



# Innovation without limitation

Bring big ideas to life with the hybrid cloud platform  
open to any app, team, or infrastructure

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Presenter's Name

Title

Presenter's Name

Title





## Big ideas drive... **business innovation**

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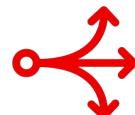
Every organization in every geography and in every industry can innovate and create more customer value and differentiation with open source technologies and an open culture.

But **innovating**  
isn't always easy



### Innovation

Innovate at speed.



### Flexibility

Flexibility to adapt to market changes.



### Growth

Grow new customer experiences  
and lines of business.

In the **banking** industry, tech is initiating a new wave of disruption, forcing banks to **innovate at speed**



**Open banking**  
transforms how  
institutions need to think  
about tech and security.<sup>1</sup>



Everything is mobile:  
**89% of customers** use  
mobile banking regularly.<sup>2</sup>

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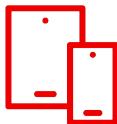
<sup>1</sup> Srinivas, Val, Jan-Thomas Schoeps, Tiffany Ramsay, Richa Wadhwani, Samia Hazuria, and Aarushi Jain. "[2020 banking and capital markets outlook: Fortifying the core for the next wave of disruption.](#)" Deloitte Insights, Dec. 2019.

<sup>2</sup> Meola, Andrew. "[Digital trends disrupting the banking industry in 2020.](#)" Business Insider, Aug. 2019.

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ANZ Bank deployed a container application platform to speed development to keep pace with business growth.<sup>3</sup>



**Accelerated** deployment time by 98%



Improved **developer productivity** and collaboration

<sup>3</sup> Red Hat video. "[ANZ Bank reduces deployment time by 98% with container platform](#)." YouTube, April 2019.

## Flexibility to adapt has become mandatory for the shipping industry as demand explodes



eCommerce, cloud infrastructure, digital media, pharmaceuticals, and some transportation and telecom services will see increased demand.”<sup>1</sup>

**Andrew Bartels**  
Forrester

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**Andrew Bartels**  
Forrester



UPS built a new open application platform for stability and availability



Gained high scalability and **availability** to support peak demand<sup>2</sup>

<sup>1</sup> Bartels, Andrew. “[The 2020 To 2021 Tech Market Outlook At A Time Of Global Pandemic And Economic Recession](#).” Forrester Webinar, April 2020.

Data, the “new fuel” of the **automotive** industry, is driving  
**new customer experiences and lines of business**<sup>1</sup>



Auto manufacturers are  
becoming **IoT platform  
and device companies**



Real-time data analysis  
through AI/ML is key to  
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<sup>1</sup> Meola, Andrew. "[How 5G and IoT are driving the connected smart vehicle industry](#)." *Business Insider*, March 2020.

