



# What's the business case for change?



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# The changing role of IT

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Nicolas G. Carr

Harvard Business Review, May 2003

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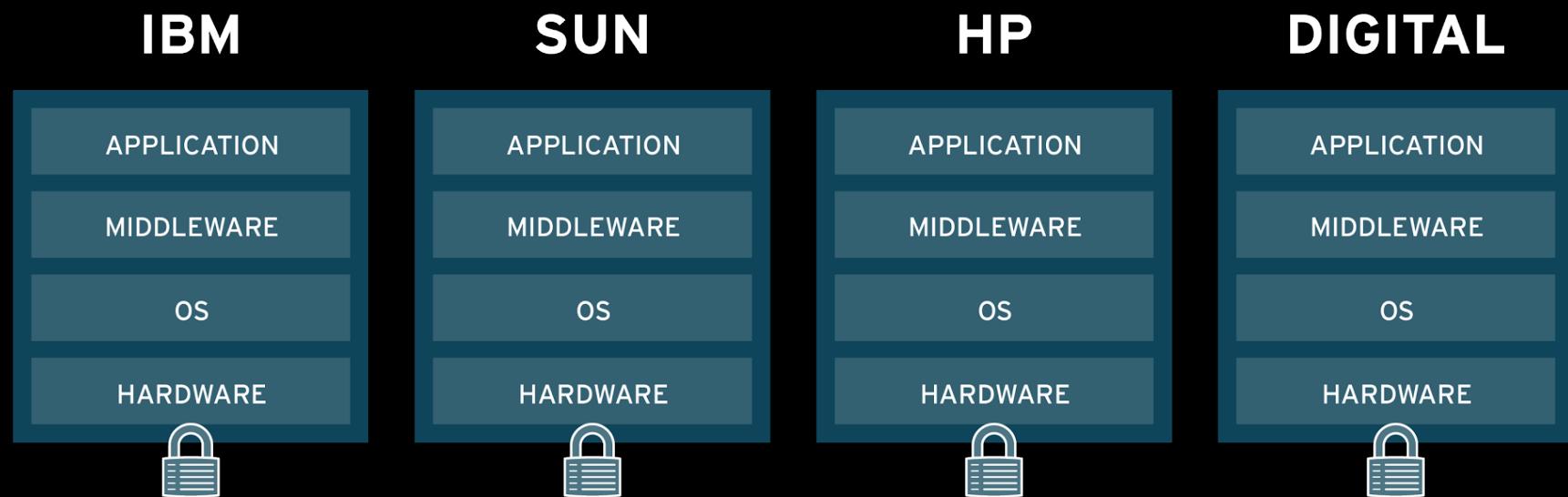
A close-up portrait of Klaus Schwab, a middle-aged man with a shaved head and glasses, wearing a dark suit, light blue shirt, and patterned tie. He is looking slightly to his right with a thoughtful expression.

In the new world,  
it is not the big fish  
which eats the  
small fish, it's the  
**fast fish** which  
eats the **slow fish**

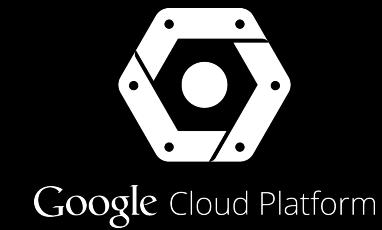
Klaus Schwab  
Founder and Executive Chairman  
World Economic Forum

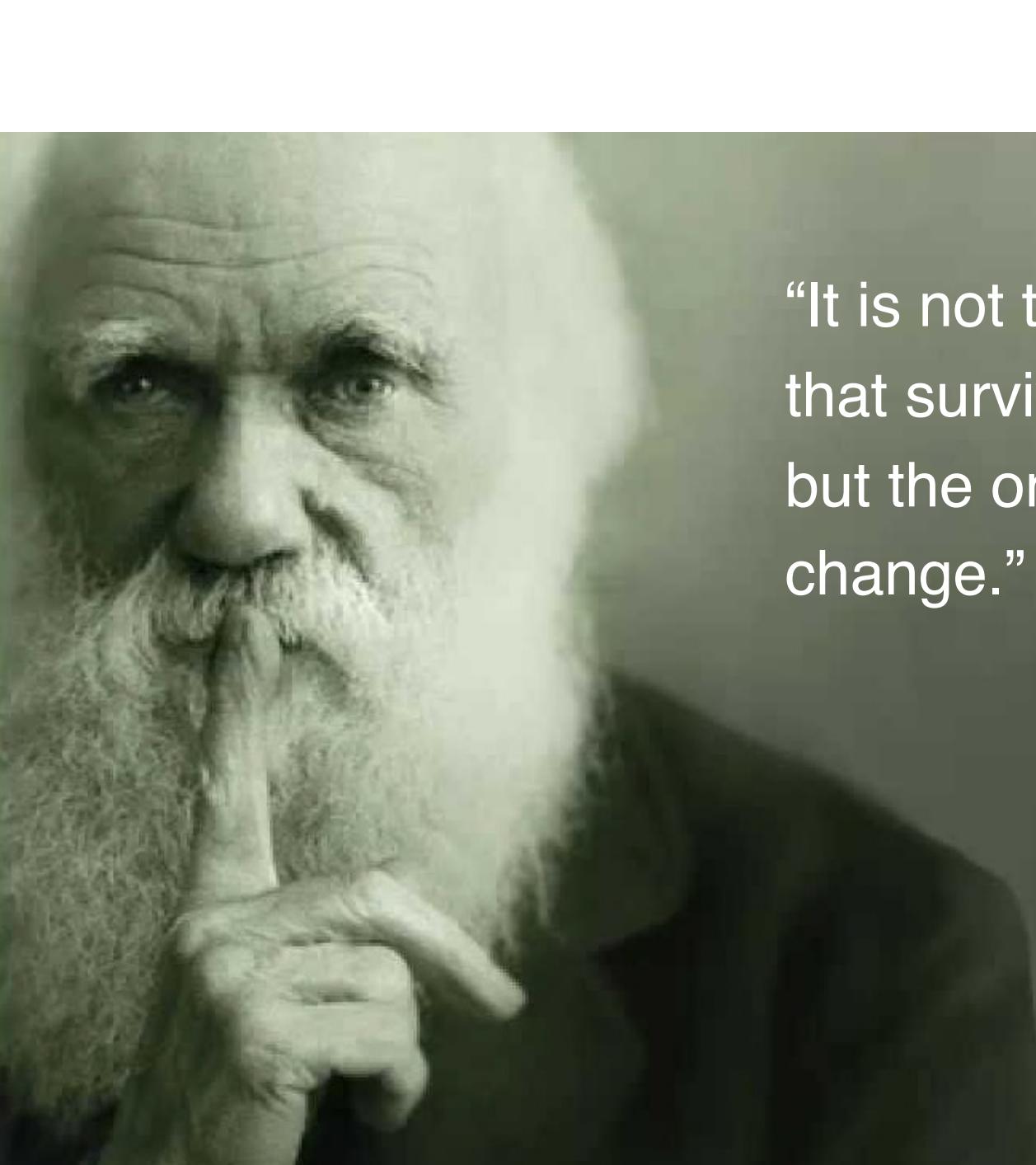
How do you turn  into apps that users  
**LOVE**  
faster than your competitors

# Remember this?



# New players taking over





“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

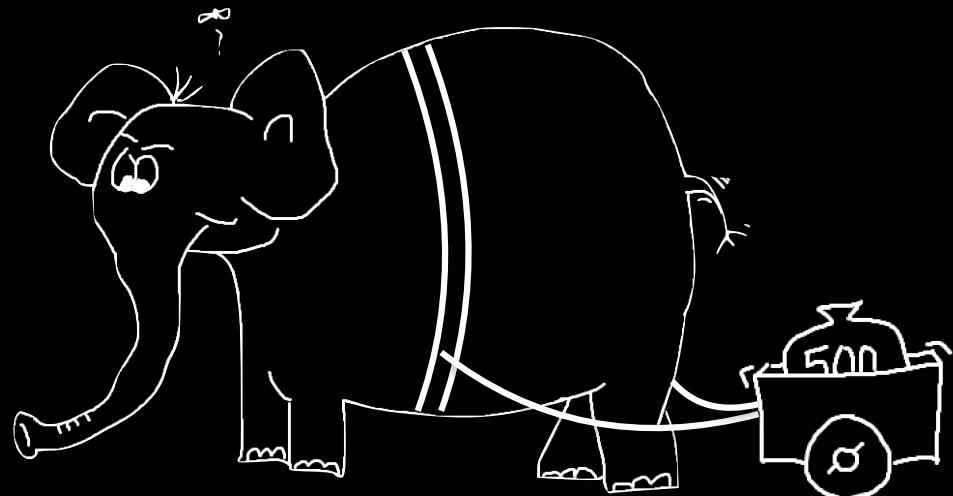
Charles Darwin, 1809 - 1882

# Application architecture is changing

awesome online store  
“monolith”

