



How an

open solution

is key to enterprise IT challenges



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What is open hybrid cloud?

Open hybrid cloud is Red Hat's solution for reducing complexity in today's IT environments. Red Hat's open hybrid cloud portfolio provides a consistent foundation for applications in nearly any environment, so that teams can focus on the work that matters to them—their workloads and applications. Red Hat delivers open hybrid cloud through infrastructure that is consistent on any footprint, an application development platform and tools to help developers build and deploy applications anywhere, and automation to simplify processes across hybrid environments.

The open hybrid cloud represents the open source code that is the foundation of our offerings. Open standards and APIs allow applications and data to consistently move from one environment to another, while removing the underlying complexity.



Red Hat's approach to open hybrid cloud

Red Hat's approach to **open hybrid cloud** is to use our portfolio of products to create consistency across IT environments and streamline processes. We recommend that customers do this by:



Simplified platform



Application development



Automation

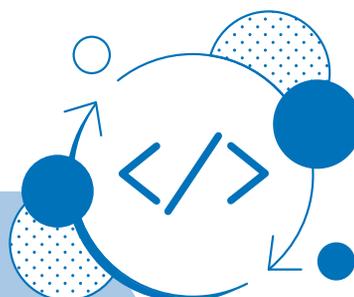


Adopting a **simplified platform** that can run workloads anywhere

The first step in an open hybrid cloud approach is to **standardize on the Linux® operating system**. This creates **consistency across footprints—bare metal, private cloud, public cloud, and edge—and allows organizations to build on a stable foundation that is flexible enough to respond to rapid change**. By implementing standardization across their infrastructure, organizations can spend less time on maintenance, gain greater insights into their security and compliance posture, and run their new and existing workloads on the location that best suits their needs.

The power of Red Hat's infrastructure comes from our extensive partner ecosystem of tested, verified, and supported hardware, software, and clouds. This ensures that customers can use the technologies they need without worrying about hardware, application, or cloud compatibility. Building on Red Hat® architecture gives customers flexibility to run their workloads where they need to today and the agility to make changes in the future.

With reduced separation and increased consistency in infrastructure, IT operations teams benefit from the stability in their IT stack. Development teams also get the tools they need to get their jobs done, while operations and security teams know that the technology is compliant with industry standards.





Accelerating **application development** and delivery to support cloud-native applications

Part of an open hybrid cloud approach is to **develop and deploy applications faster by adopting a Kubernetes-based application platform** to make the underlying infrastructure less complex. Red Hat's market-leading Kubernetes-based application platform will run anywhere Red Hat Enterprise Linux runs, from bare-metal and virtual servers in datacenters, to public cloud, multicloud, or edge environments.

Red Hat's development and delivery platform allows for the integration and inclusion of an organization's preferred third-party toolchain. This creates a **consistent development and operations experience in all environments, and allows applications to be run on the infrastructure or cloud that best suits their demands**. This helps developers to build applications once and deploy them anywhere.

Red Hat's application development and delivery platform also includes the tooling, application components and services, and features needed by developers to innovate while operations maintains the security and performance of production applications.

By implementing a hybrid cloud application platform, organizations can modernize existing applications to achieve performance and improved security. Organizations can develop new cloud-native applications faster. They can also deliver innovation, for example, by using artificial intelligence/machine learning (AI/ML) to discover new insights and make data-driven decisions.

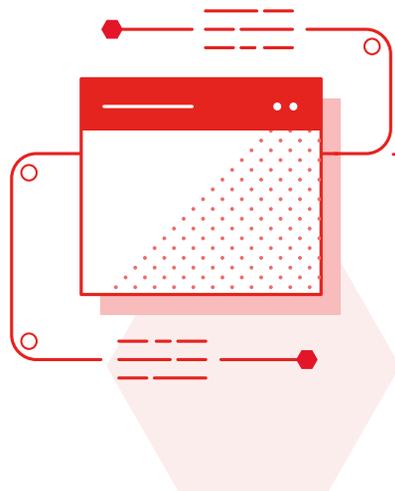




Automating across infrastructure and applications

Automation is a key element in Red Hat's open hybrid cloud solution. Red Hat recommends building and operating automation across an organization using **a single IT automation platform**. This allows organizations to consistently automate IT operations across the entire infrastructure, including networking, application life cycle, security, storage, cloud, and edge computing. Now that you've established consistency, automation improves accountability, efficiency, and predictability while reducing cost, variability, and risk.

