



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



Big ideas drive business innovation

AI

Machine learning 5G

Cloud-native Containers

Automation Security

Digital transformation

IT/OT Convergence Open source communities

Open organization

Kubernetes Hybrid cloud

DevOps

Innovation

Business Innovation

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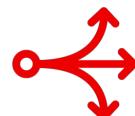
Every organization in every geography and in every industry can innovate and create more customer value and differentiation with open source technologies and an open culture.

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.¹



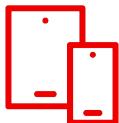
Everything is mobile: **89% of customers** use mobile banking regularly.²



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¹ 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.

² 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.³



Accelerated deployment time by 98%



Improved **developer productivity** and collaboration

³ 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.”¹

Andrew Bartels
Forrester

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UPS built a new open application platform for stability and availability



Gained high scalability and **availability** to support peak demand²

¹ 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 business¹



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



Real-time data analysis
through AI/ML is key to
successful **autonomous
driving systems**

¹ Meola, Andrew. "[How 5G and IoT are driving the connected smart vehicle industry](#)." *Business Insider*, March 2020.

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BMW GROUP

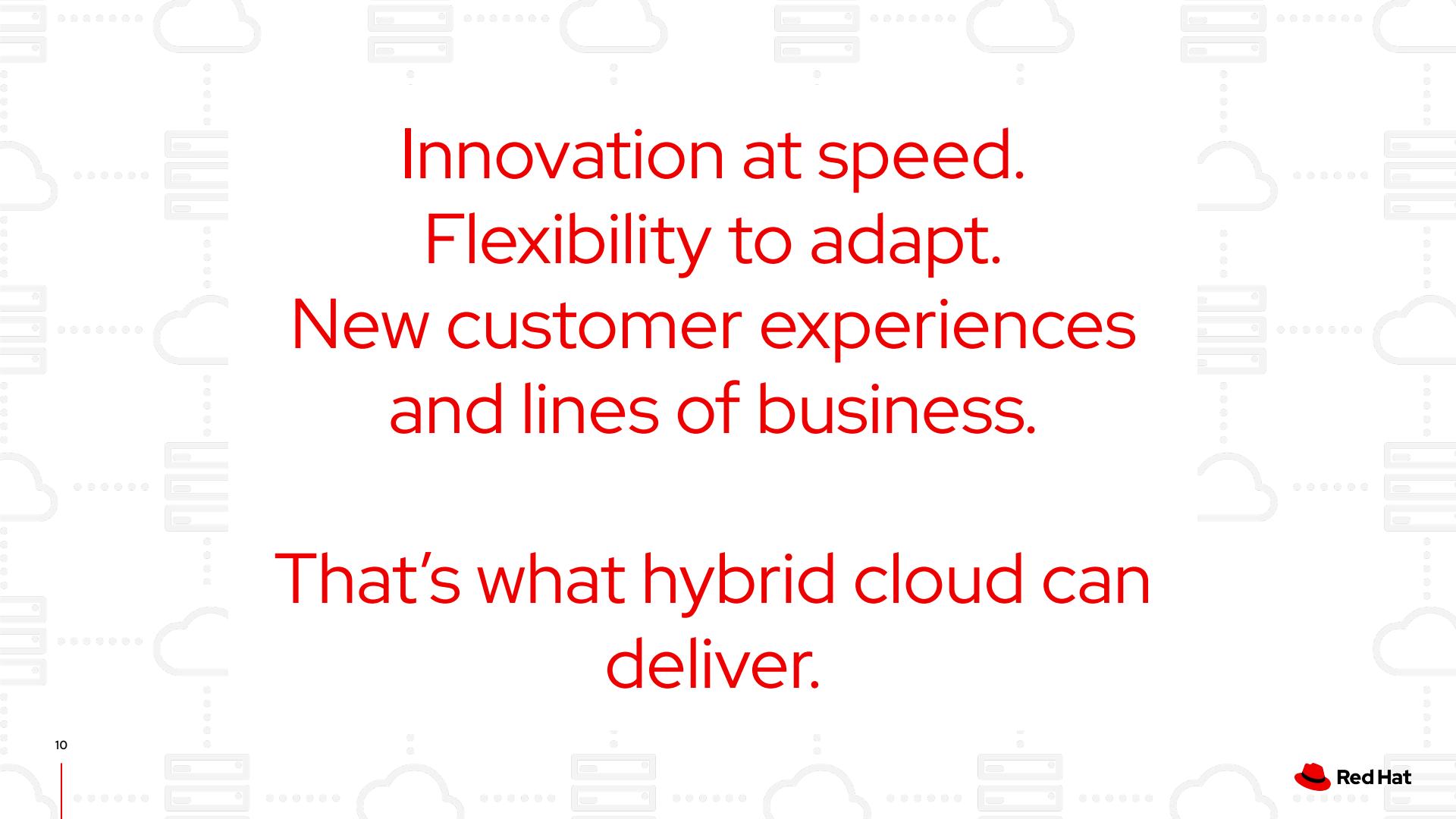
The BMW Group ConnectedDrive platform scales as the data scales