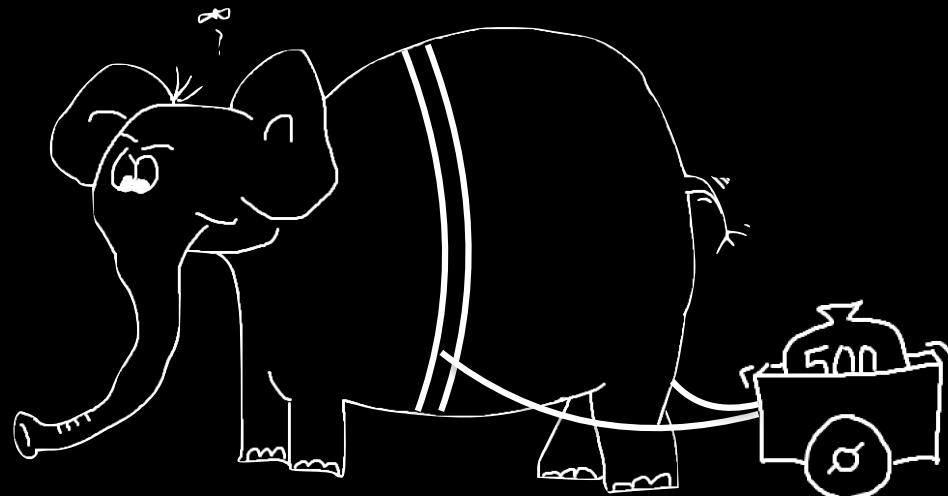
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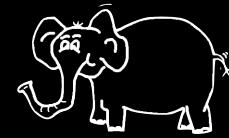


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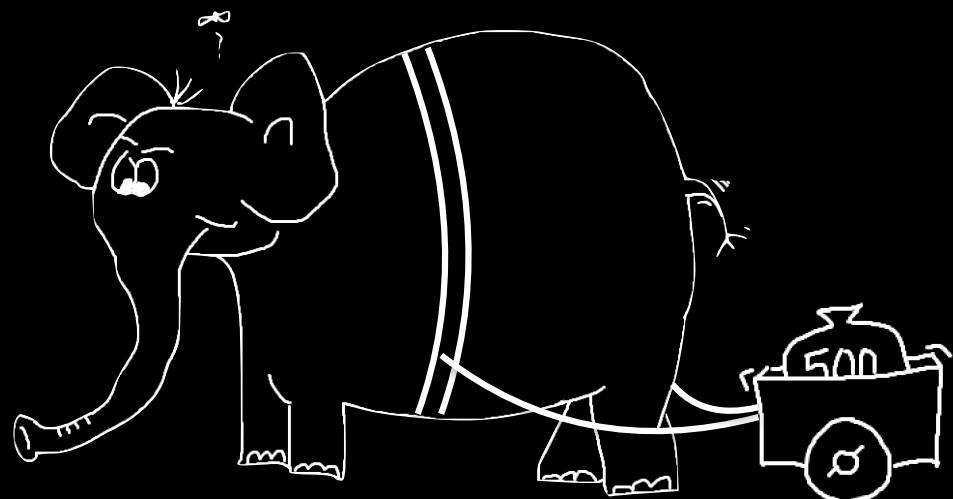


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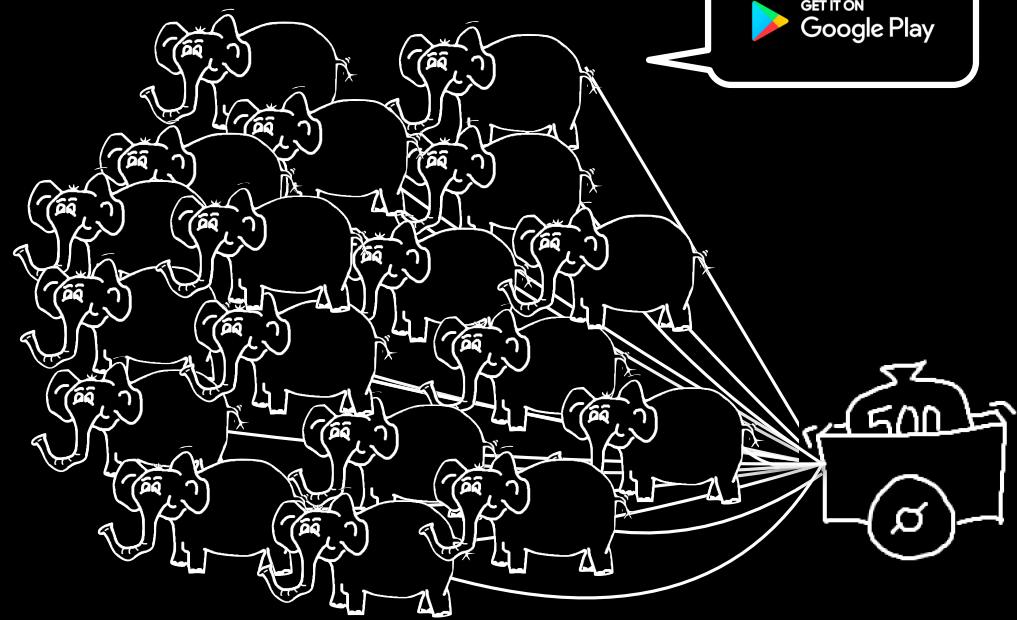


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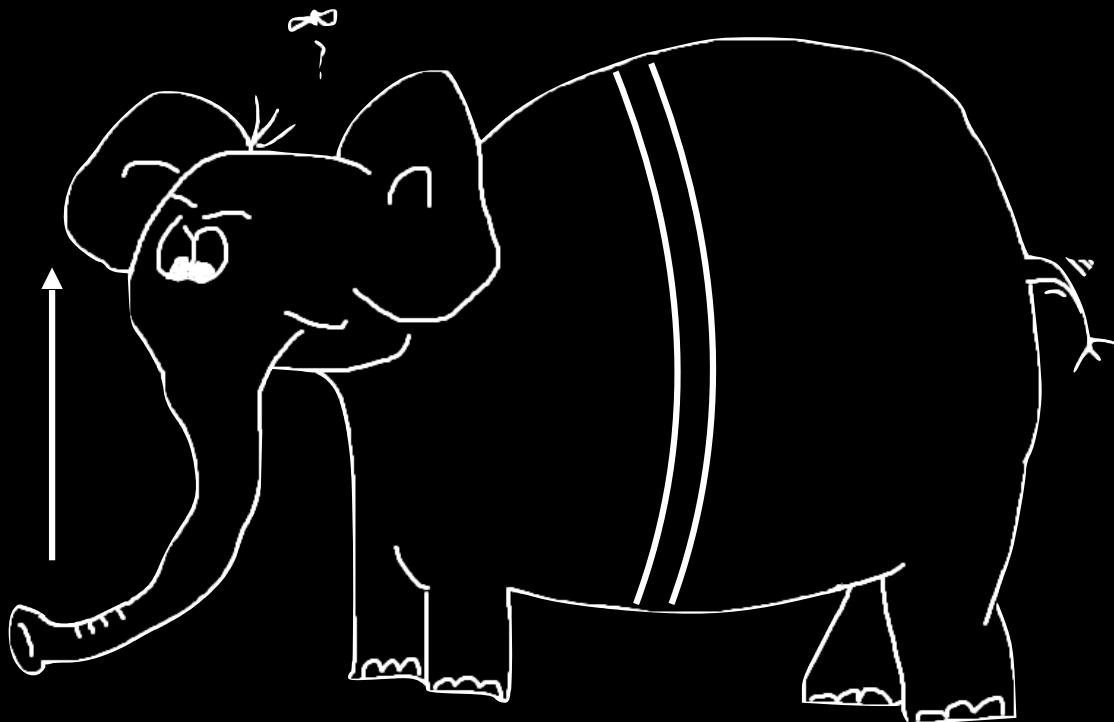


