

ANSWER DIGITAL DEMAND WITH CLOUD INFRASTRUCTURE

Build new and better services with software-defined resources, unified management, and containers

SOLUTION BRIEF



87%

of IT leaders surveyed anticipate that their industries will be disrupted by digital trends to a great or moderate extent.

MIT Sloan Management Review and Deloitte, Aligning the Organization for Its Digital Future, July 2016.

sloanreview.mit.edu/projects/aligning-for-digital-future/



96%

of early adopters say open source is a critical element of developing a cloud infrastructure

DevOps, Open Source and Business Agility, IDC and Red Hat, June 2015.

redhat.com

Innovation is rocking every industry. Digital disruptors use technology to jump ahead and expectations grow. Organizations using transformative technologies can create new business models, ecosystems, and revenue streams.

As part of this change, we expect real-time self-service. Intelligent decisions depend on data and analytics. Applications should be consistent and integrated across the entire organization, with service refreshes happening every minute, hour, or day – without downtime.

Gartner's 2017 *CIO Agenda Survey* says that 79% of the top-performing participants are sharing standardized digital platforms for mutual benefit.¹ Demand for ubiquitous software services is the catalyst for this change, and the adoption of modern and flexible cloud technologies will meet it.

LIMITED STRUCTURE, LAGGING PRACTICE

Building a cloud-based environment can seem daunting, especially when systems take a monolithic, scale-up approach. Merely adding more resources to existing servers does not let you adjust fast enough to meet demand, nor address key infrastructure limitations.

When you cannot provide what users need, they seek outside resources. External providers, when not vetted and coordinated by IT, can create insecurity, increase fragmentation, and require more oversight. Worst of all, you are spending time and money creating greater complexity and IT sprawl.

MODERN APPROACHES FOR AGILITY

Red Hat can help you create, improve, manage, and automate stable, scalable, and cost-effective environments.

Open hybrid cloud - With a standardized, scale-out architecture based on open source and open standards, workloads can be distributed across elastic resources to meet peak demands – and scaled back when needs are minimal. Of the 600 customers we surveyed, 44% take a private cloud approach, while 17% rely only on public providers. 33% use some combination of the two.² Hybrid cloud is the reality.

Software-defined infrastructure - Microservices and software-defined resources (such as storage and networking) offer agility that traditional approaches cannot. Flexibly share resources across environments, easily control (and change) abstracted resource behaviors, and adapt quickly to changes in demand.

Open, collaborative practices - DevOps, agile processes, and iterative planning let successful teams and organizations work together better. Openly sharing processes and projects and encouraging collaborative approaches helps deliver new services faster.

Unified management - Control access, create policy, and ensure security and compliance through one interface. Standardize deployment, manage cloud resources, and automate tasks under policy to make operations efficient and consistent.

Container strategy - Portable, container-based applications can be shared across traditional and cloud environments without modification. Standards-based components let your developers write code once, and use it everywhere.

¹ *Insights from the 2017 CIO Agenda Report: Seize the Digital Ecosystem Opportunity, Gartner, 2016*

² (n=600) *Global Customer Challenge Research, Illuminas sponsored by Red Hat*



"Too often, software vendors and IT teams tell customers which computing resources and software they should have. With Red Hat solutions, our end users can tell us what they need and we have the platforms and technology to deliver exactly the right service."

- **CHUCK GILBERT**, TECHNICAL DIRECTOR FOR ADVANCED CYBERINFRASTRUCTURE AT ICS

Pennsylvania State University's Institute for CyberScience (ICS) needed to create more robust computing, data services, and tools – including dynamic and virtual environments. Penn State expanded its Red Hat footprint, adding automation and configuration and cloud management. Faculty and researchers now have access to both public and private cloud computing resources and can test and build their own workflows.



"Agility is really important for us to push out new features to multiple devices and platforms quickly. In a market like this, having a system that lets you get to market with new ideas faster than your competitors is really key."

- **RICHARD HAIGH**, GLOBAL HEAD OF RELIABILITY AND OPERATIONS

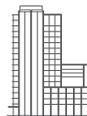
With more than 3.5 billion application programming interface (API) requests per day, this online betting company needed to improve its infrastructure. Red Hat Consulting helped Paddy Power Betfair create a Linux® and OpenStack foundation. This approach improved scaleout and uptime and deployment now takes minutes or hours instead of days or weeks.



"We needed a platform that could keep up with the needs of our clients and the growth of the market by delivering innovative new modules quickly."

- **LAURO DE LAURO**, FOUNDER AND CHIEF EXECUTIVE OFFICER

This cloud computing services vendor wanted to expand. Dualtec's goal: an efficient environment for cloud computing infrastructure management using OpenStack. With Red Hat, Dualtec achieved 35% greater operational efficiency and the security and management customers demanded – all within a 45-day window.



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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