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**BMW GROUP**

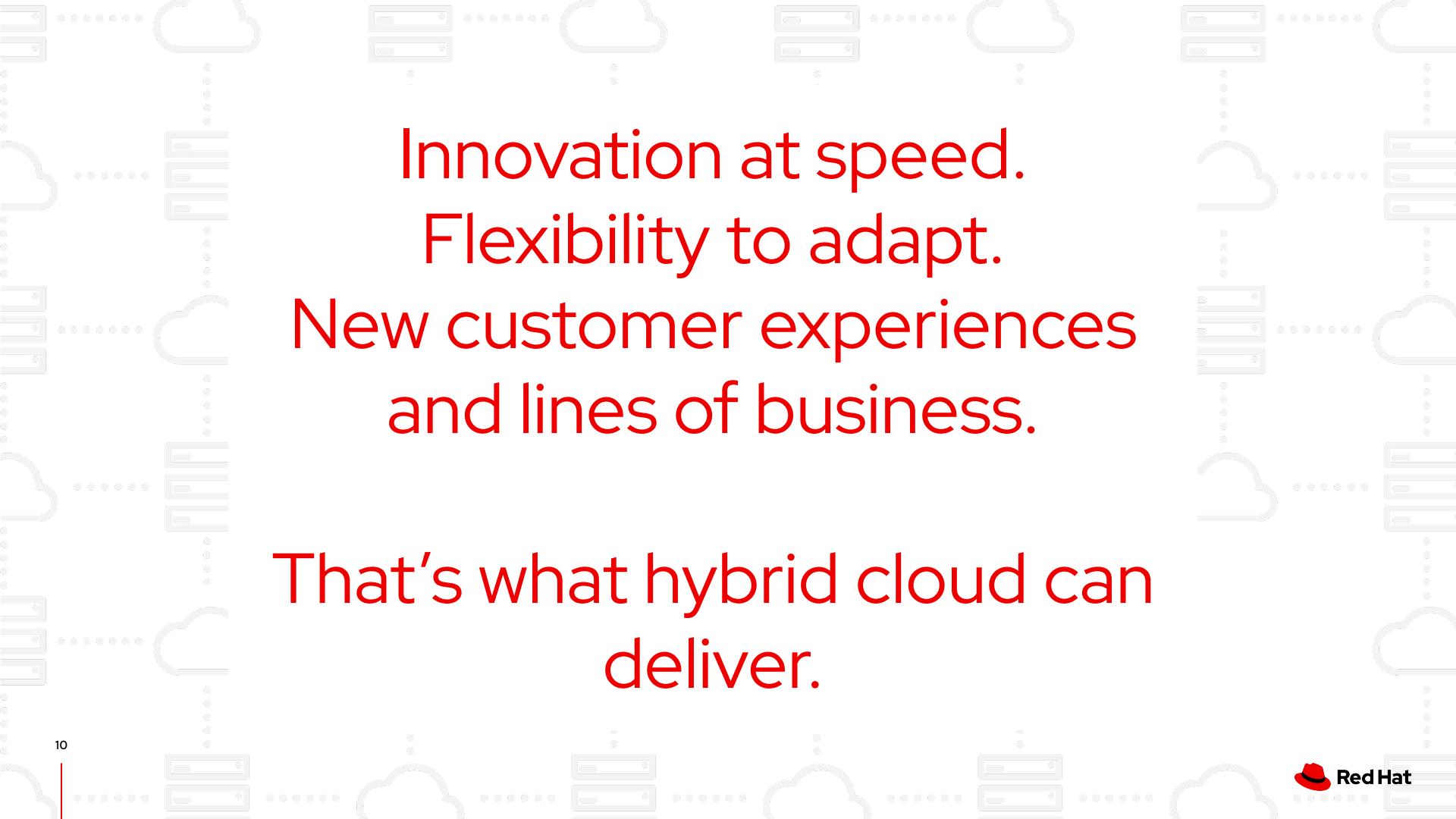
The BMW Group ConnectedDrive platform scales as the data scales