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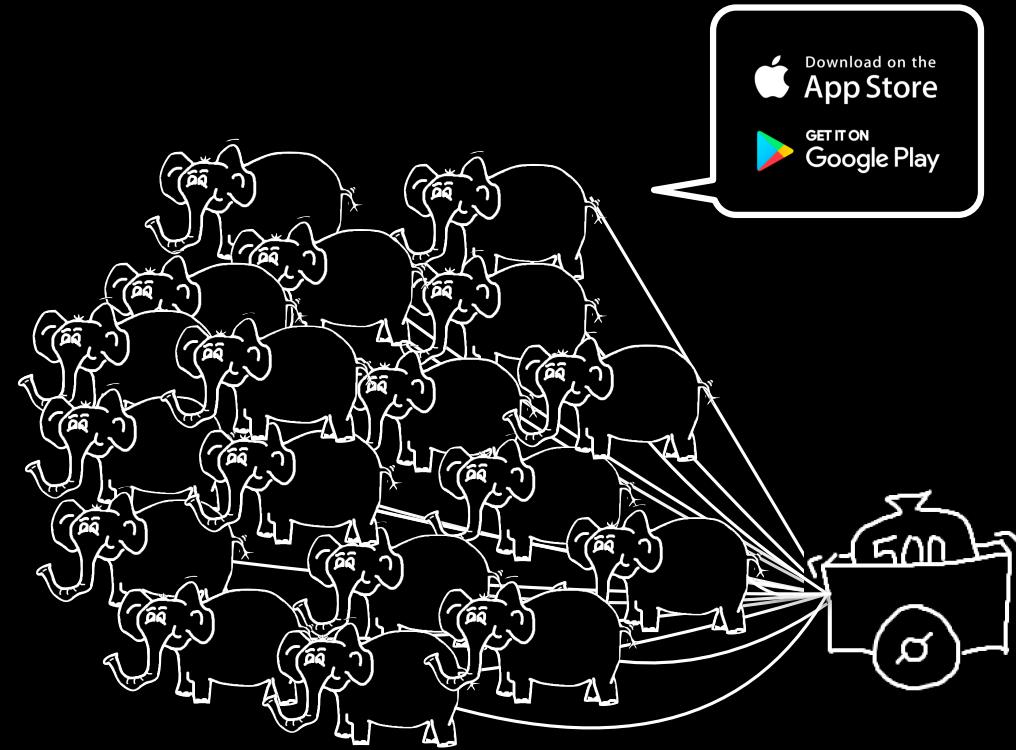
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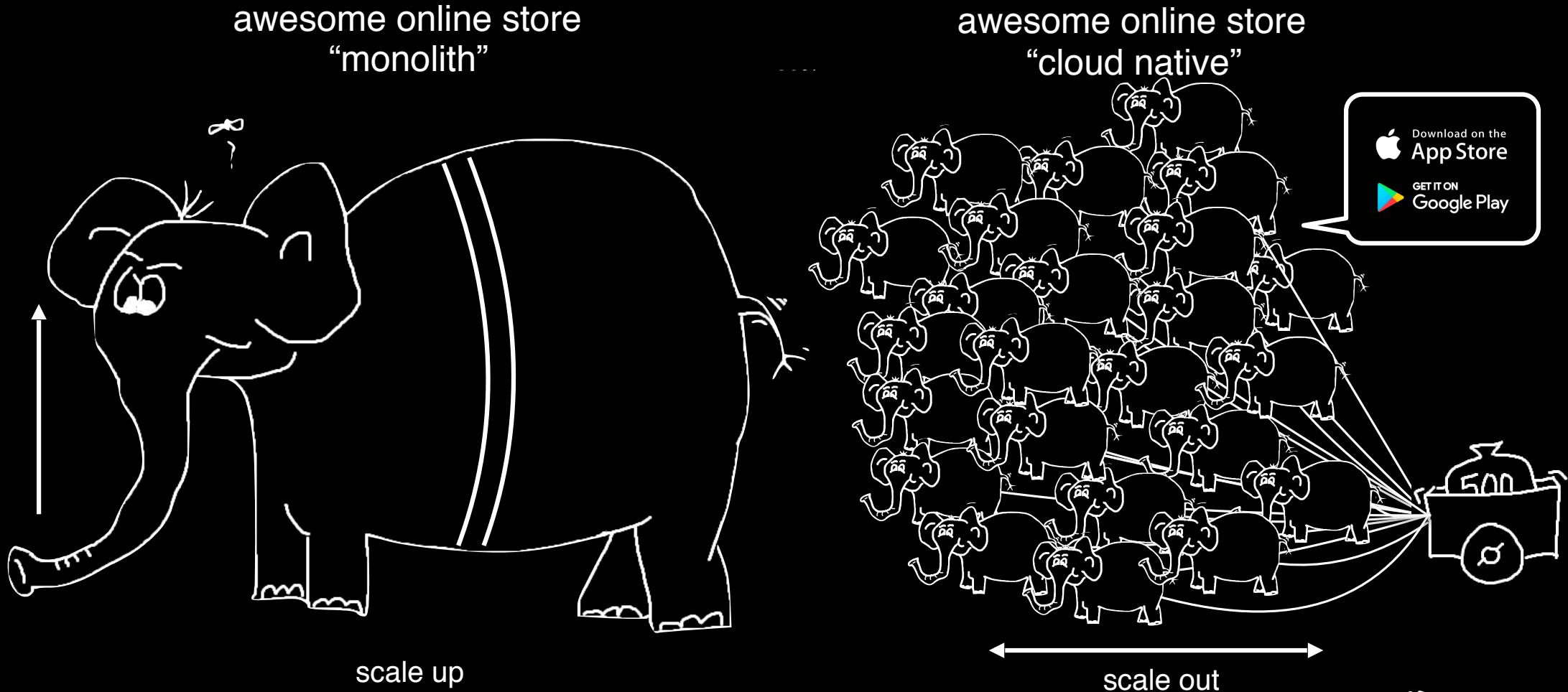


scale up

awesome online store  
“cloud native”



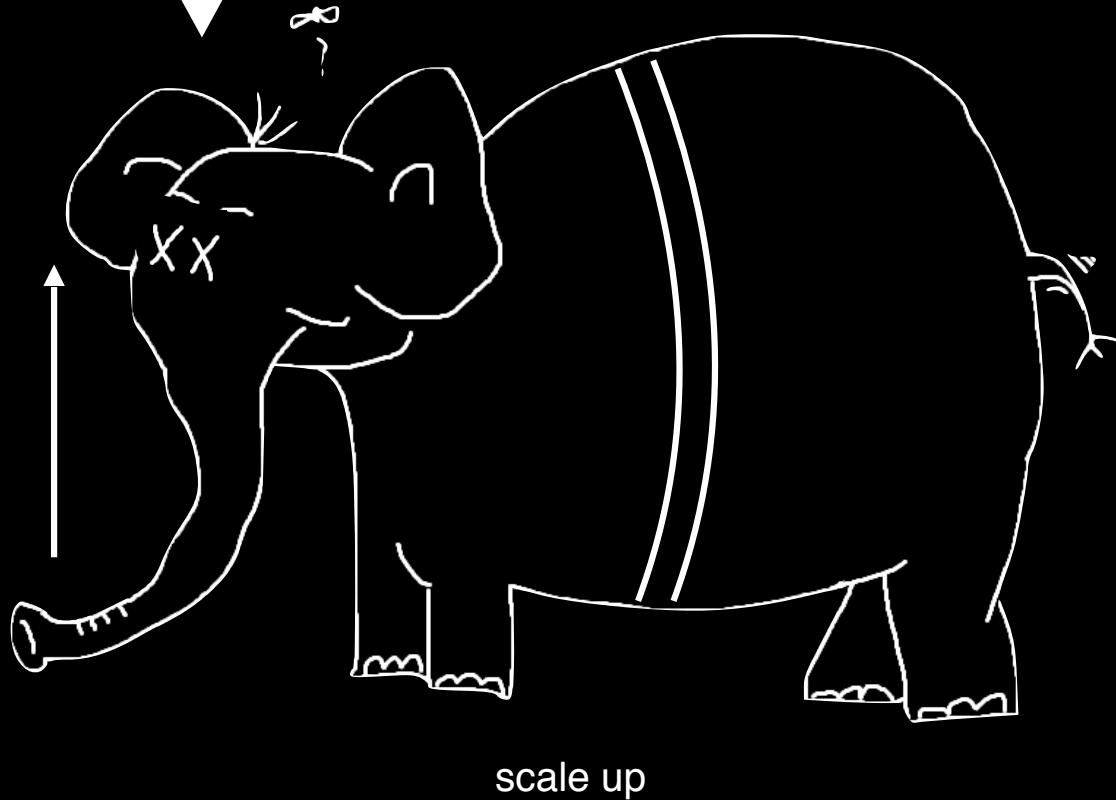
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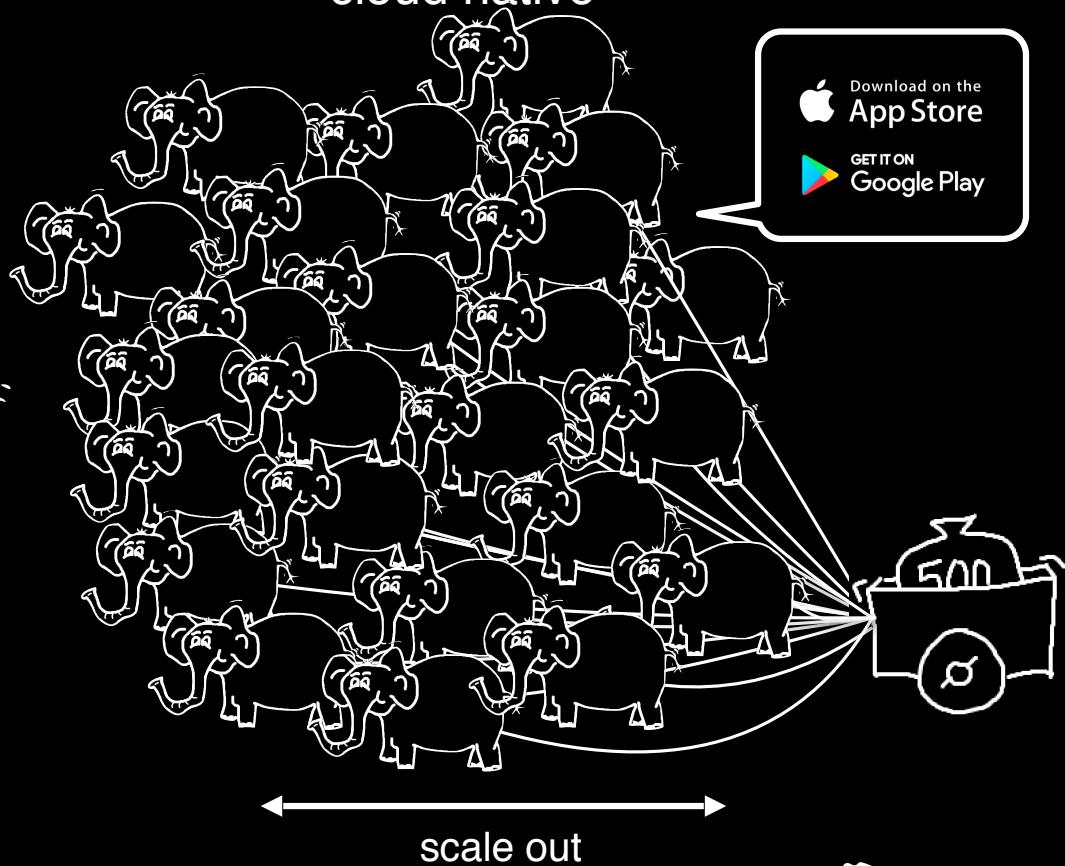
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404 Not found  
The requested URL was not found

