The CIO's Alternative

Red Hat is the world's leading provider of enterprise open source software solutions and services, using a community-powered approach to deliver reliable and high-performing Linux®, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT, and automate, secure, and manage complex environments. Traditional, proprietary software development models cannot match this efficient, rapid, customer-focused model.

Doing business with today's IT vendors

	vmware® ORACLE®	**Red Hat**
Purchase process	Complex purchasing scenarios	Flexible, simple purchasing process
Maintenance	Complicated support and maintenance products	Unlimited support, including updates, upgrades, and maintenance
Adoption strategy	High cost of entry and exit (lock-in)	Low cost of entry and exit (portability)

The CIO's alternative

	Current technology	Red Hat solutions	Customer success story
Operating system	Microsoft Windows Server, Oracle Linux, Oracle Solaris, IBM AIX, Hewlett Packard Unix (HP-UX), SUSE Linux Enterprise Server, Ubuntu Server	Red Hat® Enterprise Linux	TATA CONSULTANCY SERVICES
Cloud computing and containers	VMware (Tanzu, PKS [formerly Pivotal Cloud Foundry]), Container Service, Amazon Elastic Container Service for Kubernetes (EKS), Microsoft Azure Kubernetes Services (AKS), Google Kubernetes Engine (GKE), Mirantis Docker Enterprise, Mesosphere DC/OS Enterprise	Red Hat OpenShift®, Red Hat CodeReady Studio, Red Hat Runtimes	orange™

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	Current technology	Red Hat solutions	Customer success story
Infrastructure-as-a-Service (IaaS)	VMware Integrated OpenStack® (VIO), Mirantis OpenStack, Ubuntu OpenStack, Huawei FusionSphere OpenStack	Red Hat OpenStack Platform	**TURKCELL**
Virtualization	VMware vSphere, Microsoft Hyper-V Server, Citrix Hypervisor	Red Hat Virtualization	Intermountain® Healthcare
Data services	NetApp (Solidfire, ONTAP, SANtricity), Dell EMC (Isilon, ScaleIO, Elastic Cloud Storage [ECS]), VMware vSAN, Scality RING, IBM (Cloud Object Storage, Spectrum Scale), Amazon AWS (S3, Elastic Block Store [EBS]), Portworx Enterprise	Red Hat Ceph® Storage, Red Hat OpenShift Data Foundation	GRUPO ASD
Application server	Oracle (WebLogic Server, GlassFish Server)	Red Hat Runtimes	LIFE GOALS. **DONE.** B **BAJAJ|Allianz** ⑪
In-memory data grid	Oracle Coherence, Hazelcast, Software AG (Terracotta DB, Terracotta BigMemory)		
Application and data integration, enterprise service bus (ESB)	IBM Integration Bus, Oracle (Integration Cloud, SOA Suite), MuleSoft Anypoint Platform, TIBCO (Cloud Integration, BusinessWorks), Software AG webMethods, WSO2 Enterprise Integrator	Red Hat Integration, Red Hat Fuse, Red Hat Fuse Online	UPS
Business rules management	IBM (Operational Decision Manager, Business Process Manager), FICO Decision Management Suite, ACTICO Platform	Red Hat Decision Manager, Red Hat Process Automation	bp
Process automation	Appian, Pega Platform, Camunda (BPMN Workflow Engine, DMN Decision Engine)	Red Hat Process Automation	**BBVA**
Messaging and Messaging-as-a-Service (MaaS)	IBM MQ, VMware Tanzu RabbitMQ (formerly Pivotal Rabbit MQ), TIBCO (Enterprise Message Service, Cloud Messaging), Solace PubSub+ Platform, Confluent Platform	Red Hat Integration, Red Hat AMQ	edenor
System management	HPE OneView, BMC TrueSight Automation for Servers, Microsoft Endpoint Configuration Manager (formerly Microsoft System Center Configuration Manager)	Red Hat Smart Management, Red Hat Insights, Red Hat Advanced Cluster Management for Kubernetes	Metalloinvest
IT automation	HPE XP7 Automation Director, BMC TrueSight Automation for Servers, Puppet Enterprise, Chef Infra, VMware vRealize Automation (formerly SaltStack Enterprise), shell scripts	Red Hat Ansible® Automation Platform, Red Hat Process Automation Manager	ARMY BE THE BEST
Application programming interface (API) management	Apigee Edge, MuleSoft Anypoint Platform (formerly Anypoint API Manager), TIBCO Cloud Mashery, WSO2 API Manager, Kong Enterprise	Red Hat Integration, Red Hat 3scale API Management	신한은행