Anatomy of a deal:
Openshift Enterprise @ Large Telco operator

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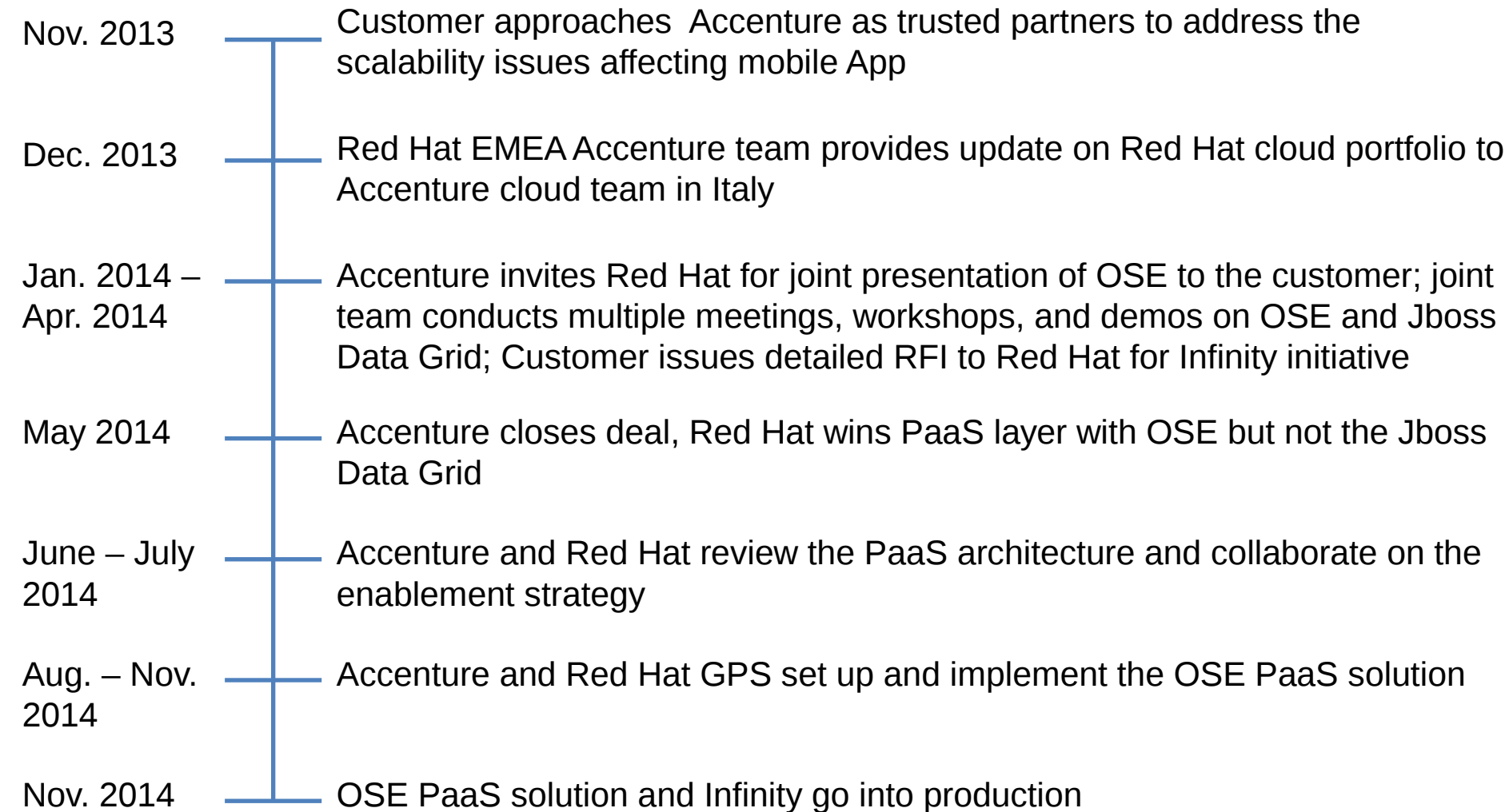**Red Hat Italy**

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The Opportunity we uncovered...