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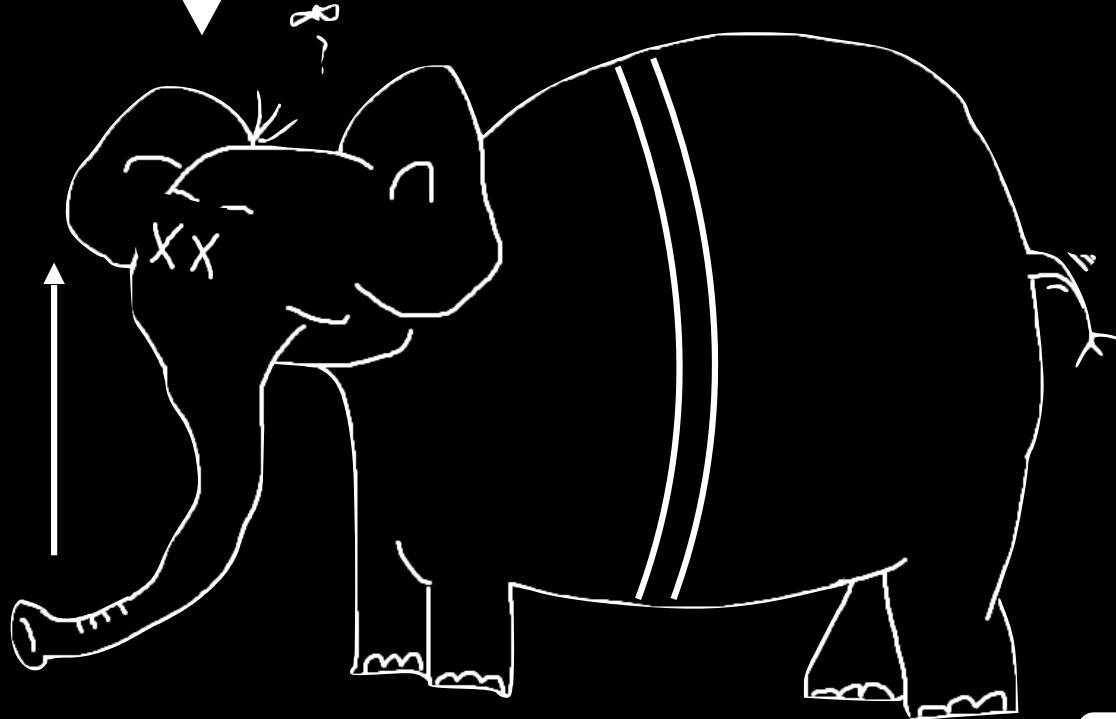
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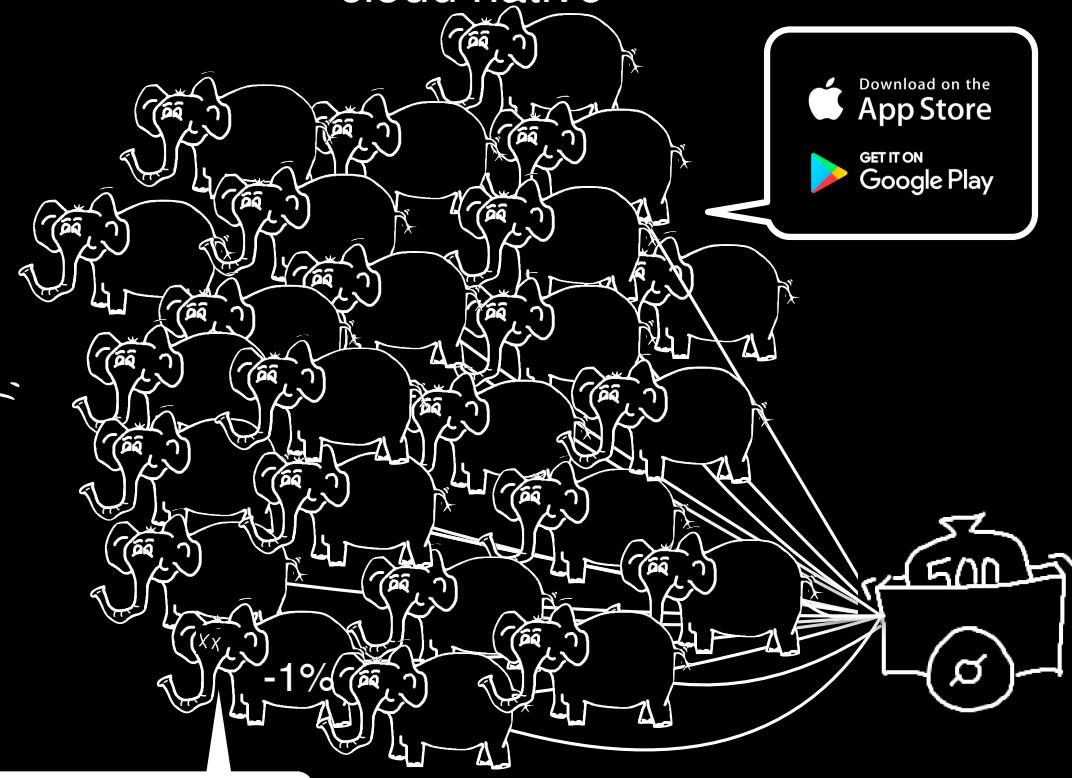
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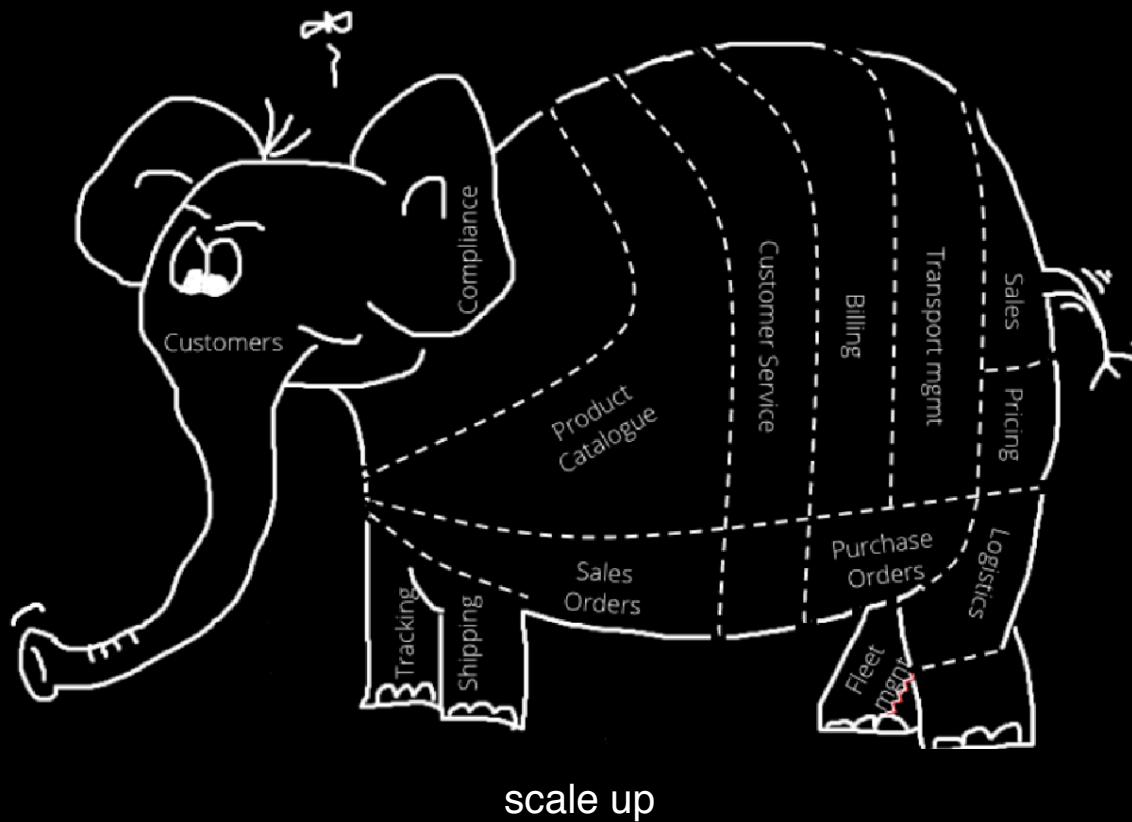
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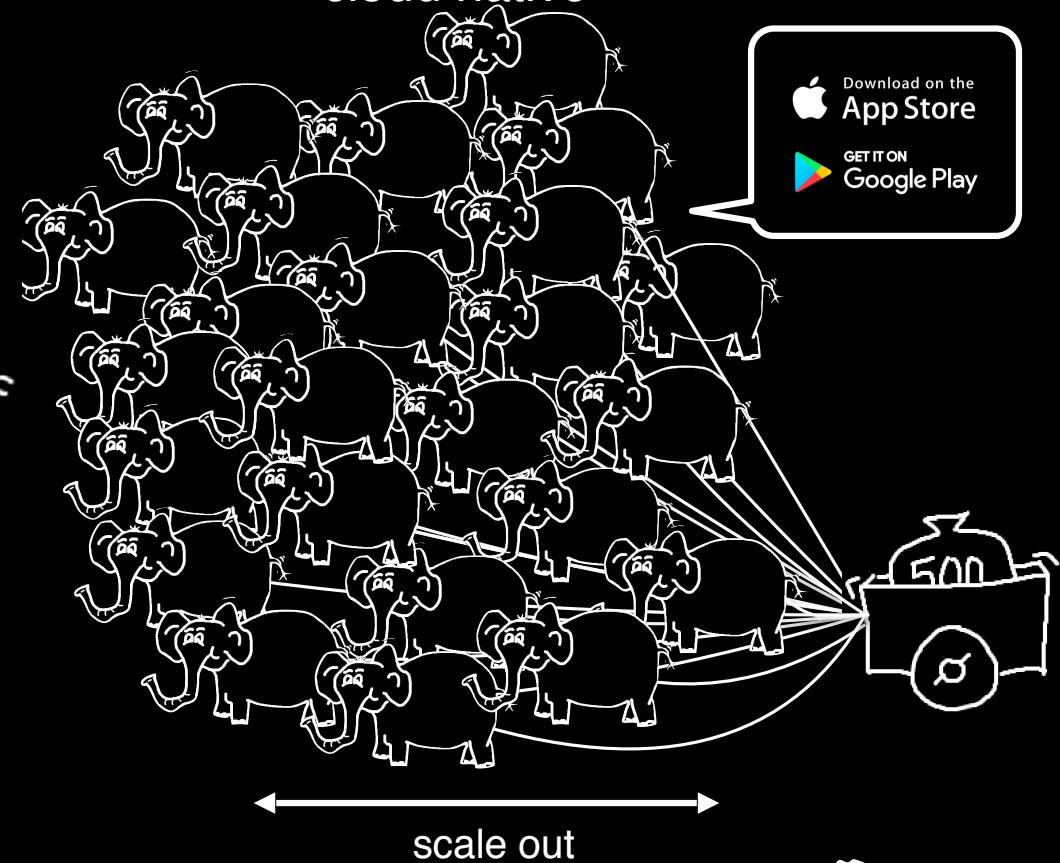


