Share your story of open source innovation

Open source fuels innovation. This fact is exemplified best by Red Hat's customers, who are using open source technologies to change the game. We are proud to call them "innovators in the open" and share their stories.

Innovators in the Open

- More than 400 customers participating
- More than 1,000 assets produced
- 500 plus speaking opportunities

Red Hat® Innovators in the Open program showcases our customers' success using open source solutions to solve business problems. We are looking for organizations who want to share their stories and inspire others to innovate the open source way.

Top benefits of being a Red Hat Innovator in the Open

▶ Gain publicity for your company and build brand awareness.

▶ Receive recognition for innovative IT and business success.

▶ Recruit IT talent for your organization.

▶ Network with Red Hat executives and industry leaders.

▶ Participate in professional development opportunities.

▶ Build a stronger partnership with Red Hat to optimize your IT.

How to share your story

The Red Hat Customer Reference team works to craft engaging customer stories in a variety of formats suited to your goals.

Public

▶ Case studies

▶ Web success stories

▶ Videos

▶ Media and analyst interviews

▶ Event speaking opportunities

▶ Press releases

▶ Blog post

▶ Customer roundtables

▶ Virtual events

▶ Webinars

▶ Marketing and advertising, such as magazine wraps, banners, and signage

Private

▶ Analyst product evaluations and commissioned papers

▶ 1-on-1 educational briefings

▶ Internal win reports

▶ Peer-to-peer calls

Does your organization operate in a sensitive industry? Red Hat also offers blinded reference options to protect your company's identity and information.

Process

The process to create an asset will be coordinated and funded by Red Hat as follows:

1. **Share** your interest: Email customer-references@redhat.com.

2. **Review** and select suggested public or private activities.

3. **Participate** in a 1-hour phone interview.

4. **Review** draft content.

5. **Promote** your success with your new, professional reference materials.
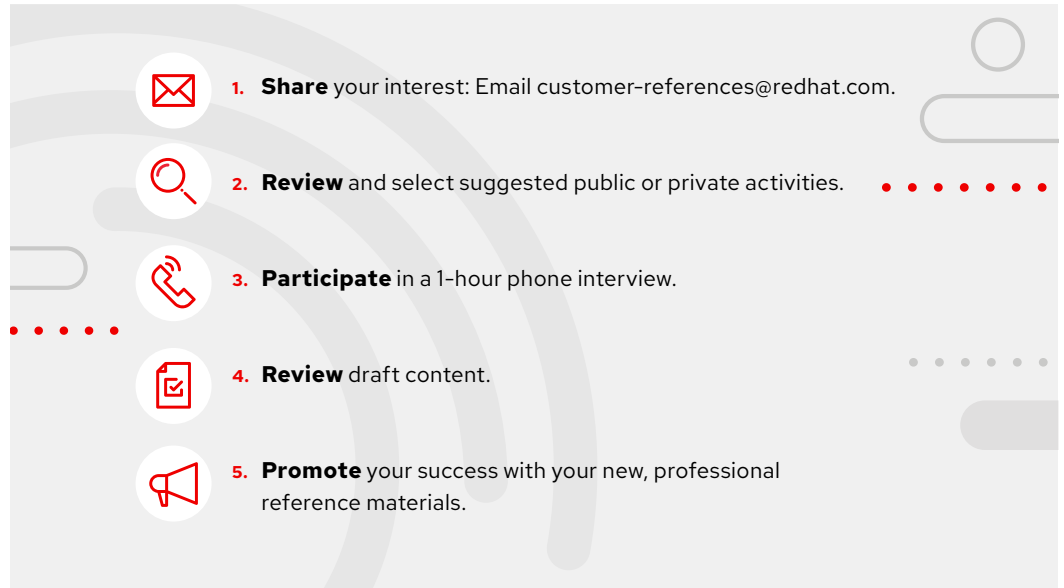
Get started

Interested in sharing your innovative story of success? Contact the Red Hat Customer Reference team and let us craft your story together: customer-references@redhat.com.

We want to highlight your use of Red Hat products, the solution you have created from start to finish, and your metrics of success. We will work with you to customize a package of reference activities that meets your needs and goals.

Want more information?

Explore these Red Hat Innovators in the Open resources.

▸ Read customer success stories on redhat.com

▸ Read customer press releases in Red Hat's newsroom

▸ Watch customer success videos on Red Hat's corporate YouTube channel

▸ Watch webinars and preview upcoming events featuring Red Hat customers

About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with award-winning support, training, and consulting services.