**12 million**  
connected cars



**1 billion**  
requests per week

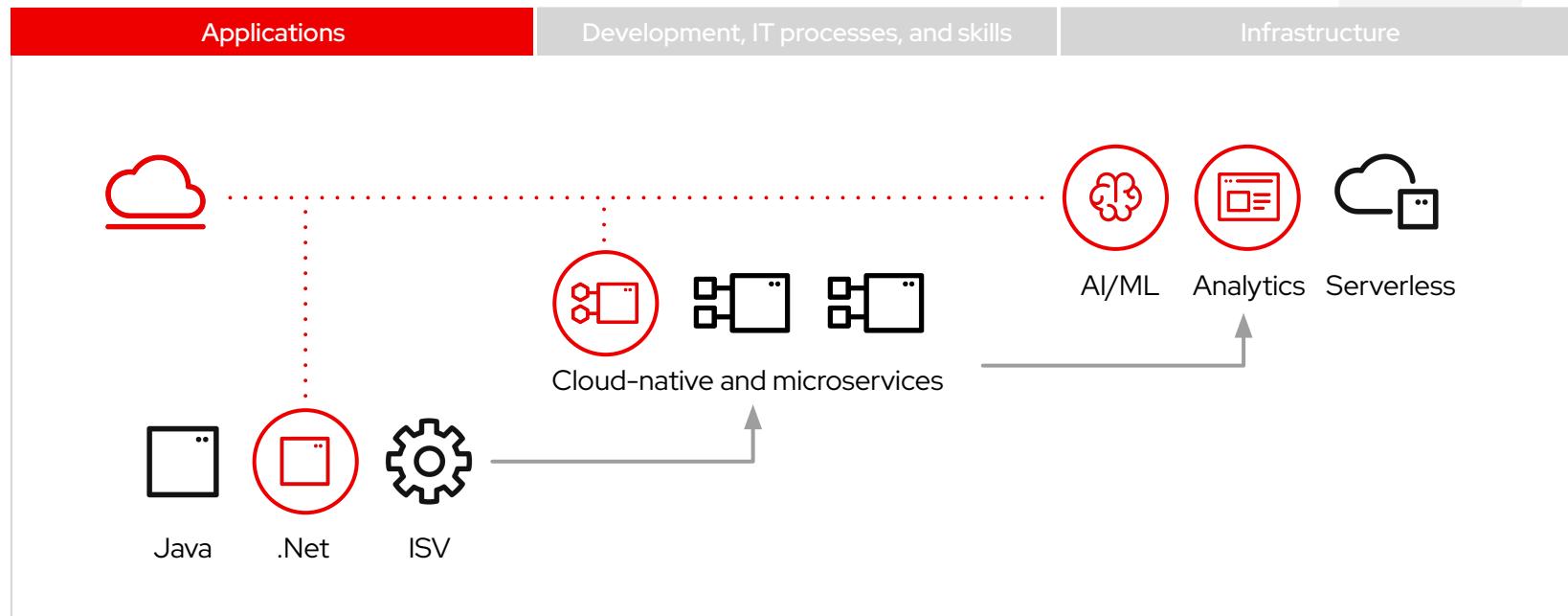


Innovation at speed.  
Flexibility to adapt.  
New customer experiences  
and lines of business.

That's what hybrid cloud can  
deliver.

# Hybrid is more than a strategy

It's a way to bring together your existing hybrid mix of new and old...



# Hybrid is more than a strategy

It's a way to bring together your existing hybrid mix of new and old...

Applications

Development, IT processes, and skills

Infrastructure



Developer tools



Pipelines & Processes



People & Policies

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Infrastructure



63%

of organizations are already  
hybrid today



54%

of those not using hybrid cloud  
today plan to within 24 months



Physical



Virtual



Private cloud



Public cloud



Edge

## Hybrid delivers the agility to innovate

1. Create and deploy new code, faster
2. Securely connect operations with development
3. Adopt new global delivery models



We built Red Hat OpenShift  
so any organization  
could thrive  
in a world of hybrid possibility

## Delivering innovation that can transform your business



# 40%

Increase in sales over 3 years  
with new revenue streams<sup>1</sup>



# 70%

Infrastructure cost  
reduction for AI workloads<sup>2</sup>



Automated, full  
stack installation



Seamless Kubernetes  
deployments



Auto-scaling  
of resources



One-click  
life-cycle management

# Supporting the cloud-native application security you need



## CONTROL Application Security

- Integrate security in your CI/CD Pipeline
- Mitigate container runtime vulnerabilities
- Automated signing of container images



## DEFEND Infrastructure

- Restrict access through trusted identity providers
- Isolate applications, environments within a cluster
- Validation with established security standards

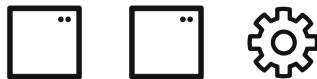


## EXTEND Security Ecosystem

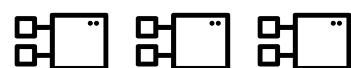
- Utilize a broad security ISV ecosystem
- Connect with Red Hat Certified Operators
- Develop and deploy securely anywhere