12 million
connected cars



1 billion
requests per week

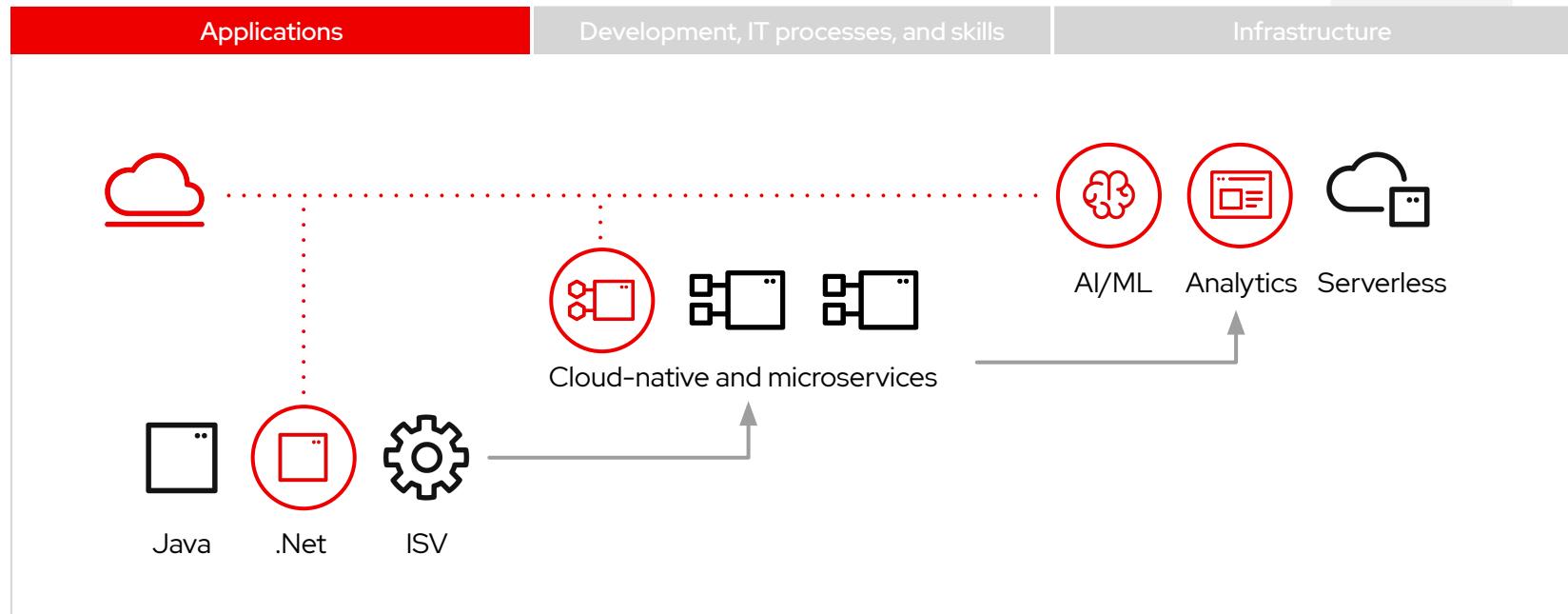


Innovation at speed.
Flexibility to adapt.
New customer experiences
and lines of business.

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...



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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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Applications