Our automation solutions are differentiated in that they provide **a single, consistent view from edge locations to core datacenters and cloud environments**. This allows operations teams to consistently manage hundreds to thousands of sites, network devices, and clusters, simplifying the management of highly distributed edge architectures.



What is Red Hat Cloud Services

Red Hat® Cloud Services include hosted and managed platform, application, and data services that streamline the hybrid cloud experience, reducing the operational cost and complexity of delivering cloud-native applications.



To read more scan the QR Code
or visit our website:
red.ht/cloudservices

Benefits



Reduced complexity

Simplify operations and free your teams to focus on growing the business with fully managed infrastructure and daily operations.



Hybrid cloud flexibility

Develop and deploy cloud-native apps with a consistent experience across clouds and on-premise, including unified billing and management.



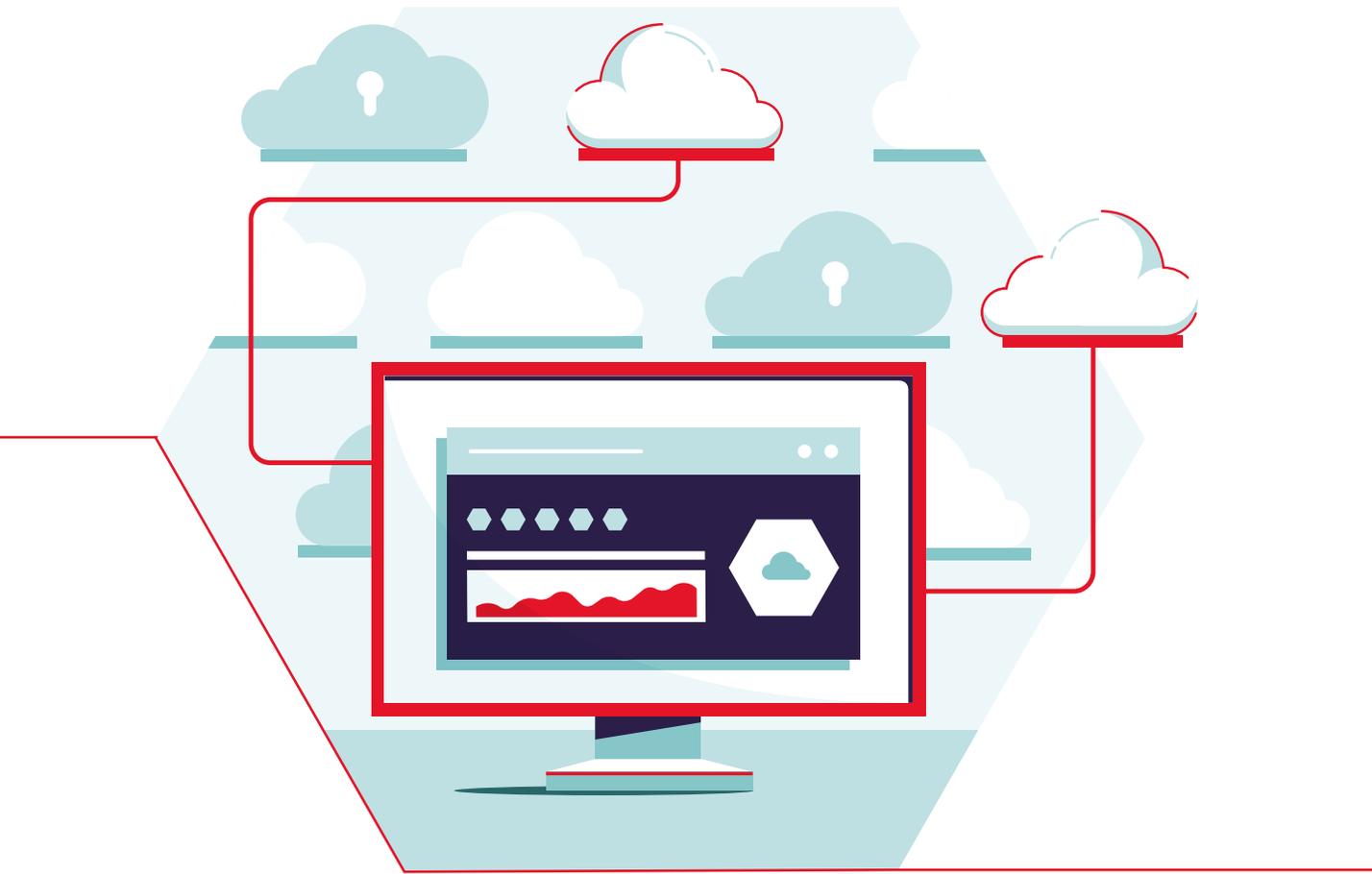
Faster application velocity

Begin development immediately, deploy apps quickly, continuously evolve apps, and scale across clouds and geographies.