# Delivering consistency and flexibility

Traditional apps



Cloud-native apps



AI/ML, Functions



Communities of Innovation | Ecosystems of Solutions



**Red Hat**  
OpenShift

Secure & Automated Infrastructure and Operations



Physical



Virtual



Private cloud



Public cloud

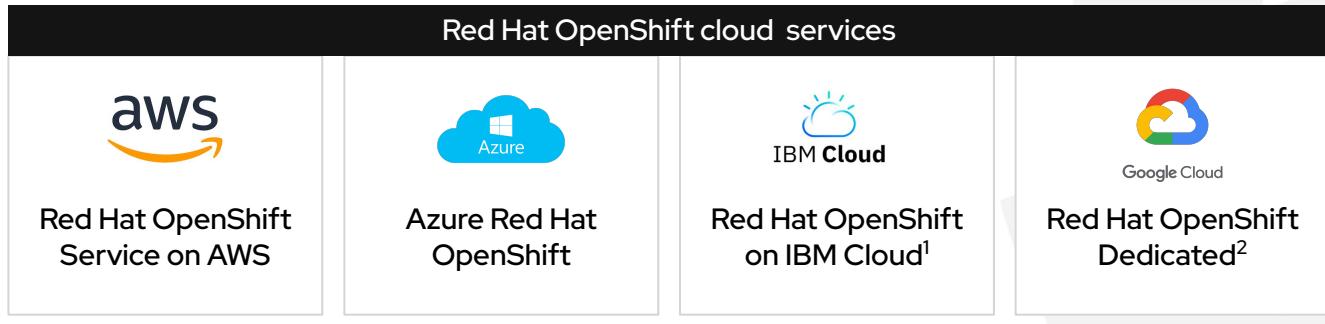


Edge

# Supporting hybrid usage and buying patterns

A consistent platform no matter how or where you run

Start quickly, we  
manage it for you



You manage it, for  
control and flexibility



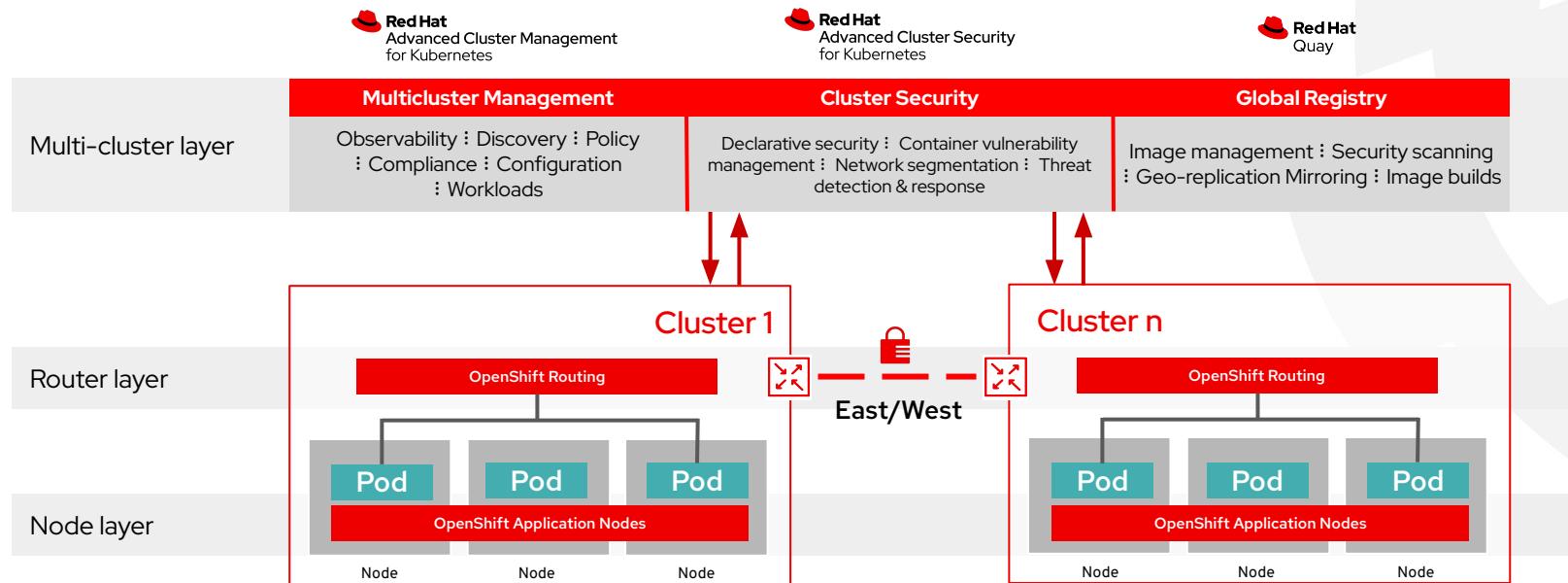
# Your choice of OpenShift

## Self-managed Red Hat OpenShift editions

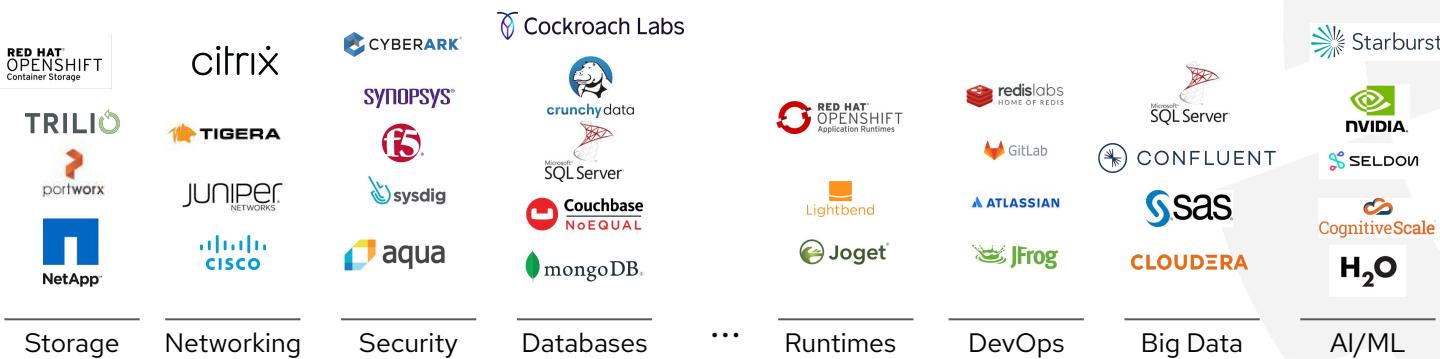
<p> <b>Red Hat</b> OpenShift Kubernetes Engine</p> <p>Essential enterprise Kubernetes Infrastructure</p> <p><b>Includes:</b></p> <ul style="list-style-type: none"><li>• Enterprise Kubernetes runtime</li><li>• Red Hat Enterprise Linux</li><li>• CoreOS immutable container OS</li><li>• Administrator console</li><li>• OpenShift Virtualization</li></ul>	<p> <b>Red Hat</b> OpenShift Container Platform</p> <p>Opinionated application development platform</p> <p><b>Adds:</b></p> <ul style="list-style-type: none"><li>• Developer console</li><li>• Log management and metering/cost management</li><li>• Red Hat OpenShift Serverless (Knative)</li><li>• Red Hat OpenShift