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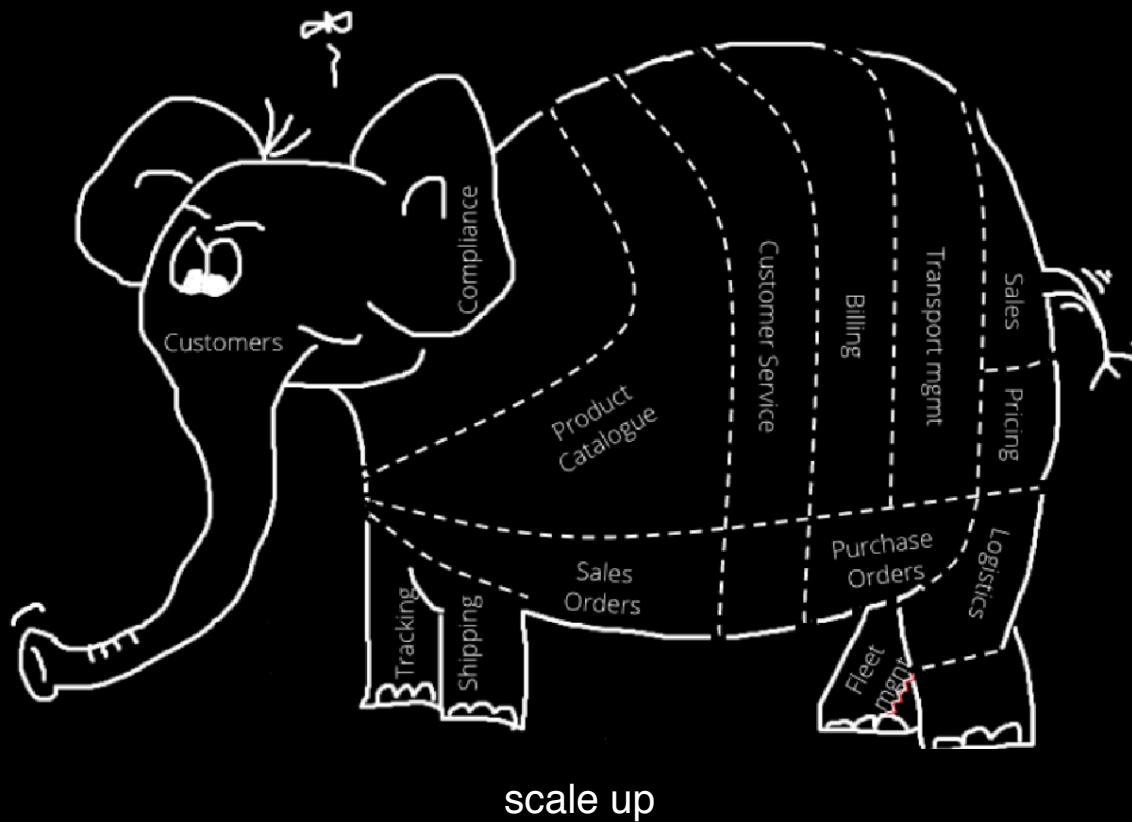


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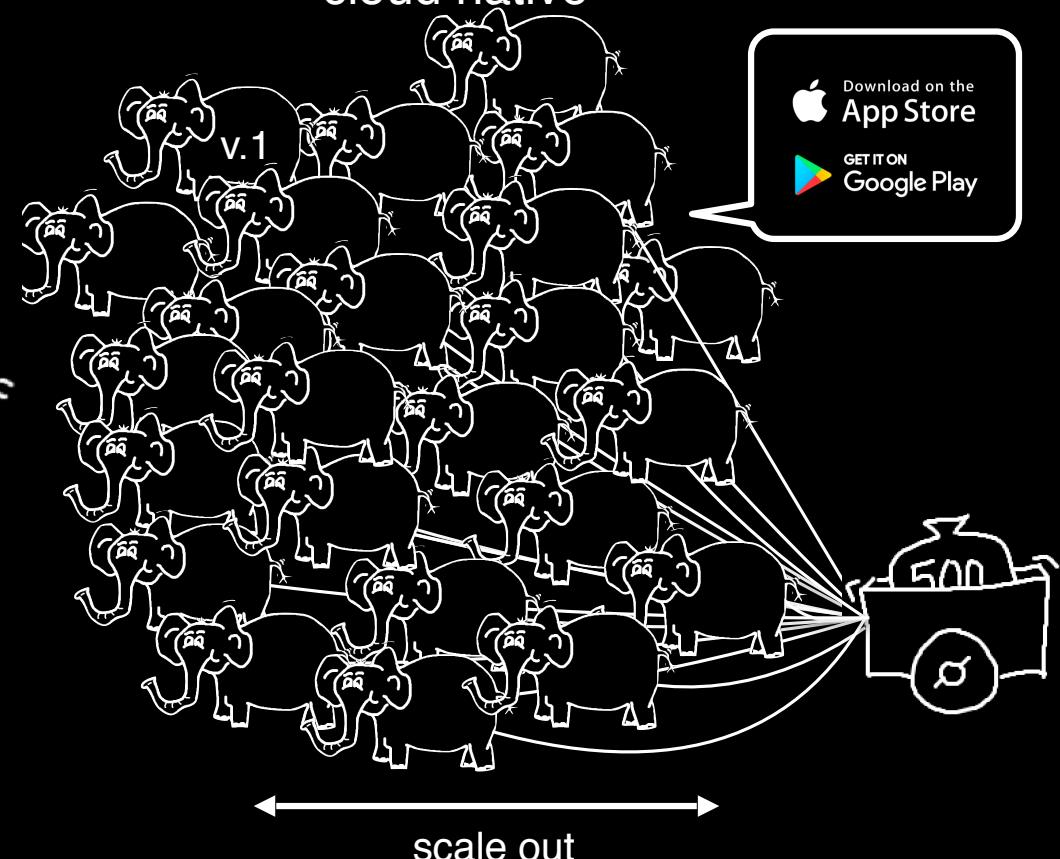


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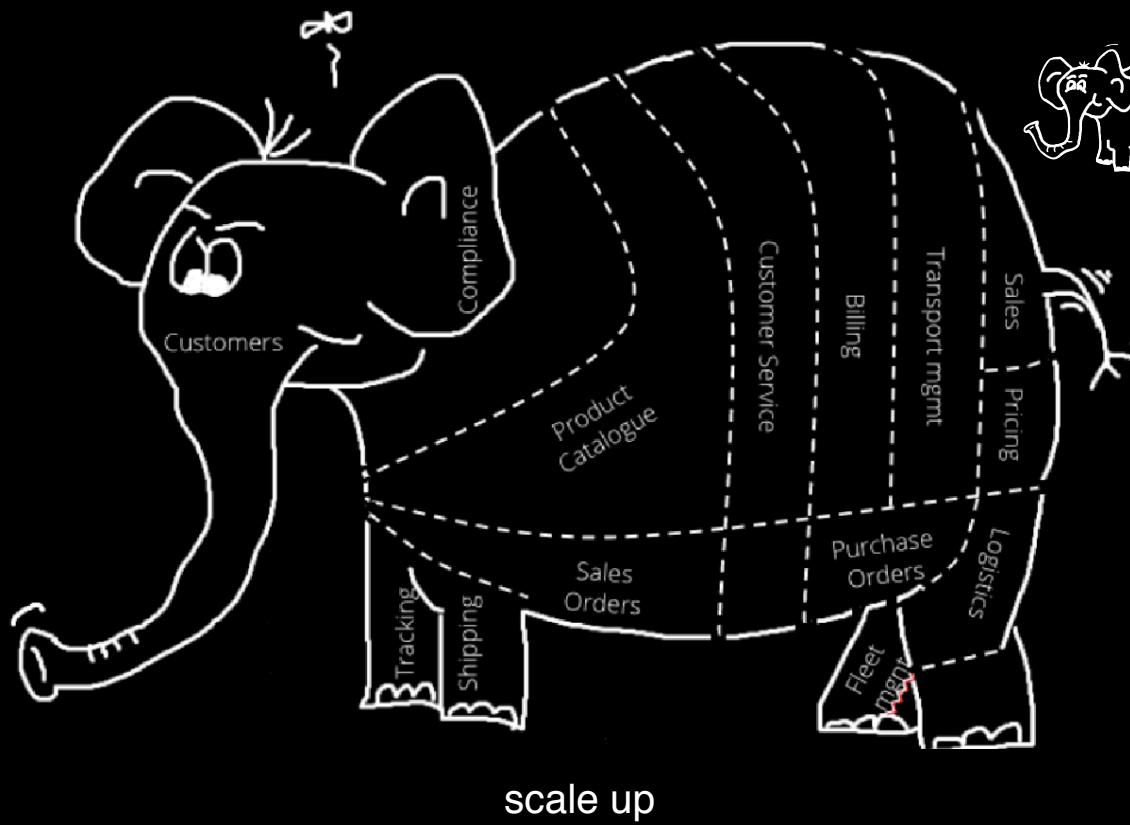


