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Strategic continuum

Adrián Tóth (491322)

Branislav Kotrč (433718)

Roman Nedelka (475972)

Ľubomír Gocník (433737)

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Business hypothesis

- based on open-source software development
- profit from open-source software support requested by companies
- huge amount of regular international large enterprise customers
- combines content delivery with subscription management
- developing trending needed technologies (cloud computing, virtualization technologies, linux)
- hold and keep its leading position on the market

Mission

- customers can focus on their business only
- we provide the know how and support to the customers, so the customers do not have to deal with integration problems themselves

Vision

- we want to provide services available for everyone
- we will be focusing on new technologies so we can stay relevant
- we want the IT sector to be more friendly for the companies operating in it (by providing them good and reliable support)
- we believe that transparency, sharing, and worldwide collaboration are the best ways to create better technology

Strategy

- people are as interested in your work as they are in their own

■ Future

- we operate and will be operating globally
- we hope to retain all our regular large enterprise customers and through great service to gain new in the future (focus on large companies)

■ Presence

- we would like to gain competitive advantage by offering new technologies as they come out
- trying multiple ideas at once, dumping those that don't work, and doing all this as quickly as possible

Values & Rules

■ Values

- freedom, courage, commitment, accountability – all lived in balance
- trusted multicultural company worldwide
- be open source – free and available product to anybody

■ Rules

- always check new technologies, never lag behind others
- always be competitive with our rivals in the field (price, services, ...)
- keep strategic direction of Red Hat to to ground workers, because they are the ones who deeply understand our customers' challenges



Thank you for your attention!