Developer-first experience

Create a consistent, curated, and streamlined development experience across hybrid cloud environments with integrated services from Red Hat.



Customer success stories



Simplified platform

Condis Supermercats →
Spain

DAB Pumps →
Italy

WHO →
Switzerland



Application development

Credit Europe Bank →
Netherlands

Poste Italiane →
Italy

Sahibiden.com →
Turkey



Automation

CEPSA →
Spain

DWP →
United Kingdom

Schwarz →
Germany



Customer success stories



“Red Hat OpenShift technology is at the heart of everything we’ve done since we first deployed it. It has lived up to its reputation as a stable, scalable platform for innovative work.”

Sergio Murillo

Technology Development and IT
Operations Manager
Condis Supermercats



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scan the QR Code or visit our website:
red.ht/CScasesstudy



**Simplified
platform**

Condis Supermercats

Country: Spain

Challenge

Better integrate its IT infrastructure to improve communication with its customers and systems.

Solution

Worked with Mindcurv, a Red Hat Advanced Partner, to design and implement a microservices environment based on Red Hat OpenShift® Container Platform and Kubernetes.

Why Red Hat?

A long-time customer of Red Hat, Condis’s use of Oracle databases led it to change its operating system to Red Hat Enterprise Linux. The company wanted to take advantage of Red Hat’s Kubernetes capabilities and enterprise support.

Results

- Improved IT infrastructure integration
- Built Kubernetes and container-based foundation for development of new, microservices-based projects
- Enhanced customer and franchise service

Products and services

- Red Hat OpenShift Container Platform
- Red Hat Enterprise Linux

DAB Pumps
Country: Italy

Challenge

Leading water handling and management technologies company needed to modernize its IT infrastructure for improved customer experiences.

Solution

An extensive program to transform its infrastructure in support of its business priorities. DAB Pumps used Red Hat Integration technologies to integrate and accelerate data access for critical systems, such as product life cycle management (PLM), customer relationship management (CRM) and business intelligence (BI).

Why Red Hat?

Red Hat OpenShift is a platform that facilitates portability of workloads and greater consistency in performance and reliability across a hybrid environment.

Results

- Centralized management and visibility across its infrastructure
- Reduced development cycles and got application to market in 60% less time
- Allowed for data availability in real time across the business

Products and services

- Red Hat Runtimes
- Red Hat Fuse
- Red Hat JBoss® Enterprise Application Platform
- Red Hat OpenShift
- Red Hat AMQ
- Red Hat Data Grid



“With our unified platform based on Red Hat open hybrid cloud technologies, we are ready to meet whatever comes next.”

Stefano Dalla Grana

Head of IT
DAB Pumps



To read the full customer success story scan the QR Code or visit our website: red.ht/DAB-Pumps-casestudy



Customer success stories

World Health Organization



“Working with Red Hat Open Innovation Labs provided a more flexible and responsive approach for creating solutions using open source technologies.”

Bernardo Mariano

Chief Information Officer
and Director
Digital Health World Health
Organization



To read the full customer success story
scan the QR Code or visit our website:
red.ht/WHO-casestudy



**Simplified
platform**

World Health Organization (WHO)

Country: Switzerland

Challenge

Create a sustainable open source development infrastructure to support the development of the Learning Experience Platform (LXP) for the WHO Academy.

Solution

In an 8-week virtual residency with Red Hat Open Innovation Labs, the WHO team worked with Red Hat experts to adopt new agile methodology, lean product development, and DevOps practices to cocreate a platform and initial application for LXP onboarding.

Why Red Hat?

WHO chose Red Hat for its open source technology and DevOps practice expertise.