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The customer "pain"

- The customer was experimenting critical issues (performance, stability and outages) on their main mobile application as well as on other **Web Applications:**

  - growing number of users & old architecture (main bottleneck is the backend Data layer)

- So in order to improve their overall Architecture, they have started an initiative

- They have identified 2 main enabling technology for the target architecture: **PaaS** and **In Memory Data Grid**) in order to:

  - decouple channels from back end systems

  - enable fast reaction to transaction peaks

  - reduce additional system integration costs in case of scaling

  - ensure High Availability against infrastructure SPOF for deployed applications

  - zero downtime along operations activity

How we became aware of the opportunity and **timeline**

Nov. 2013 — Customer approaches Accenture as trusted partners to address the scalability issues affecting mobile App

Dec. 2013 — Red Hat EMEA Accenture team provides update on Red Hat cloud portfolio to Accenture cloud team in Italy

Jan. 2014 – Apr. 2014 — Accenture invites Red Hat for joint presentation of OSE to the customer; joint team conducts multiple meetings, workshops, and demos on OSE and Jboss Data Grid; Customer issues detailed RFI to Red Hat for Infinity initiative

May 2014 — Accenture closes deal, Red Hat wins PaaS layer with OSE but not the Jboss Data Grid

June – July 2014 — Accenture and Red Hat review the PaaS architecture and collaborate on the enablement strategy

Aug. – Nov. 2014 — Accenture and Red Hat GPS set up and implement the OSE PaaS solution

Nov. 2014 — OSE PaaS solution and Infinity go into production

The Opportunity we uncovered...

The competition we were facing

- **<u>PaaS</u>:**
  - Oracle
  - Pivotal CloudFoundry
  - **Ourselves**
    - New domain, new technology (OSE), very few customers in production env WW, basic knowledge of the product
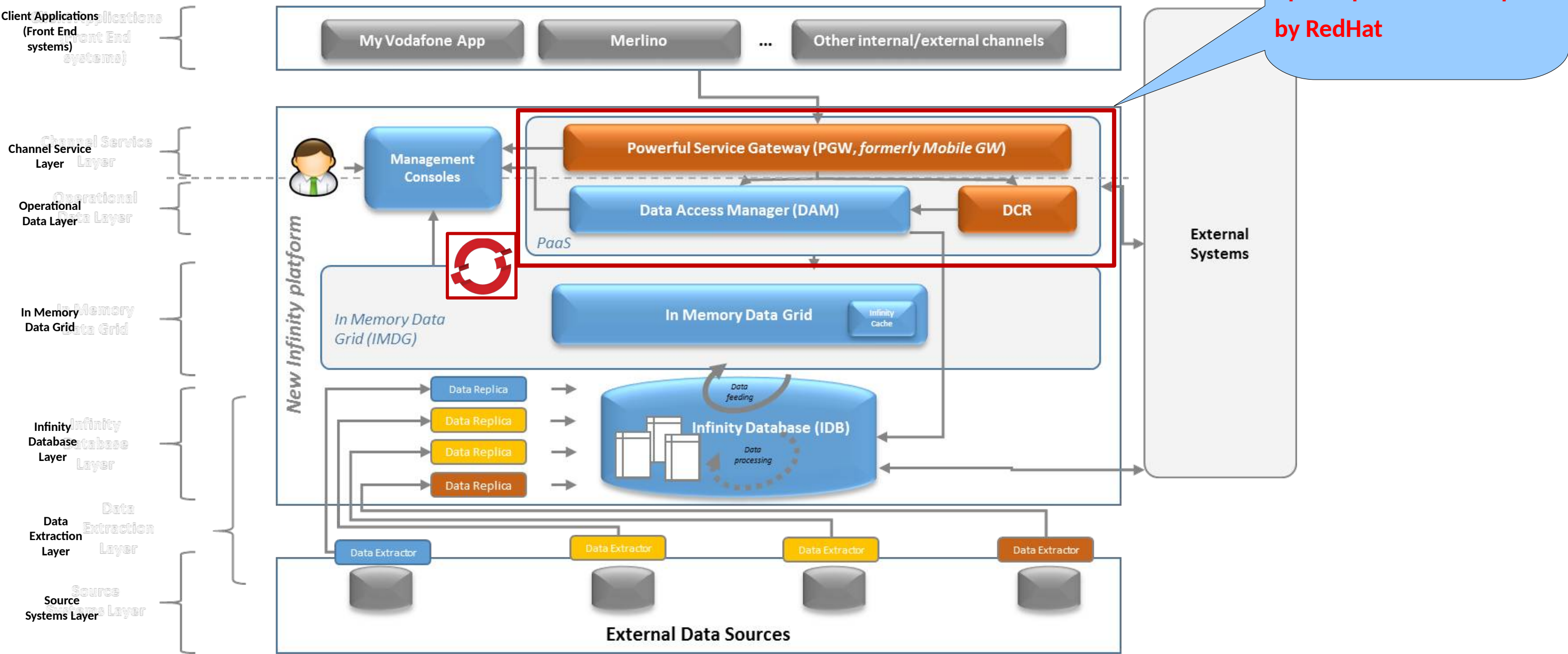   - Red Hat's credibility as provider of PaaS solutions