Service Mesh (Istio)</li><li>• Red Hat OpenShift Pipelines &amp; Red Hat OpenShift Gitops (Tekton, ArgoCD)</li></ul>	<p> <b>Red Hat</b> OpenShift Platform Plus</p> <p>Manageability and consistency across hybrid and multi cloud with advanced security for DevSecOps</p> <p><b>Adds:</b></p> <ul style="list-style-type: none"><li>• Red Hat Advanced Cluster Management for Kubernetes</li><li>• Red Hat Advanced Cluster Security for Kubernetes</li><li>• Red Hat OpenShift Data Foundation Essentials</li><li>• Red Hat Quay</li></ul>
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# Red Hat OpenShift Platform Plus

Enabling hybrid and multi-cloud deployments



# With a broad partner ecosystem



# And the services and partners to guide you to success

## RED HAT OPEN INNOVATION LABS



### EXPERIMENT

Rapidly build prototypes, do DevOps, and be agile.



### CATALYZE INNOVATION

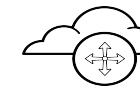
Bring modern application development back to your team.



### IMMERSE YOUR TEAM

Work side by side with experts in a residency-style engagement.

## RED HAT CONTAINER ADOPTION PROGRAM



### FRAMEWORK FOR SUCCESSFUL CONTAINER ADOPTION AND I.T. TRANSFORMATION

Mentoring, training, and side-by-side collaboration

## SYSTEM INTEGRATORS

Or work with our ecosystem of certified systems integrators, including...



