

Share your story of open source innovation

Our customers create meaningful change with open source technologies. We're proud to call them Innovators in the Open.

"Red Hat is a workforce multiplier when it comes to attracting top talent."

Rahul Samant
CIO, Delta Air Lines

"This customer reference project has had a significantly positive impact on us as a company."

Tracy Volkman
Corporate Communications, Paychex

"This [customer reference] team is extraordinary. I have not worked with better."

Dr. Edmund Jackson
Chief Data Officer & Chief Data Scientist,
HCA Healthcare

Learn more: Watch the
2019 Red Hat Summit keynote



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Innovation is the core of open source technology and approaches. Red Hat customers use open source technologies to change not only their own organizations but also entire industries and markets – locally, regionally, and globally.

The Red Hat® Innovators in the Open program proudly showcases how our customers use enterprise open source solutions to solve their toughest business challenges.

Create new opportunities by becoming a Red Hat Innovator in the Open

- ▶ Gain publicity for your company and build brand awareness.
- ▶ Receive recognition for your IT innovation and business success.
- ▶ Recruit skilled IT talent interested in modern, open source technology.
- ▶ Network with Red Hat executives and industry leaders.
- ▶ Participate in professional development opportunities.
- ▶ Optimize your IT environment and operations through a stronger partnership with Red Hat.

Showcase your story with our Customer Reference team

From case studies to social media, the Red Hat Customer Reference team works to craft engaging customer stories in a variety of formats suited to your goals.

Public references

- ▶ Case studies: 2-4 page detailed content about your business challenge, the technology solution, and the benefits achieved
- ▶ Web success stories: Shorter, digital versions of our case studies
- ▶ Videos
- ▶ Press releases and media and analyst interviews
- ▶ In-person and virtual event speaking opportunities, including Innovators on the Line webinar
- ▶ Blog posts
- ▶ Marketing and advertising, such as magazine wraps, banners, and signs

Private references

- ▶ Analyst product evaluations and commissioned papers
- ▶ One-on-one educational briefings
- ▶ Internal win reports
- ▶ Peer-to-peer calls

Examples of Red Hat Innovators in the Open

Customer success stories on redhat.com

Customer press releases in Red Hat's newsroom

Customer success videos on Red Hat's YouTube channel

Webinars and previews of upcoming events featuring Red Hat customers

Innovators on the Line webinar series

Operate in a sensitive industry? We also offer blinded reference options to protect your company's identity and information.

These assets are coordinated and funded by Red Hat. We will work with you to create a custom package of reference activities that meets your needs and goals.



Let's get started

Ready to share your story of success with open source innovation? Contact the Red Hat Customer Reference team at customer-references@redhat.com.



About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.



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