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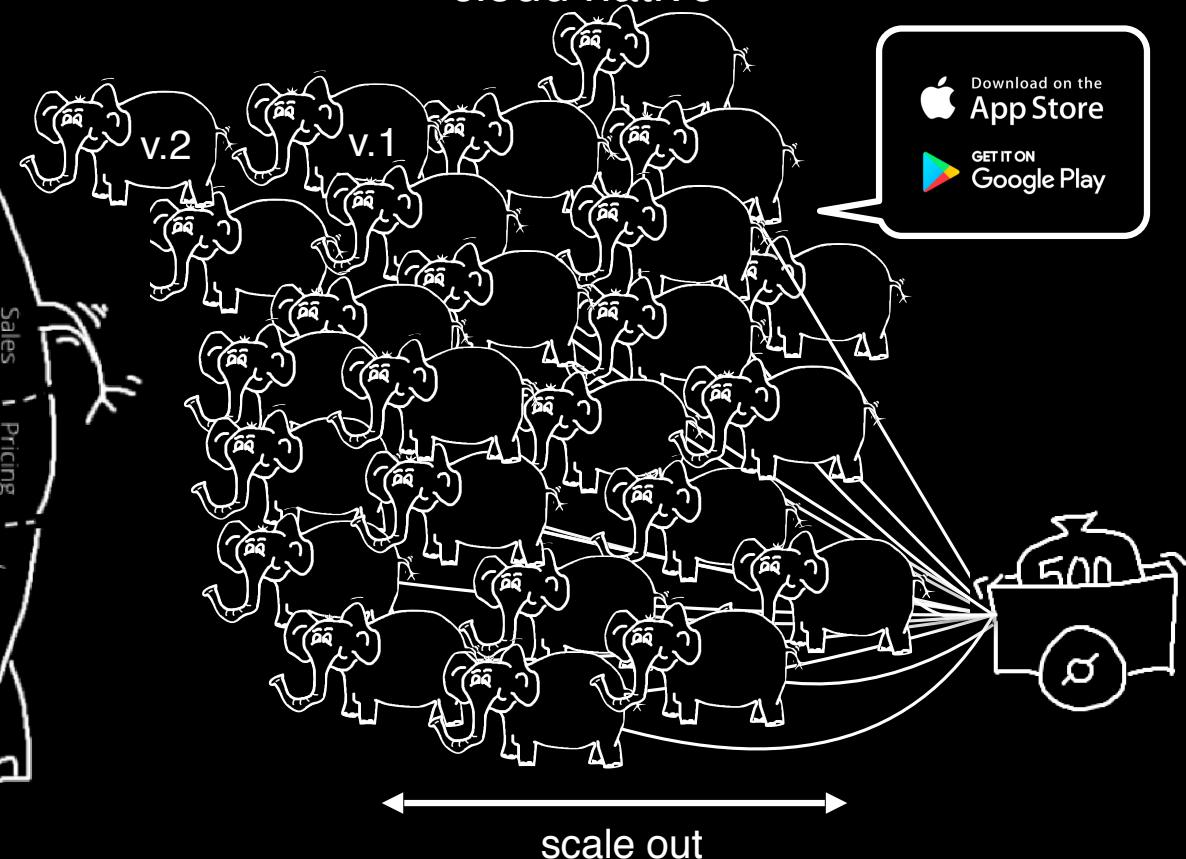


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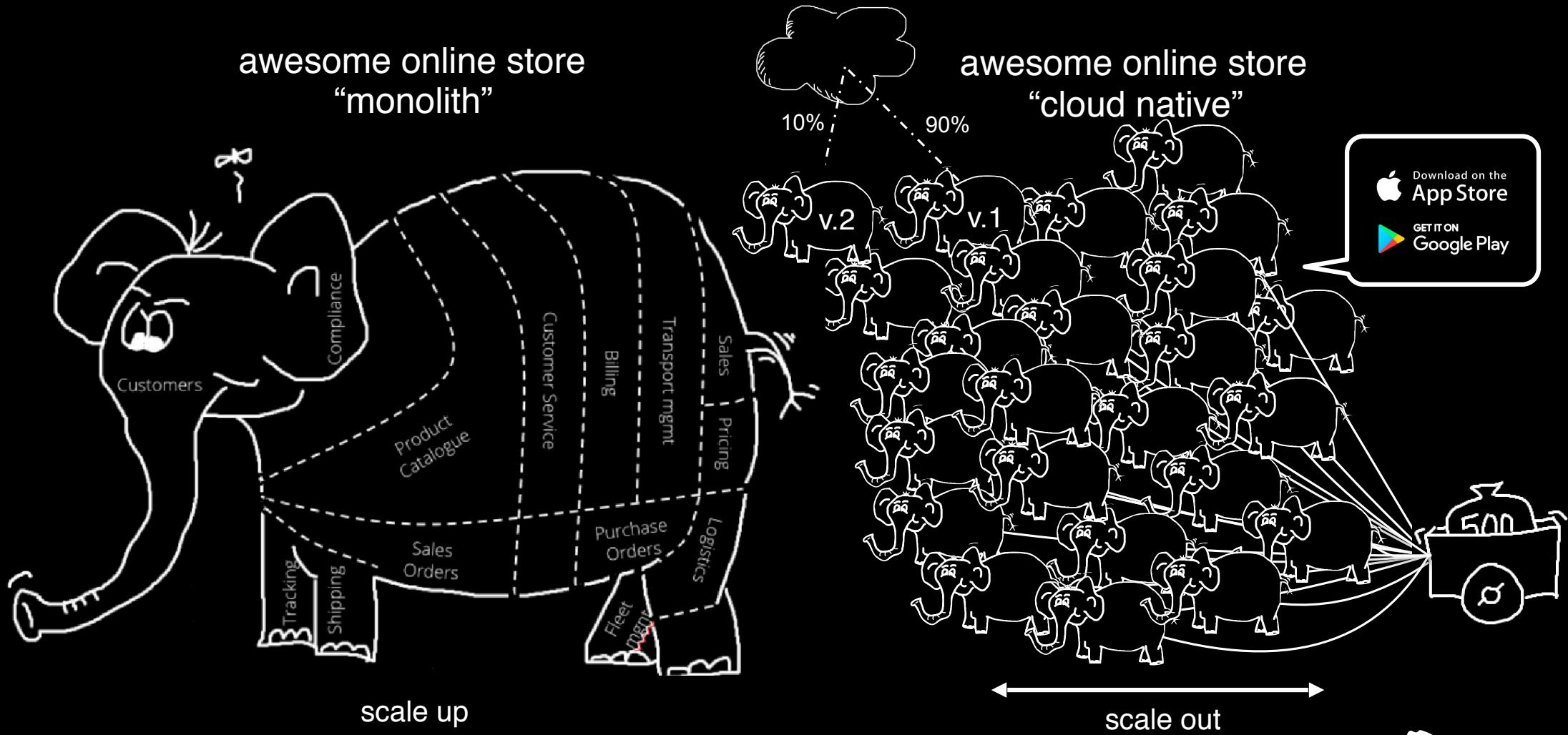
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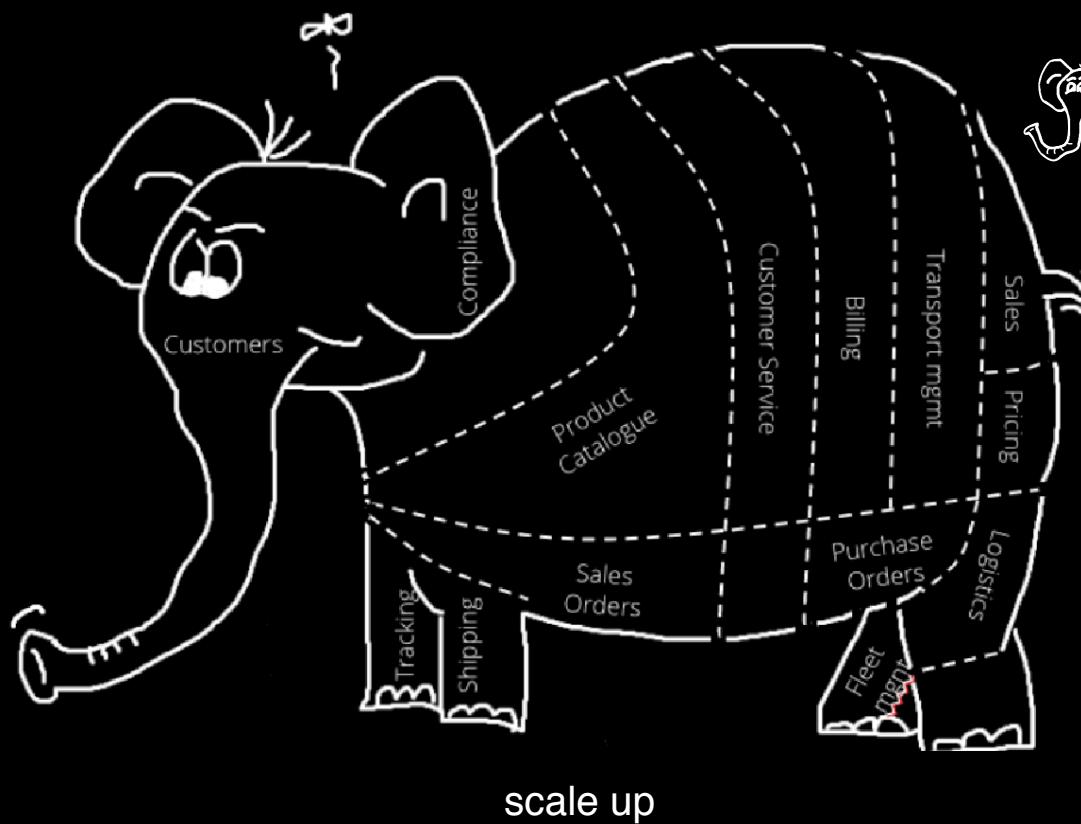