## Realizing business value from a hybrid strategy

 **636%**

return on investment over 5 years

 **10 months**

to payback

 **54%**

lower 5-year cost of operations

 **3x**

more new features per year

 **20%**

higher application developer productivity

 **US\$21.6 million**

higher revenue per year per organization

 **71%**

less unplanned downtime

 **21%**

more efficient IT infrastructure teams

# Bringing results to customers across industries and use cases



*Telefonica*

orange sonatel

AIRBUS

ally®

DBS

Boston Children's Hospital  
Until every child is well™

Follett

MACQUARIE

atpco

Intermountain Healthcare

helvetia

CATHAY PACIFIC

digipolis®

Ministerio de Salud  
Presidencia de la Nación

Deutsche Bank

omnitracs

Miles & More

SLOVENSKÁ  
sporiteľňa

ExxonMobil

Public Health  
England

posco  
ICT

unicef  
INNOVATION



elc

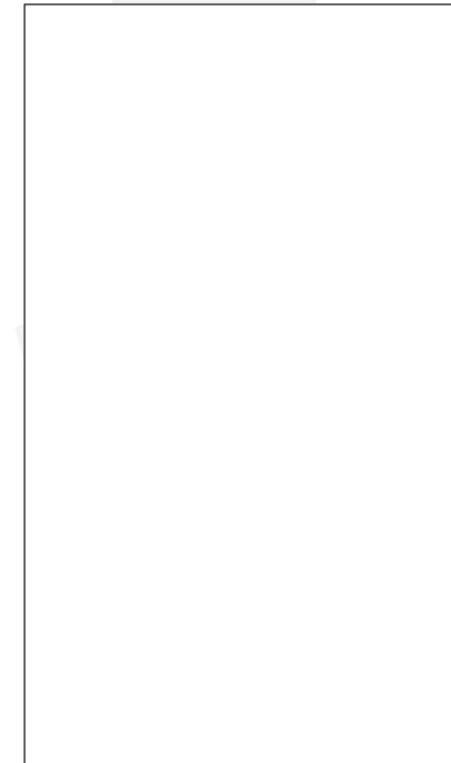
Lufthansa Technik  
GENERALI

DNM

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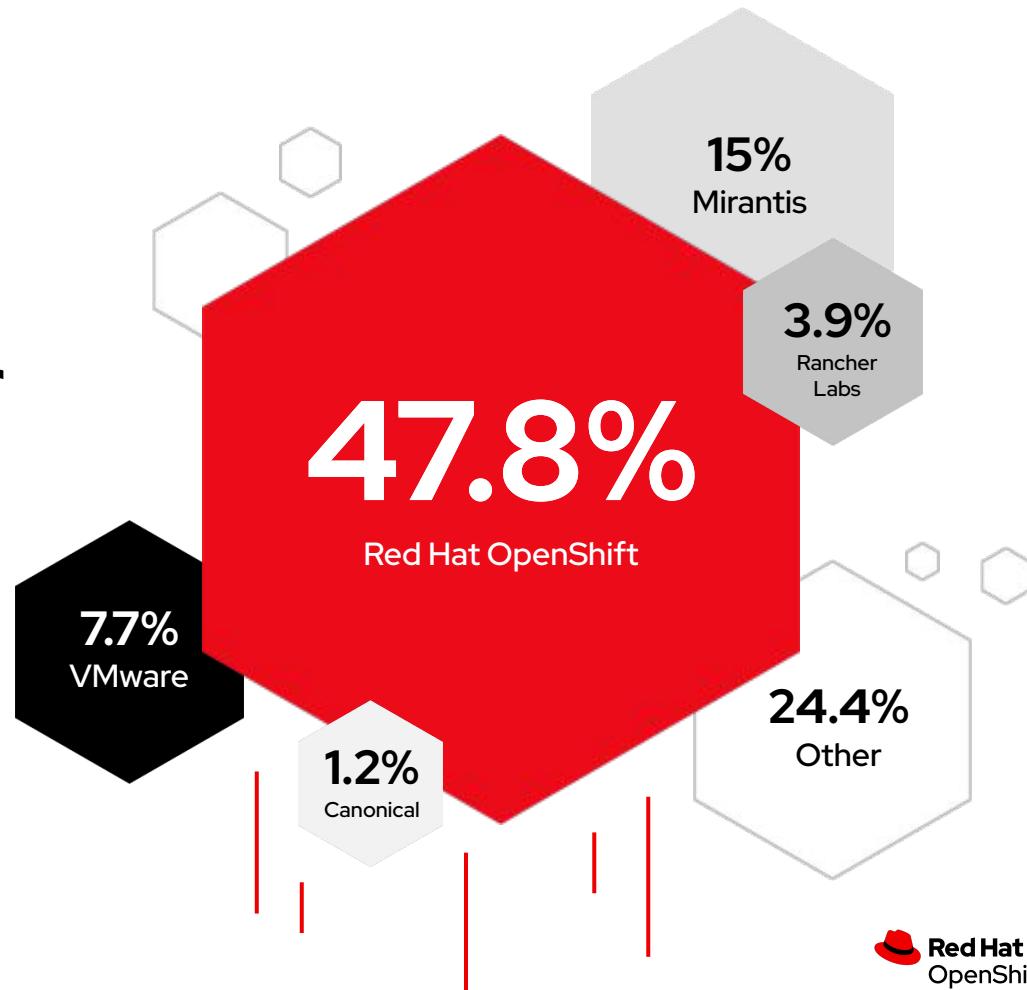
NetApp™

