

THE CTO'S ALTERNATIVE

Proven telecommunications service provider success with Red Hat offerings

BROCHURE

INTRODUCTION

Red Hat is the world's leading provider of open source solutions and uses a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux®, and middle-ware technologies. Traditional, proprietary software development models cannot match this efficient, rapid customer-focused method.

DOING BUSINESS WITH TODAY'S I.T. VENDORS

Red Hat offerings in contrast to industry alternatives:

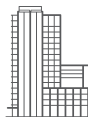
	IBM, VMWARE, ORACLE	RED HAT
Design, development, and problem solving	Traditional development model: design, development, and testing is performed with a defined set of in-house vendor resources	Open source development model: a large ecosystem of open communities and partners designs, develops, hardens, and tests technologies
Purchasing process	Complex scenarios	Designed for flexibility and simplicity
Compatible software and hardware	Focus on proprietary solutions	Comprehensive third-party independent software vendor (ISV) and original equipment manufacturer (OEM) certifications
Maintenance	Complicated support and maintenance products	Unlimited, fully inclusive support, updates, upgrades, and maintenance
Licensing	Proprietary, closed	General public license (GPL), open
Legal assurance	Indemnification, proprietary IP	Indemnification, open IP
Adoption strategy	High cost of entry, high cost of exit (lock-in)	Low cost of entry, portability with low cost of exit
Budgeting	Purchase: capital expense (CapEx) Sustaining: operational expense (OpEx)	Three-year Red Hat subscriptions: typically classified as a mix of CapEx and OpEx expenses, often providing significant advantages for operational budgets
	COMPLEX, MULTI-FACETED ENGAGEMENT	ALL-INCLUSIVE SUBSCRIPTION MODEL

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	BUSINESS USE CASE	RED HAT SOLUTION	RED HAT CUSTOMERS
Cloud orchestration	Multitenant cloud management	Red Hat® CloudForms®, Red Hat Consulting	NTT ICT
Infrastructure-as-a-Service (IaaS) with NFV	Network control plane virtualization	Red Hat Cloud Infrastructure (Red Hat OpenStack® Platform, Red Hat Satellite, Red Hat Virtualization), Red Hat Consulting, Red Hat Learning Subscription	Verizon
IT modernization	Process automation and self-service	Red Hat OpenStack Platform, Red Hat Consulting	Fastweb
Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS)	Optimize service delivery for enterprise customers	Red Hat OpenStack Platform, Red Hat Ceph® Storage	KazTransCom
Agility and scalability	Scale consumer cloud storage solution	Red Hat OpenStack Platform, Red Hat Enterprise Linux®, Red Hat Training and Certification	Turkcell
Reliability and scalability	Prepare for cloud and power of analytics for increasing user base	Red Hat Enterprise Linux, Red Hat OpenShift®, Red Hat JBoss® Enterprise Application Platform (EAP), Red Hat Training, Red Hat Consulting	Vodafone
Scalability	Legacy IT migration to unified private cloud	Red Hat OpenStack Platform, Red Hat Enterprise Linux, Red Hat Ceph Storage, Red Hat CloudForms, Red Hat Consulting, Red Hat Learning Subscription	MyRepublic
Skills transformation	eLearning deployment	Red Hat OpenStack Platform, Red Hat Enterprise Linux, Red Hat JBoss Middleware, Red Hat Satellite, Red Hat Training and Certification	Xchanging Malaysia

	BUSINESS USE CASE	RED HAT SOLUTION	RED HAT CUSTOMERS
Storage	Improve availability and redundancy	Red Hat Gluster® Storage	KPN
Application server modernization	Optimize application life cycle, reduce vendor lock-in	Red Hat Enterprise Linux, Red Hat JBoss Web Server, Red Hat JBoss EAP, Red Hat JBoss Operations Network, Red Hat Fuse, Red Hat Consulting, Red Hat Training	CenturyLink
IT modernization	Reduce maintenance costs	Red Hat Enterprise Linux, Red Hat JBoss EAP	KT
IT standardization and automation	Organization transformation with DevOps processes	Red Hat OpenShift	SoftBank



ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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