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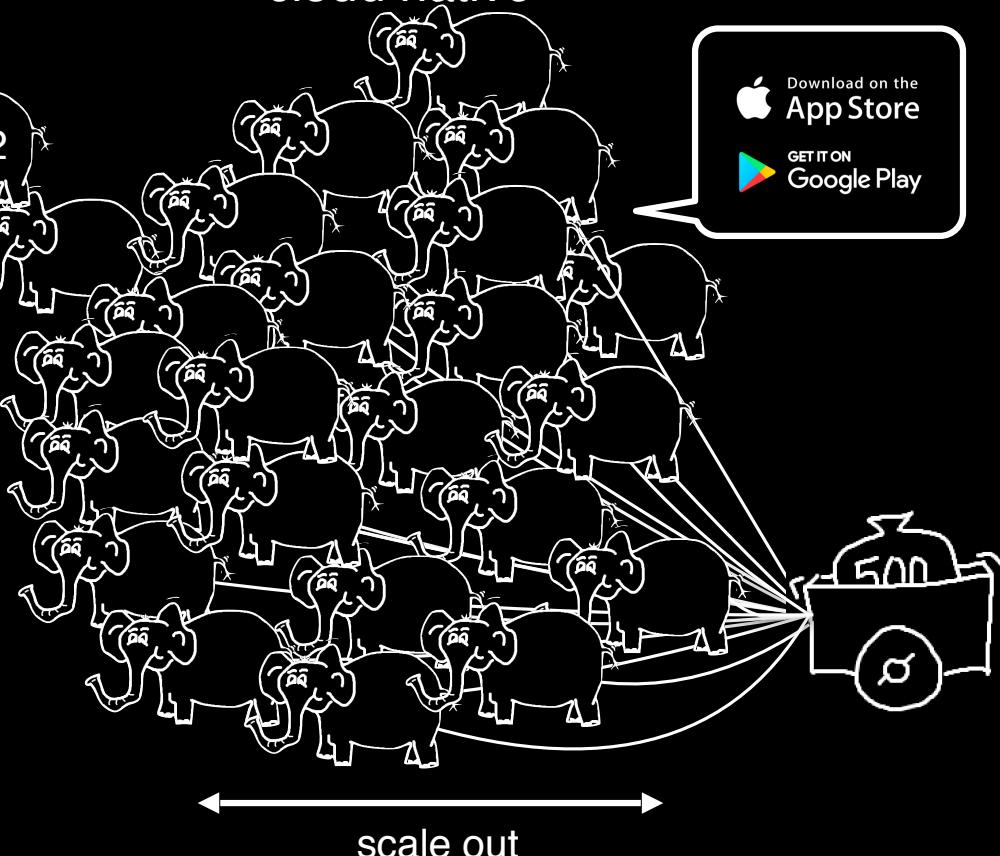