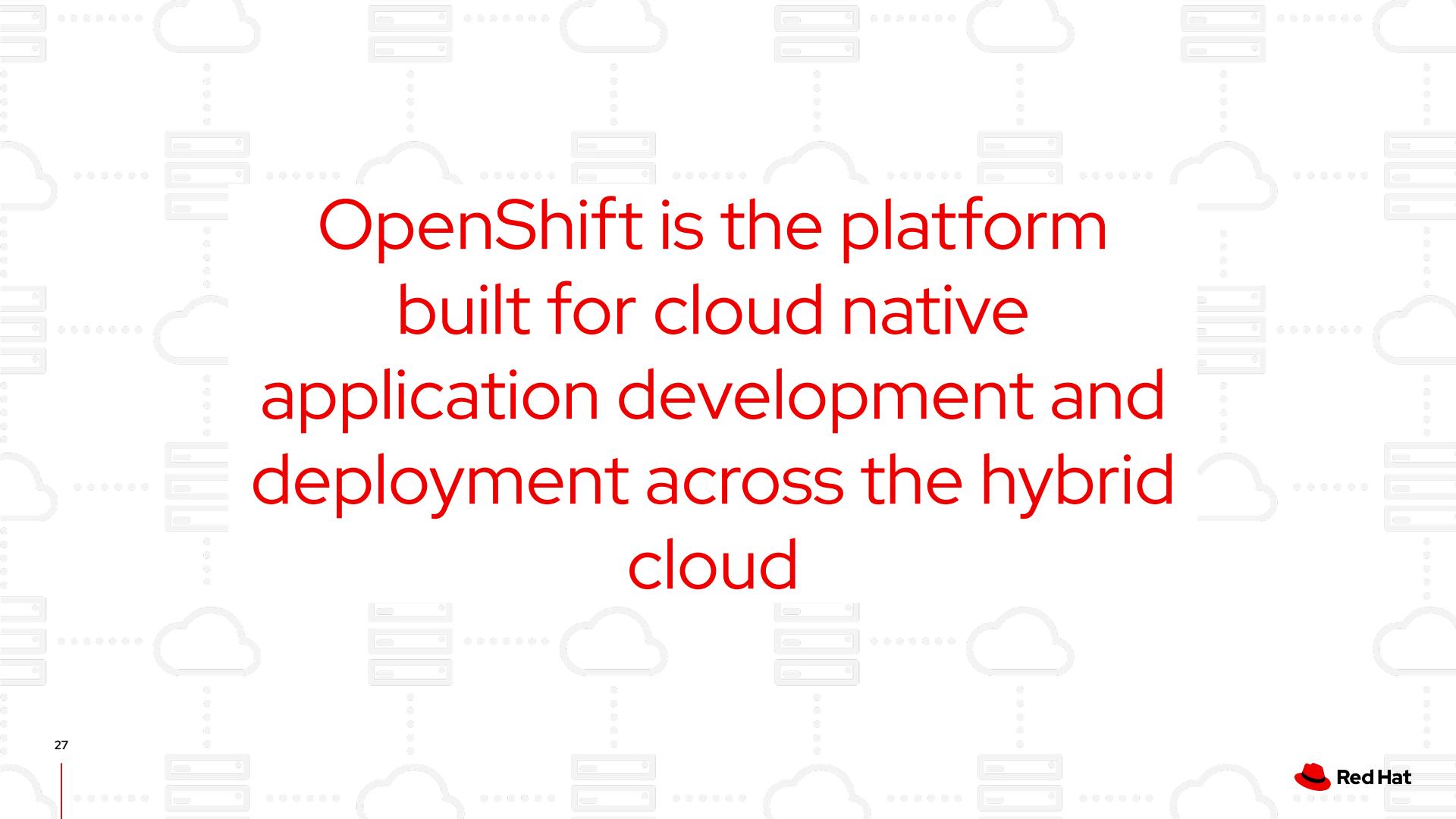
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**RED HAT OPENSHIFT**

# Container platform market share leader





OpenShift is the platform  
built for cloud native  
application development and  
deployment across the hybrid  
cloud



Red Hat OpenShift is for every innovator. . . . .



### Ready for IT operators

- ▶ Automate processes. Reduce complexity.
- ▶ Operate more securely from end to end.



### Empowering developers

- ▶ Code fast with familiar tools.
- ▶ Rapidly deliver without roadblocks.



### Proven for business leaders

- ▶ Choose a platform to power business today.
- ▶ Create a cloud strategy for the future.



**Red Hat**  
**OpenShift**