Results

- Increased adaptivity to changing needs
- Gained skills and tools to develop a learning solution not tied to a single person or technology
- Enabled faster access to relevant healthcare knowledge

Products and services

- Red Hat Open Innovation Labs
- Red Hat OpenShift
- Red Hat CodeReady Workspaces

Credit Europe Bank
Country: Netherlands

Challenge

Integrate new, innovative technology to support the delivery of digital products and services faster, overcoming the challenges of its monolithic core banking system.

Solution

Credit Europe Bank (CEB) adopted Red Hat OpenShift and Red Hat Integration to support its digital transformation efforts, including its shift from datacenter to hybrid cloud infrastructure.

Why Red Hat?

Red Hat OpenShift is based on the Kubernetes container standard and provides the key capabilities CEB needed, such as flexibility and enterprise support.

Results

- Reduced time to market for innovative digital services
- Reduced customer onboarding time from two weeks to 15 minutes
- Improved portability and flexibility across cloud and geographic environments
- Eliminated infrastructure downtime with expert support

Products and services

- Red Hat OpenShift
- Red Hat Integration (Red Hat AMQ, Red Hat Fuse)
- Red Hat Support



“We found Red Hat’s platform to be the most secure solution available, especially in terms of data privacy.”

Ulas Ergin

Head of Digital Banking and Software Infrastructure
Credit Europe Bank NV



To read the full customer success story scan the QR Code or visit our website: red.ht/CEBcasestudy



Application development

Customer success stories

Posteitaliane



“We recognized containerization as the de facto industry standard...Red Hat is a leading contributor to Kubernetes. From a technology perspective, we knew the choice of Red Hat was a sensible one.”

Armando Salvatori
Head of Technology
Poste Italiane



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red.ht/Poste-Italiane-casestudy



**Application
development**

Poste Italiane

Country: Italy

Challenge

To stay competitive against other logistics and financial services providers, Poste Italiane sought to create an IT infrastructure that would maintain the advantages of its established physical operations with the efficiency needed to develop and deploy digital applications and services.

Solution

Using storage and automation solutions from Red Hat, Poste created a cloud-ready platform for developing digital applications internally and in collaboration with third-party innovators.

Why Red Hat?

Adopting a new, digital-focused approach, supported by innovative enterprise open source technology from Red Hat, has helped Poste Italiane position itself as a hub for innovation—and an ideal partner for service and technology startups to gain support and growth opportunities.

Results

- Reduced project development time from 6-12 months to 2-4 months
- Created container-based environment for third-party collaboration on new services
- Gained skills through Red Hat partnership to operate new environment independently

Products and services

- Red Hat OpenShift
- Red Hat Ceph® Storage
- Red Hat AMQ
- Red Hat Runtimes
- Red Hat Process Automation Manager
- Red Hat Ansible Automation Platform
- Red Hat Enterprise Linux
- Red Hat Technical Account Management
- Red Hat Consulting

sahibinden.com

Country: Turkey

Challenge

Sahibinden.com sought to modernize its IT infrastructure and work approaches to maintain its market-leading position against competition from startups and global retailers.

Solution

The company began a three-phase project to migrate its existing virtual machines (VMs) into container workflows with Red Hat OpenShift, running in a private cloud environment across its two datacenters.

Why Red Hat?

With this new architecture, combined with DevOps workflows, sahibinden.com has decreased system reliability incidents by 97%, improved developer productivity and time to market, and enhanced its reputation for technology innovation.

Results

- Decreased system reliability incidents by 97% with active-active datacenter configuration and improved scalability
- Improved DevOps experience with combined VM and container management
- Enhanced talent attraction and retention
- Optimized container adoption with expert support and guidance

Products and services

- Red Hat OpenShift
- Red Hat Consulting

sahibinden.com

With this new architecture, combined with DevOps workflows, sahibinden.com has decreased **system reliability incidents by 97%**.



To read the full customer success story scan the QR Code or visit our website:
red.ht/sahibinden



**Application
development**

Customer success stories



As a result, Cepsa increased **productivity by 35%** and increased **response times by 10–15%**.



To read the full customer success story scan the QR Code or visit our website: red.ht/CEPSA-casestudy



Automation

CEPSA

Country: Spain

Challenge

Global energy and chemical company Cepsa needed to scale its existing automation platform for use across the company and also help in its SAP migration from on-premise into the cloud.

Solution

Cepsa decided to extend its use of Ansible across the business and move to the enterprise supported offering, Red Hat Ansible Automation Platform.

