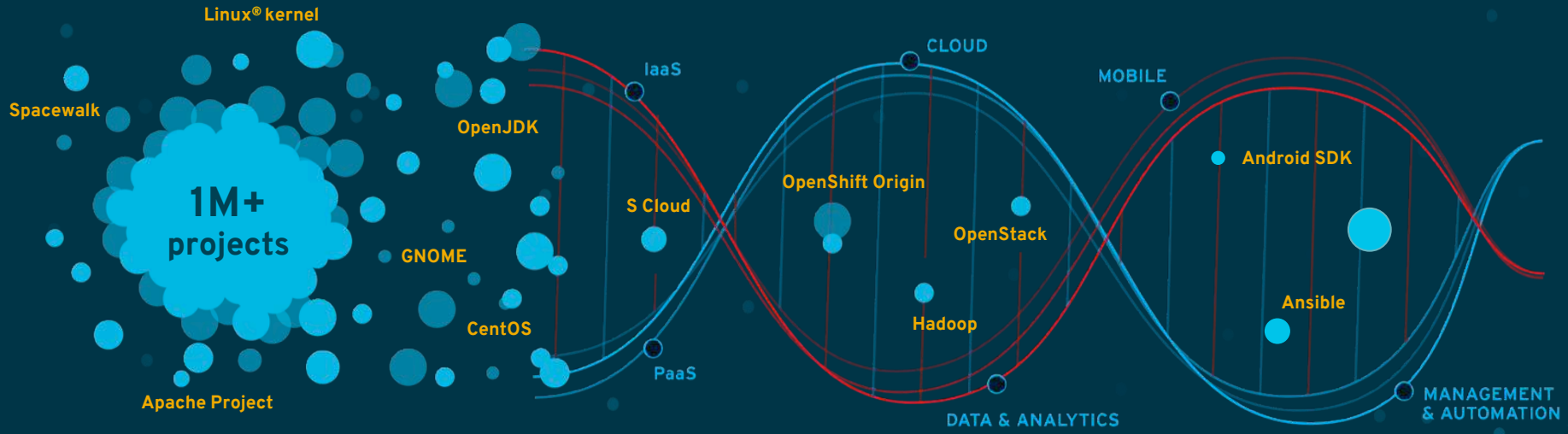
# OPEN SOURCE IS THE SOURCE

## OF TECHNOLOGICAL INNOVATION



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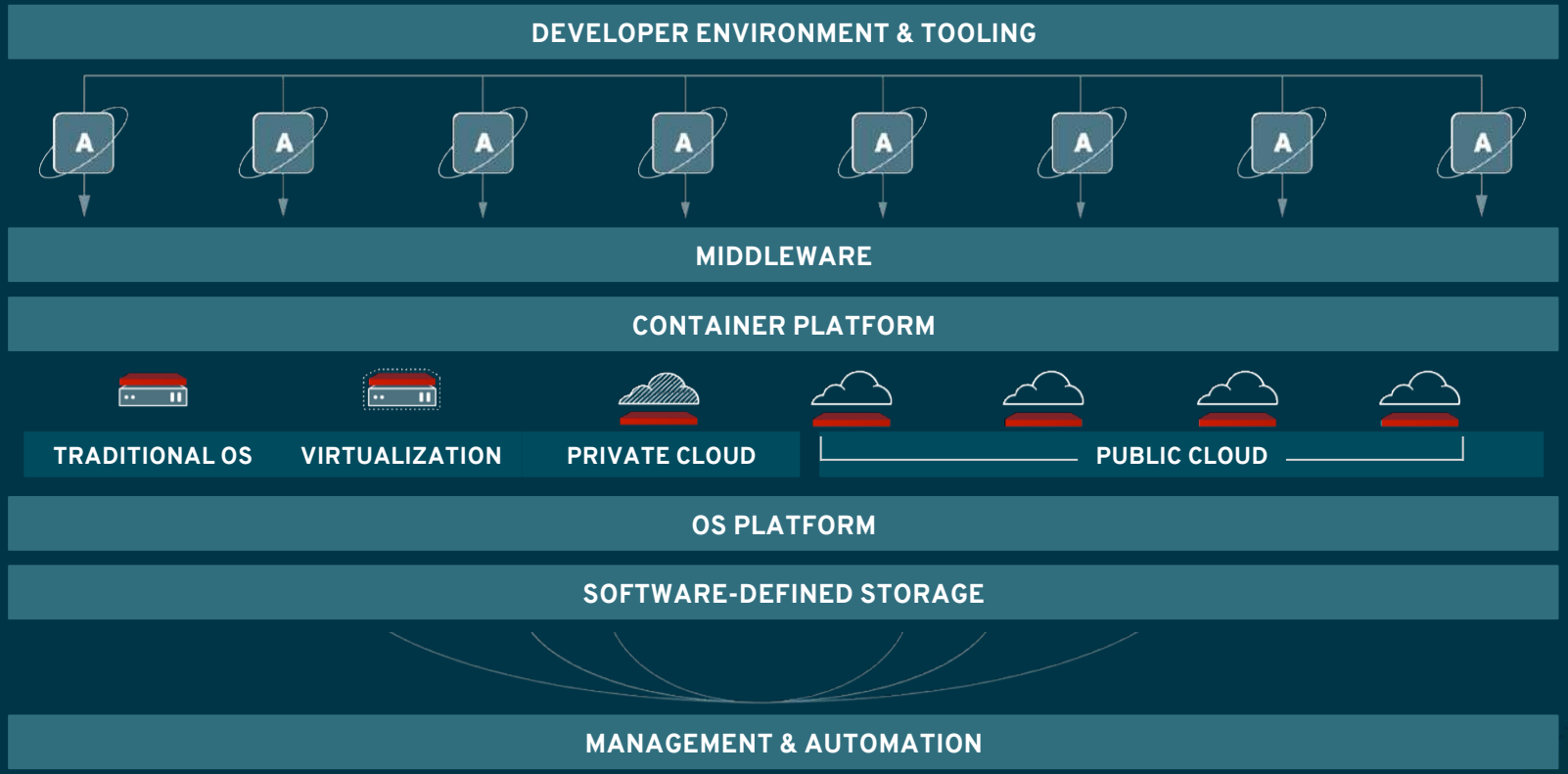
# THE FUTURE IS OPEN, HYBRID & MULTICLOUD



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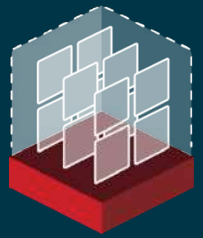
# CONTAINERS ARE LINUX



CONTAINERS

- Modern application platform for existing and new apps
- Portable across the hybrid cloud
- Container companies must be Linux companies



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# WHY RED HAT

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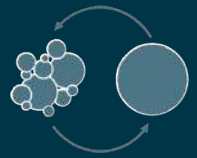
# OUR SUBSCRIPTION MODEL

## DELIVERS CONTINUOUS VALUE



### CUSTOMER PORTAL

Award-winning knowledgebase of solutions, docs, & technical guidance

### KNOWLEDGE

Our expertise, plus the added knowledge of customers, partners, & communities

### WORLD WIDE

We have training centers & offices across the globe, and materials in multiple languages

### CERTIFICATION

Employers recognize the value of Red Hat training & certification

### PRODUCT SECURITY

Dedicated teams of experts monitor, identify, & remediate potential threats

### EXTENDED LIFE CYCLE

Extended life phase or extended life cycle support subscriptions may be available