Development, IT processes, and skills

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



100x

Cost reduction for
operating infrastructure



5x

Faster revenue growth
attributed to enabling developer
velocity



Automated, full
stack installation



Seamless Kubernetes
deployments



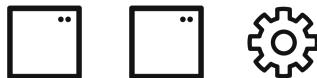
Auto-scaling
of resources



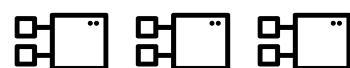
One-click
life-cycle management

Delivering consistency and flexibility

Traditional apps



Cloud-native apps



AI/ML, Functions



Communities of Innovation | Ecosystems of Solutions



Red Hat
OpenShift

Secure & Automated Infrastructure and Operations



Physical



Virtual



Private cloud



Public cloud

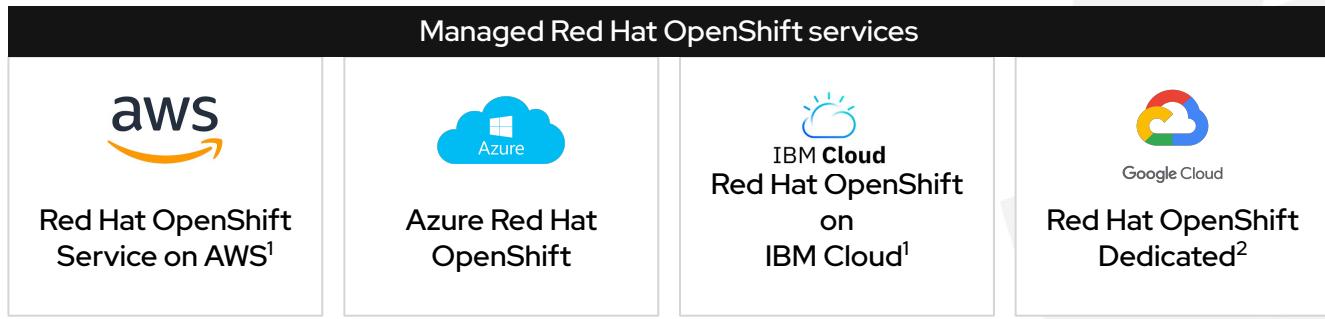


Edge

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



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

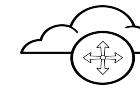
Bring modern application development back to your team.



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



AIRBUS



helvetia The logo for helvetia, featuring the word "helvetia" in a bold, black sans-serif font with a small red and blue geometric icon to its right.



ExxonMobil

Lufthansa Technik



ally



ascend money

DBS

atpco

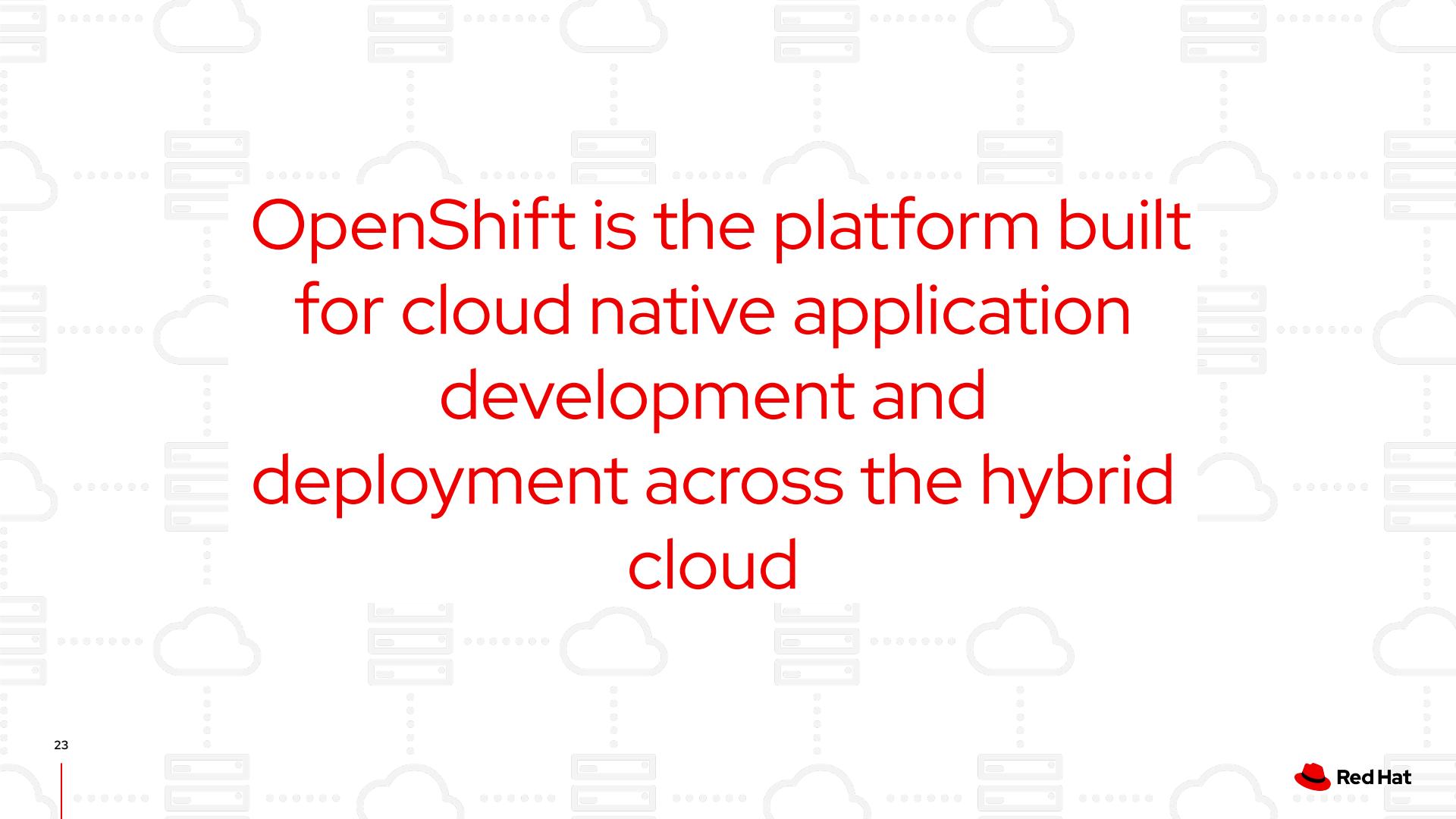
digipolis®

Miles & More

posco
ICT

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.

