



# Innovation without limitation

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

Alfred Bach  
Principal Solution Architect  
EMAE Partner Enablement



AI

Machine learning 5G

Cloud-native Containers

Automation Security

Digital transformation

IT/OT Convergence Open source communities

Open organization

Kubernetes Hybrid cloud

DevOps

Innovation

# Big ideas drive business innovation

## Business Innovation

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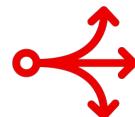
Every organization in every geography and in every industry can innovate and create more customer value and differentiation with open source technologies and an open culture.

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.



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  
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**BMW GROUP**

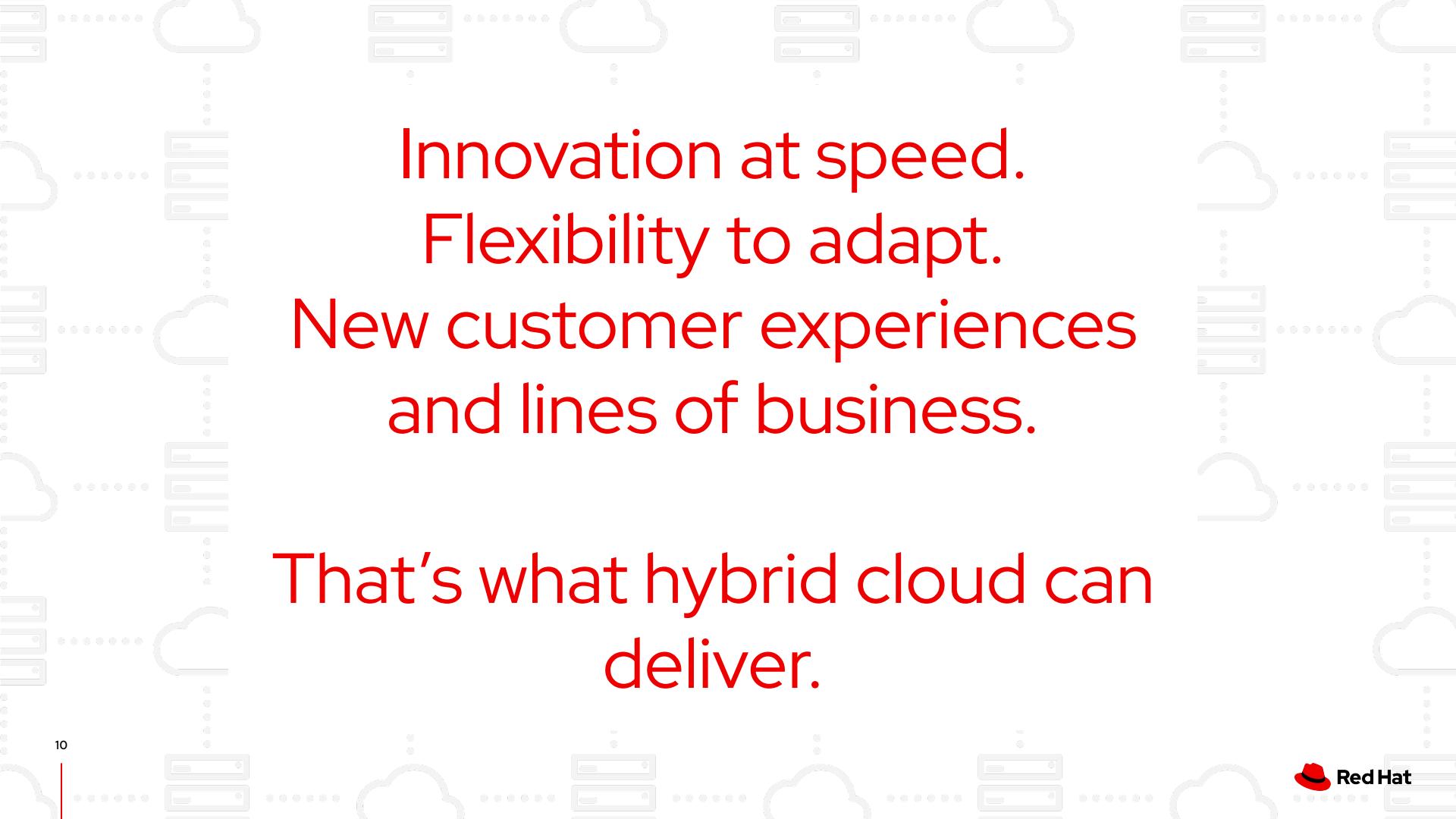
The BMW Group ConnectedDrive platform scales as the data scales