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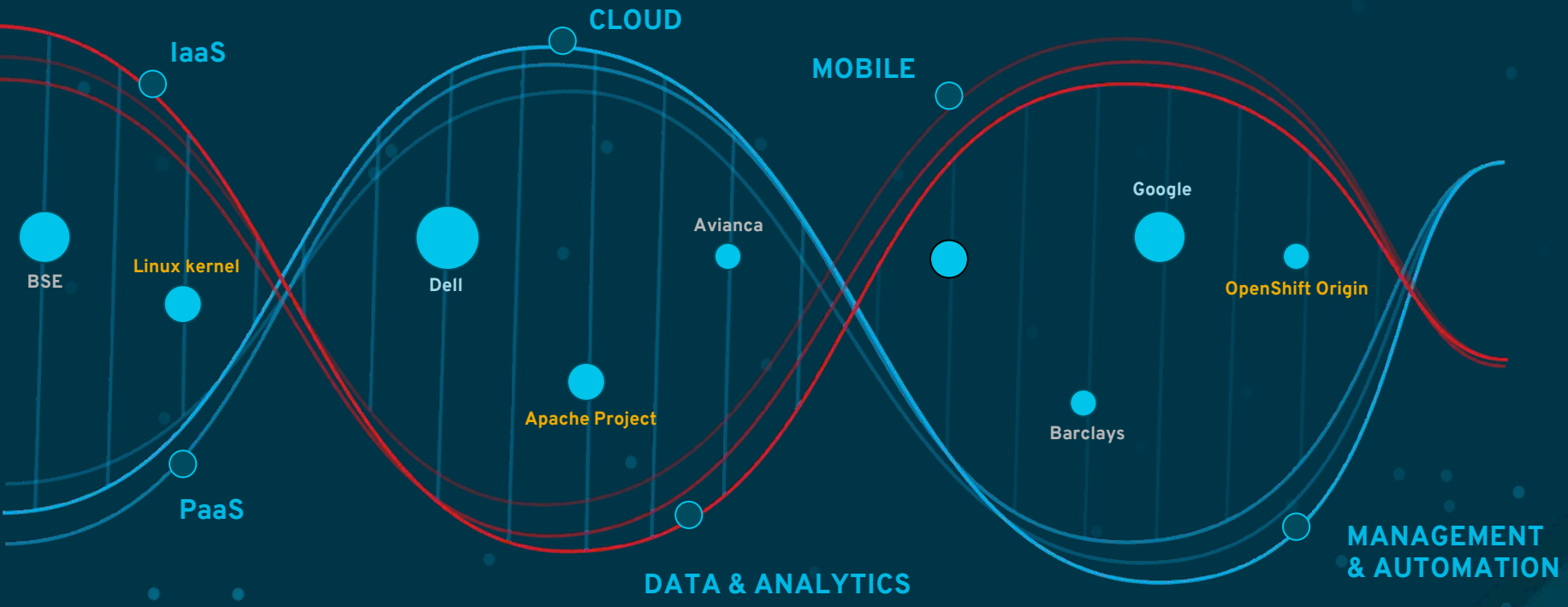
# PARTNERS + COMMUNITIES + CUSTOMERS

## BUILDING THE FUTURE OF TECHNOLOGY, TOGETHER

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# OUR WAY
# STRONGER TOGETHER



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# COLLABORATE WITH US

## DON'T JUST BUILD A SOLUTION, BECOME PART OF IT

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# OUR APPROACH

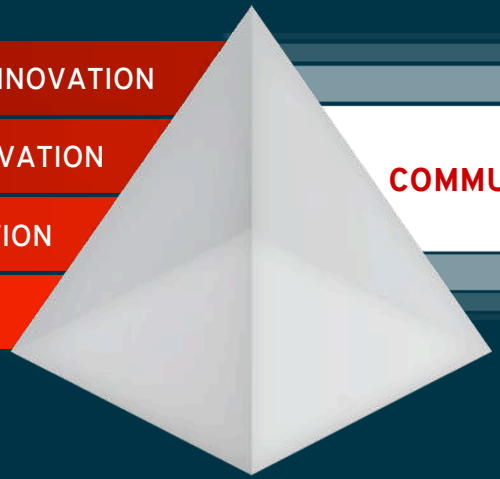
## COLLECTS AND FOCUSES THE BEST IDEAS

**BUSINESS REQUIREMENTS** DRIVE THE NEED FOR INNOVATION

**OPEN SOURCE** ENABLES INNOVATION

**COMMUNITIES** ARE THE CATALYST FOR INNOVATION

**RED HAT** IS A LEADER IN OPEN SOURCE INNOVATION



**COMMUNITY-POWERED INNOVATION**



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# THANK YOU

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