- **<u>In memory data grid</u>**
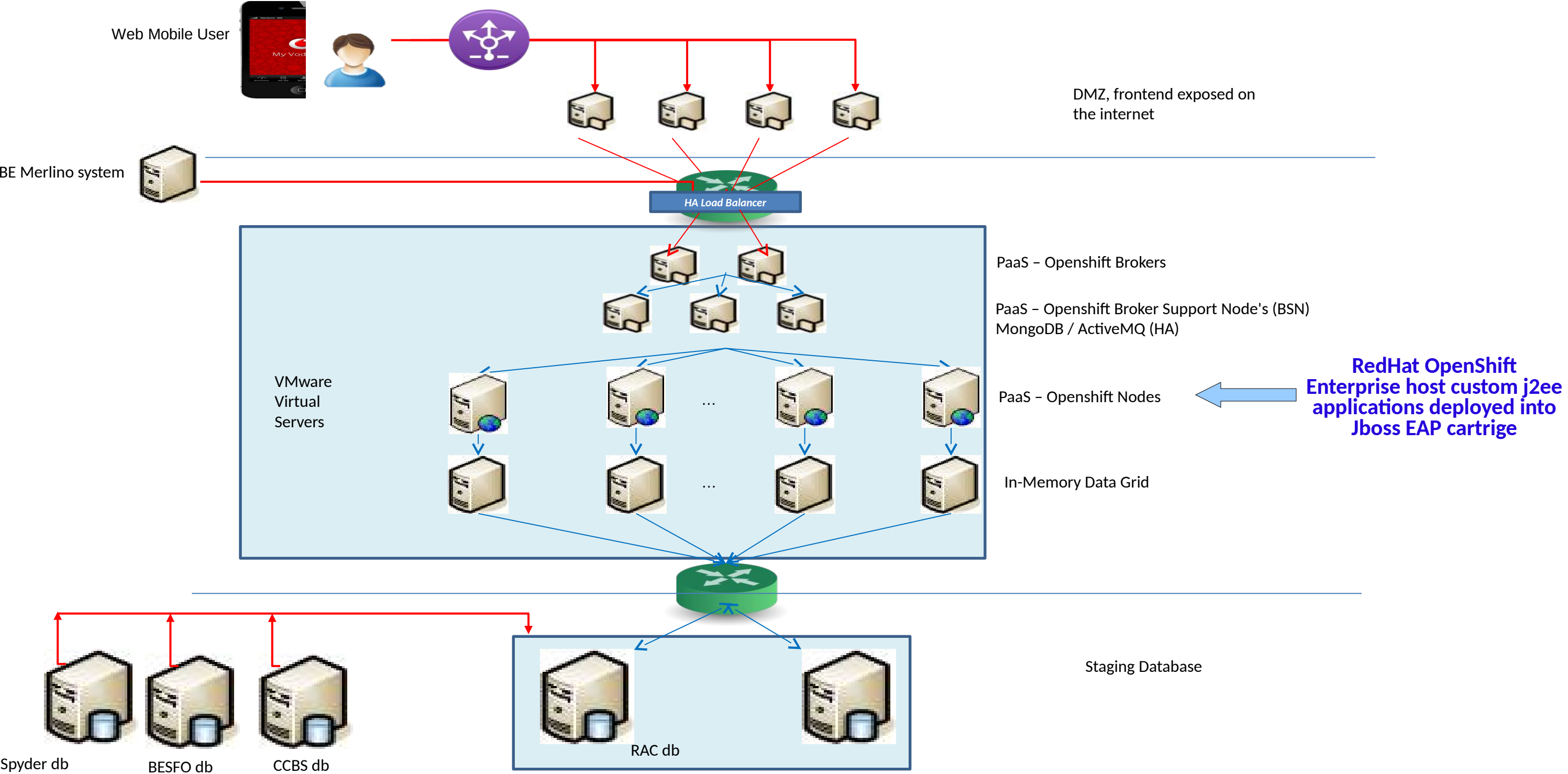 - Pivotal Gemfire
  - Oracle Coherence