**12 million**  
connected cars



**1 billion**  
requests per week

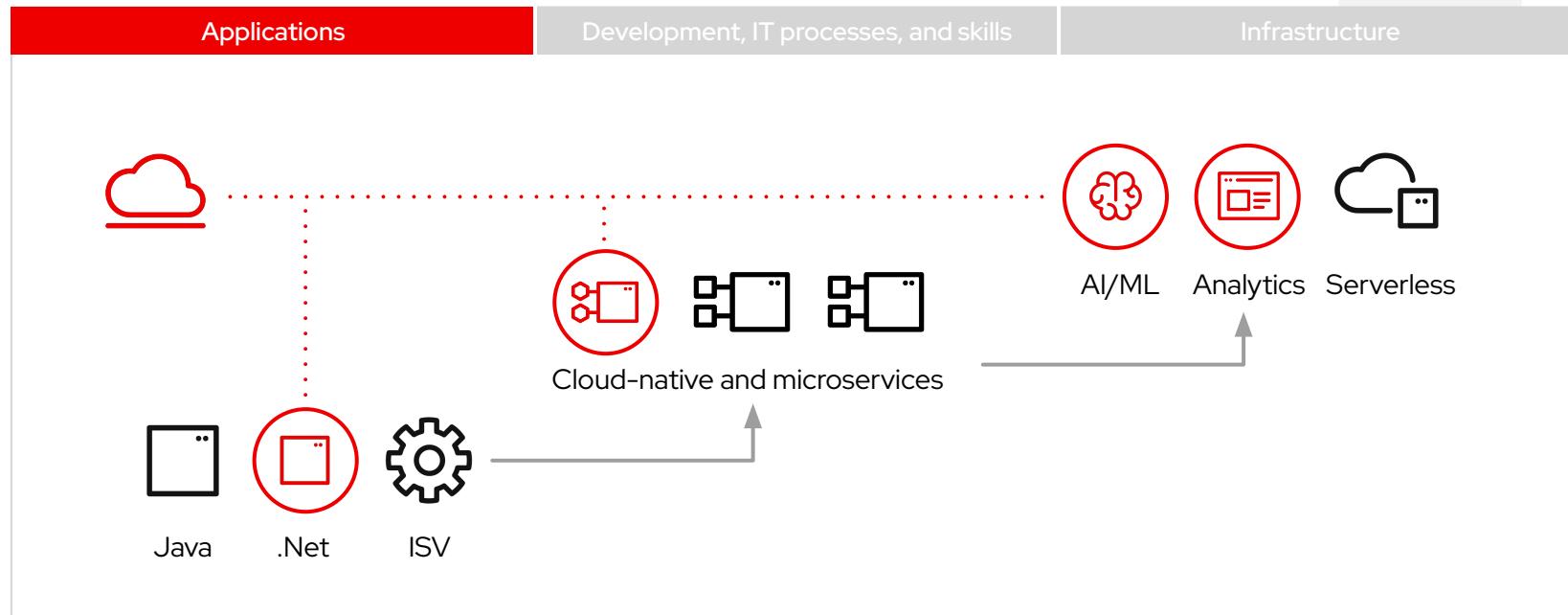


Innovation at speed.  
Flexibility to adapt.  
New customer experiences  
and lines of business.

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...



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Applications

Development, IT processes, and skills

Infrastructure



Developer tools



Pipelines & Processes



People & Policies

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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



**100x**

**Cost reduction for  
operating infrastructure**



**5x**

**Faster revenue growth  
attributed to enabling developer  
velocity**



Automated, full  
stack installation



Seamless Kubernetes  
deployments



Auto-scaling  
of resources



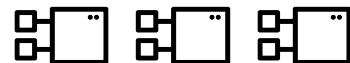
One-click  
life-cycle management

# Delivering consistency and flexibility

Traditional apps



Cloud-native apps



AI/ML, Functions



Communities of Innovation | Ecosystems of Solutions



Secure & Automated Infrastructure and Operations



Physical



Virtual



Private cloud



Public cloud

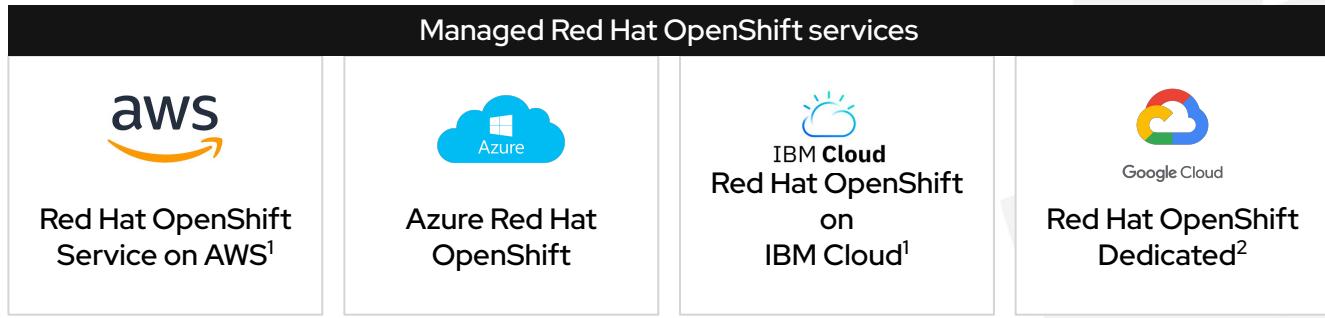


Edge

# 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

# 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

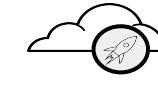
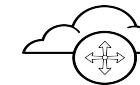
Bring modern application development back to your team.