Why Red Hat?

Cepsa already had proven success with Red Hat involving Red Hat OpenShift to scale its hybrid cloud strategy. Cepsa also turned to Red Hat Consulting for guidance on how to maximize value from its automation platform.

Results

- Saved more than 6,000 work hours with central automation approach
- Enhanced service levels with 10–15% faster IT response times
- Improved IT security with enhanced access controls
- Transformed business culture with expert automation guidance
- Completed SAP migration in just a few months
- Automated 400+ IT operations processes so far

Products and services

- Red Hat Ansible Automation Platform
- Red Hat Consulting

DWP Digital

Country: United Kingdom

Challenge

The Department for Work and Pensions (DWP) sought to establish reliable systems that could verify identification quickly, ensuring that citizens received essential financial support during the COVID-19 pandemic.

Solution

DWP Digital, DWP's technology department, created an ecosystem that allowed data to be shared with other government departments and third-party partners, while maintaining security and compliance. DWP Digital deployed Red Hat Ansible Automation Platform within its DevOps tooling. This created pipelines for deployment, production, and other environments. It also supported self-service functionality around the various new services created.

Why Red Hat?

Having previously used Red Hat Enterprise Linux and being familiar with Red Hat's capabilities, the solution's enterprise support made it an obvious choice.

Results

- Reduced edge deployment time from weeks to hours
- Reduced the deployment of infrastructure services from 3-6 hours
- Able to provision a new cloudlet cluster in less than two hours and complete deployment in less than two minutes
- Improved productivity with support for offline work and data access
- Improved its onboarding process during an expansion from eight developers to 30 within a year with Red Hat Training

Products and services

- Red Hat Enterprise Linux
- Red Hat Ansible Automation Platform
- Red Hat Consulting
- Red Hat Open Innovation Labs



"The joint partnership between DWP and Red Hat has helped us and made our transformation succeed at pace. We've changed how we work and have solved some of our skill gaps."

Nathan Turney

Agile Delivery Manager –
Integration Product Delivery Unit
DWP Digital



To read the full customer success story scan the QR Code or visit our website:
red.ht/DWP-casestudy



Automation

Customer success stories

SCHWARZ



“Automation is a critical component of our business operations, and a key reason we decided to use Red Hat’s enterprise solution was the more efficient update process.”

Felix Kuehner

Compute & Runtime Services – Linux
Schwarz IT



To read the full customer success story scan the QR Code or visit our website:
red.ht/SGcasestudy



Automation

Schwarz

Country: Germany

Challenge

To balance consistent store management with the flexibility to adapt to local demands and the agility to open new stores quickly, particularly in new markets, the group sought to adopt an open source automation solution to replace Puppet for use by its in-house teams.

Solution

The company decided to switch to a supported, enterprise solution: Red Hat Ansible Automation Platform.

Why Red Hat?

Red Hat Ansible Automation Platform is a simple, agentless automation platform that lets Schwarz centralize and control its IT infrastructure at scale using reusable, playbook-based, self-service capabilities.

Results

- Improved delivery time for new, innovative applications and digital services
- Gained expertise to operate Ansible Automation Platform inhouse, backed by enterprise support
- Enhanced risk management with role-based system access

Products and services

- Red Hat Ansible Automation Platform



Red Hat's vision



Red Hat's approach to DevSecOps

Integrate DevSecOps practices in the application development life cycle early, often, and continuously.

DevSecOps is critical to enterprises looking to rapidly develop applications without sacrificing security. However, DevSecOps is about more than the application life cycle. Our approach integrates security at every phase of the life cycle and technology stack along with Red Hat's ecosystem of partners.



To read more scan the QR Code or visit our website:
red.ht/topics-DevSecOps



Red Hat's approach to edge computing

Red Hat Edge is Red Hat's overall portfolio approach to the edge computing market, supporting organizations as they deploy compute, network, and storage capabilities to support applications outside of their core datacenter or cloud footprints and locate them closer to the end users, service consumption, or systems that generate data. Red Hat Edge represents the extension of our open hybrid cloud approach to the network edge and includes platforms, automation and management solutions, application services, and storage, as well as Red Hat Consulting engagements.