The target architecture and the solution we proposed...

High level Architecture Overview

Following diagram expose an High level overview of the involved components.

Paas layer is based upon OpenShift Enterprise by RedHat

Openshift Enterprise Architecture

Web Mobile User

BE Merlino system

HA Load Balancer

DMZ, frontend exposed on the internet

PaaS – Openshift Brokers

PaaS – Openshift Broker Support Node's (BSN)
MongoDB / ActiveMQ (HA)

VMware
Virtual
Servers

PaaS – Openshift Nodes

RedHat OpenShift Enterprise host custom j2ee applications deployed into Jboss EAP cartrige

In-Memory Data Grid

Spyder db

BESFO db

CCBS db

Staging Database

RAC db

The Solution we proposed...
Products and Services

Some Numbers .....

- 14 x Openshift Enterprise (1-2 Sockets)

- 14 x Jboss EAP for Openshift

- 5 Brokers (incl. HA supp nodes)

- GPS 22 days for Accenture

- GPS 10 days for ICTeam

- GPS 10 days for the customer

- Subscriptions = 170K TB + GPS

- 2 Vmware clusters

- 14 Physical servers for OSE envs   (2 sockets x machine)

- 27 Ose Nodes + 5 HA Support nodes (Brokers/MongoDB/ActiveMQ)

- 4 cores/32GB per OSE Node

- IMDG = 30 nodes (1 Tb RAM)

- 24x7 operation with zero downtime

- 2000 transactions per sec

- Approx. 500,000 concurrent users

The Solution we proposed...

How we 'built' it together with the customer/partner

Pre-sales activities to win the deal (mainly managed by local SA)

- Workshop (presentation + demo) on Red Hat PaaS & JDG with all Customer's and Accenture stackeholders

- Answered a detailed RFI on PaaS and in-memory data grid layers

- Many interactions via emails, calls and meetings in order to refine jointly the target solution

- I've leveraged all existing docs, Ref.Arch and use cases available at that time

Post-sales activities to support Accenture and ICTeam

- Architectural review, enablement and support done by the extended team: SA (A.Morena), EMEA SA for ACN (Giuseppe Brindisi), EMEA Tiger Team (Shashin Shinde), Global Partners Enablement (Chad Darby), Matteo Bernacchi (GPS)

- Go live phase: performance tests and prod env setup done by Matteo Bernacchi (GPS Italy)

Lessons Learned... (Tips & Tricks)

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Objections we faced and how we overcame these

- Getting new technology such as OpenShift Enterprise accepted by the customer due to no significant customer references in production environments

- Red Hat's credibility as provider of PaaS solutions

- A lot of questions about Openshift capabilities

How we overcame these

- I have reused existing WW case studies (not many unfortunately !) like PayPal, CISCO and Accenture itself

- We have also shared a previous positive experience and collaboration with Accenture (Openshift POC)

- Reference Architecture and technical details of some key features of OSE required for the project (autoscaling, hot deploy,..) to make Accenture more confident about OSE

- Continuous alignments and collaboration Accenture – Red Hat towards common goals

Lessons Learned... (Tips & Tricks)
"Top Tips" to take-away and apply

- The way we worked with the customer and the partner is a clear example of how the model works when <u>we and our partners are open and **work hand to hand during the entire lifecycle of a deal**</u>

- **Early new products awareness** is crucial (internal and external)

  - Specially on new IT domains where there isn't yet a dominant player
  - **Early partners enablement** on new technologies

- **Openshift demo** is your best sales tool for PaaS, Continuous delivery and DevOps

- We have a great technology and today on PaaS domain we can compete against anyone !

Don't be shy ....