### 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

 **661%**

return on investment over 5 years

 **5 months**

to payback

 **54%**

lower 5-year cost of operations

 **>2x**

more new applications per year

 **24%**

higher application developer productivity

 **US\$32.9 million**

higher revenue per year per organization

 **80%**

less unplanned downtime

 **49%**

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



unicef  
INNOVATION

elc

GENERALI

ExxonMobil

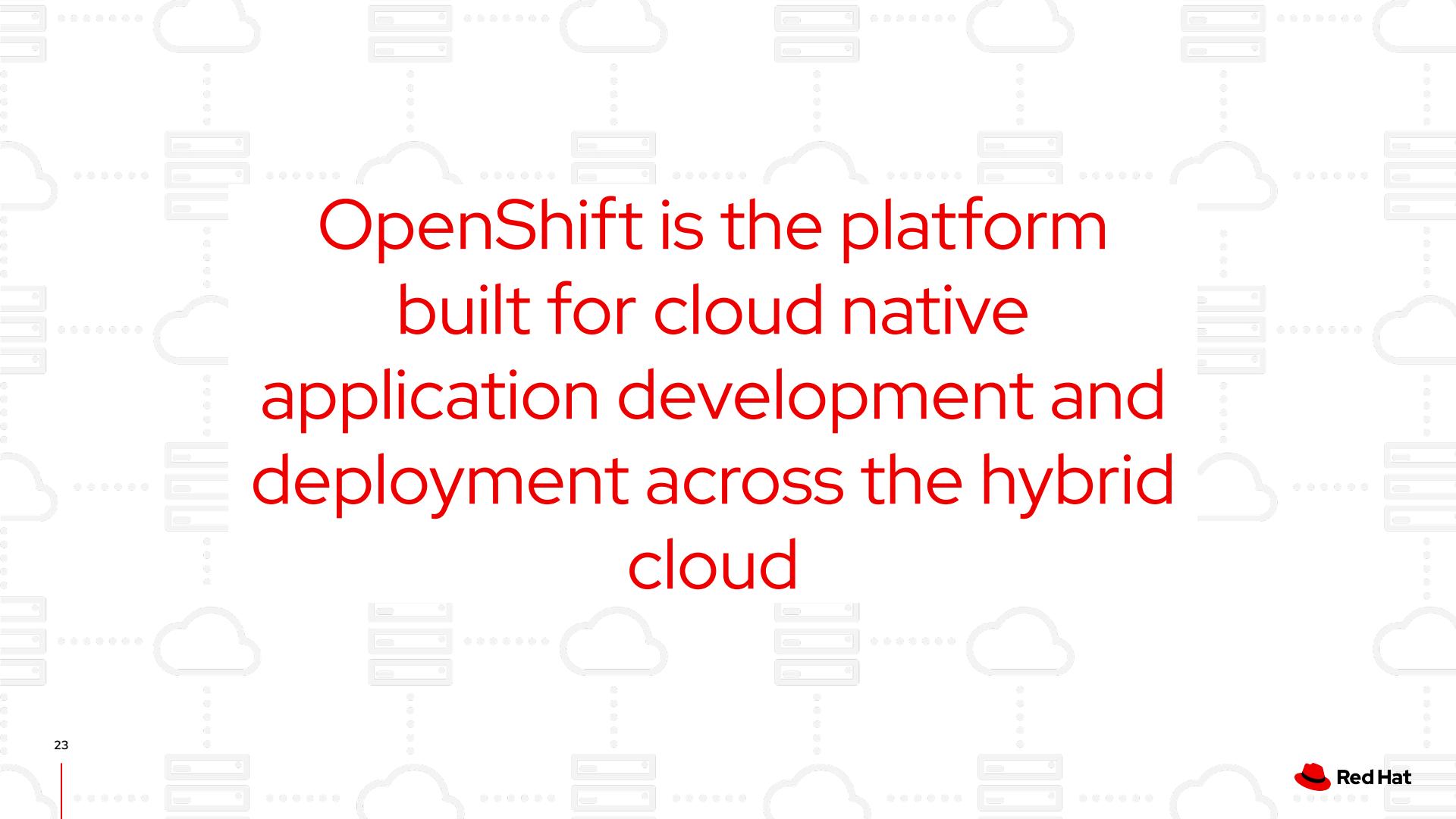
Lufthansa Technik

DNM

ascend money

NetApp™

Bilyoner



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**