To read more scan the QR Code or visit our website:
red.ht/topics-Edge



Red Hat's approach to AI/ML

Red Hat provides a complete technology portfolio, proven expertise, and strategic partnerships to help you achieve your AI/ML goals. We deliver a foundation for building production-ready AI/ML environments, as well as services and training for rapid adoption.



To read more scan the QR Code or visit our website:
red.ht/AI-ML

Services and support

Red Hat's services and support help you get the most out of your investment. Not just in our software, but also in making open source a part of your competitive advantage. We can provide you with the resources you need to begin, accelerate, and expand your open source journey.

From consulting to adoption, training, and support, Red Hat Services can help you build and develop effective, collaborative teams that are equipped to use Red Hat technology.

No matter where you are in your journey with Red Hat products, we have offerings designed to help you do more.



To read more scan the QR Code or visit our website:
red.ht/RedHat-Services-Support



Consulting

From solution implementation to enablement, we can help your organization increase operational efficiency, producing measurable results.



Support

Our support experts work hand in hand with our engineers to help find solutions to your challenges.



Technical Account Management

Red Hat Technical Account Managers (TAMs) are your single technical point of contact helping you plan and deploy Red Hat software more successfully.



Training & Certification

We help your teams assess where they are, and provide the knowledge they need to use Red Hat products and technologies successfully.



Red Hat Academy

[Red Hat Academy](#) partners with academic institutions across the globe, turning them into centers for enterprise-ready talent by outfitting students with Red Hat training and certification. Now the **Red Hat Academy Talent Network** portal allows Red Hat customers and partners to find the open source talent they need to join their teams. You can connect with students who have Red Hat skills and certifications that meet your needs. [Register now.](#)



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To register for **Red Hat Academy Talent Network** scan the QR Code or visit our website: red.ht/RHAtalent

Red Hat Customer Portal

The Red Hat Customer Portal provides existing customers with quick access to troubleshooting resources, knowledgebase articles, product documentation, and technical support.



To read more scan the QR Code
or visit our website:
red.ht/RedHat-CustomerPortal



Red Hat partner ecosystem

The opportunities and applications for Red Hat's technology are almost limitless. By working with a wide ecosystem of partners, we're able to continually iterate and improve everything we do.

Our process of sharing wisdom and expertise means that we can develop new technologies, working practices, and processes that are more effective. Here's a snapshot of how our customers can take advantage of our partner ecosystem and stay ahead of the curve.

Solution Providers (SPs)

Build your business.

Design, plan, and implement industry-leading open source and hybrid cloud solutions that differentiate and grow your business.

Certified Cloud and Service Providers (CCSPs)

Expand and grow your cloud and managed services.

Our Certified Cloud and Service Providers help IT organizations use cloud technologies to lower costs and remain flexible for hybrid or multicloud deployments.

System Integrators (SIs)

Grow at scale with confidence.

Our partnerships with leading management IT consultancies help customers deliver fully customizable digital transformation projects at scale.

Independent Software Vendors (ISVs)

Build for a new era.

Red Hat ISV partners use modern delivery methods to support a hybrid cloud strategy, creating and running applications on any cloud. This strategic, cloud-native development is built on technologies such as Red Hat Enterprise Linux and Red Hat OpenShift. It embodies the best practices of continuous integration and deployment (CI/CD) to help you succeed.

Where to start?

Red Hat free workshop

The Red Hat EMEA team is offering a free workshop for selective accounts in order to help you identify and align your top business priorities and build a high-level plan.



To read more scan the QR Code
or visit our website:
red.ht/RedHat-Freeworkshop

Red Hat open demos

Red Hat open demos provide customers, ISVs, partners, and Red Hat employees with a low-pressure way to see the functionality of several of Red Hat's best products in action. These are live demonstrations given by Red Hat Solutions Architects where Q&A is welcome. Join us to work with our technical subject matter experts.



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red.ht/RedHat-OpenDemos

Red Hat product trial center

Our no-cost trials help you gain hands-on experience, prepare for a certification, or assess if a product is right for your organization.



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Red Hat training courses

From Linux training to DevOps certification, we have hands-on training and a practical certification path to fit your business goals.



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Red Hat Learning Subscription Premium

Red Hat Learning Subscription Premium provides a flexible learning experience with access to instructors via live, interactive, virtual classes on topics across the entire product portfolio. Users can tailor learning with self-paced or live training options. Live classes are taught by an instructor, allowing students extra opportunities to ask questions.



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