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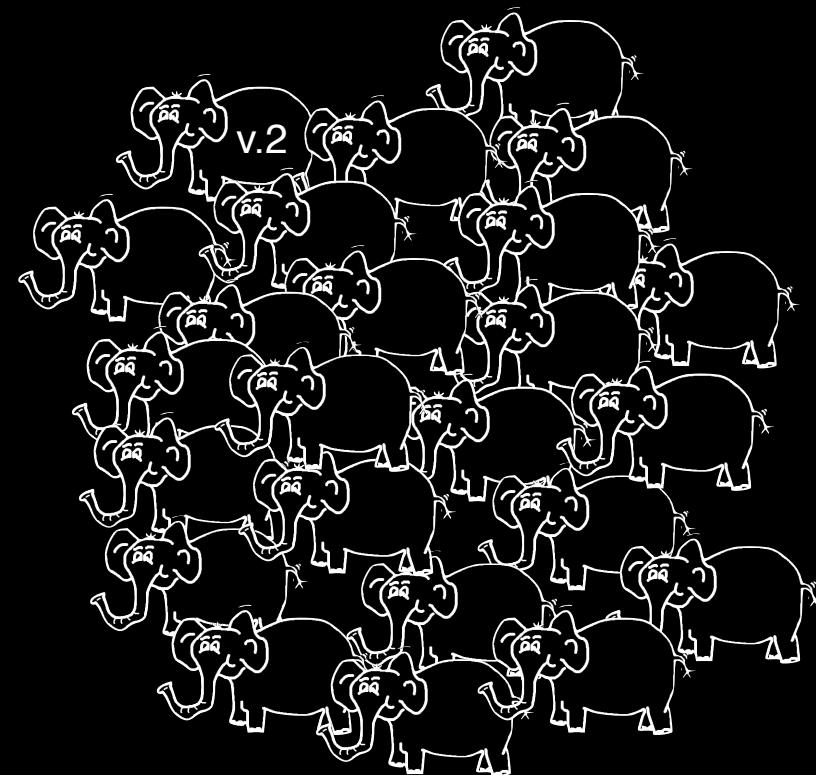
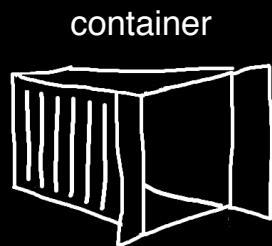
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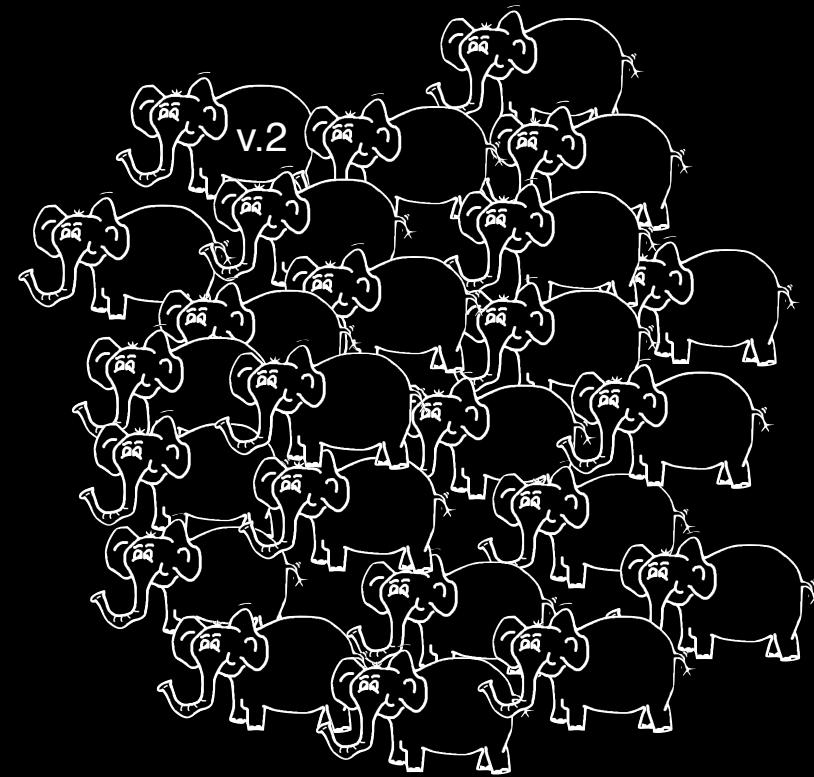
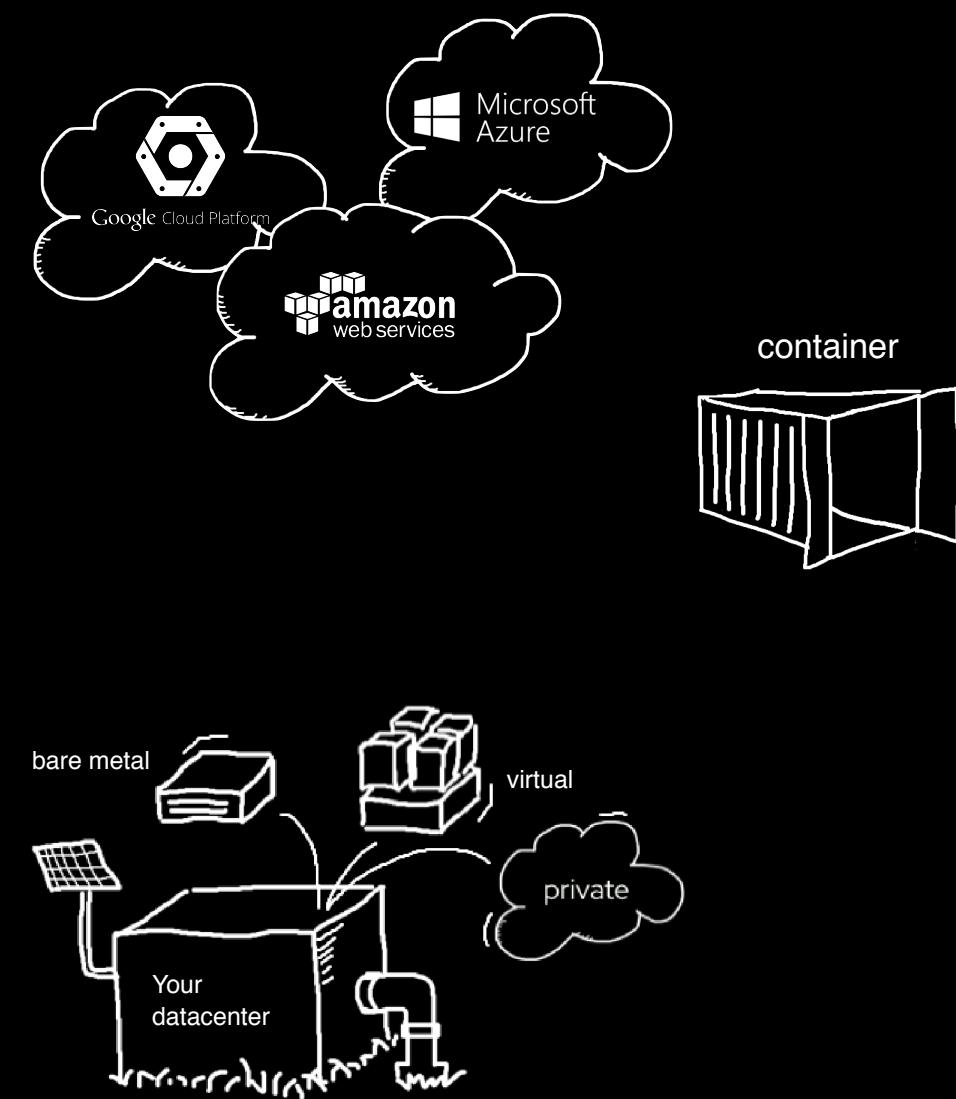
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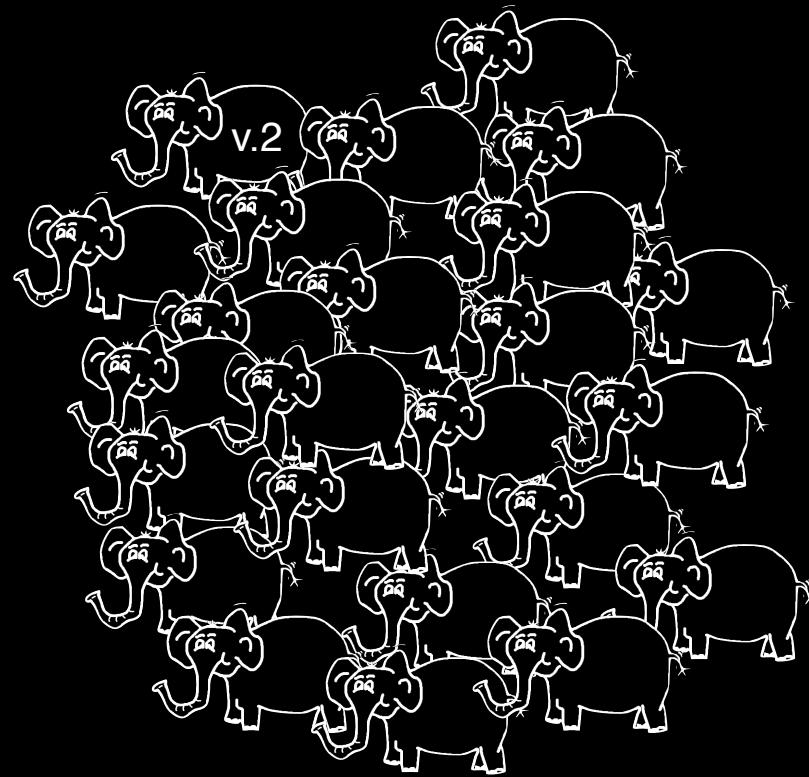
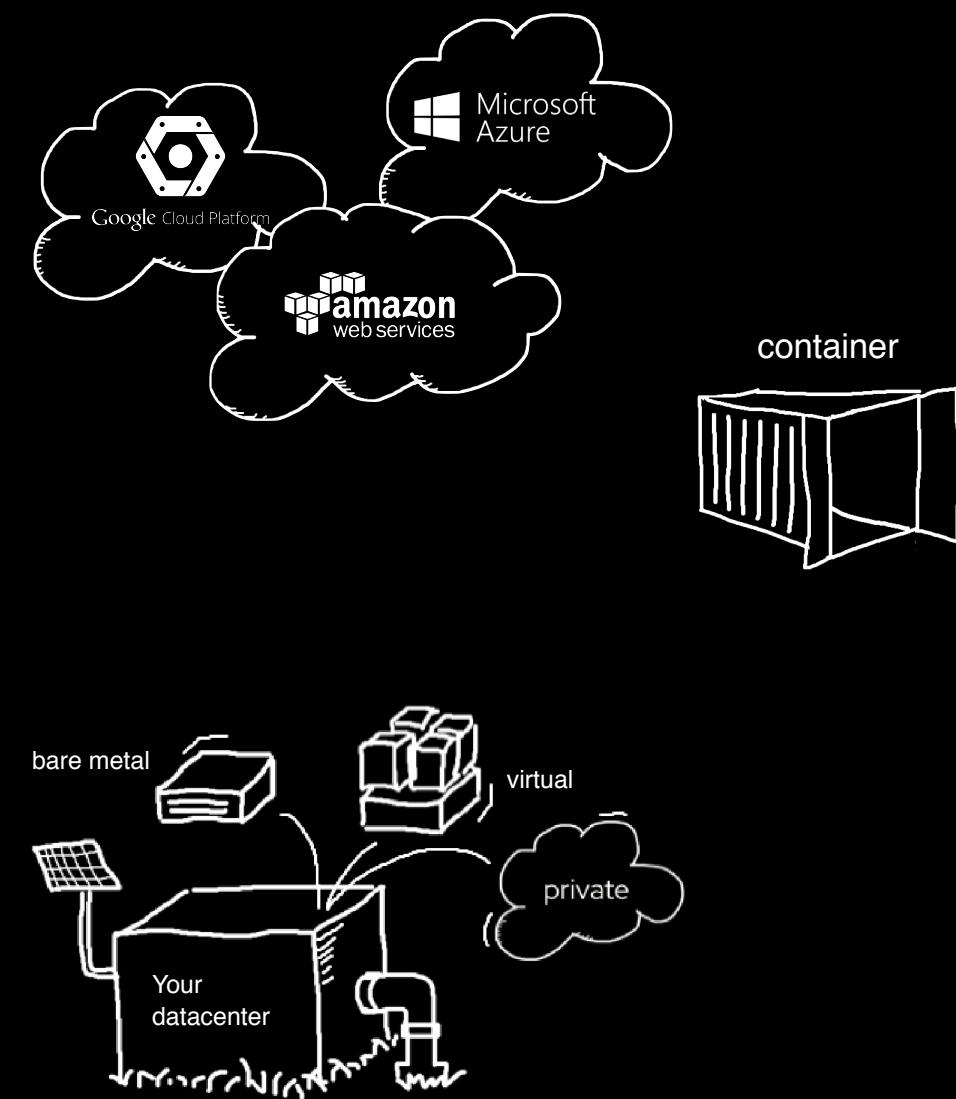
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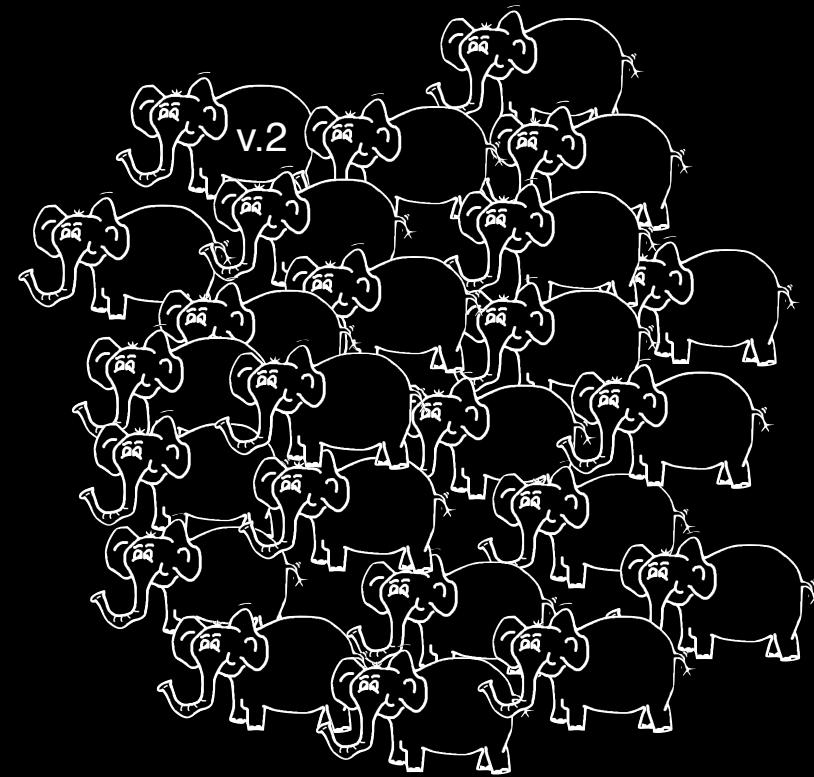
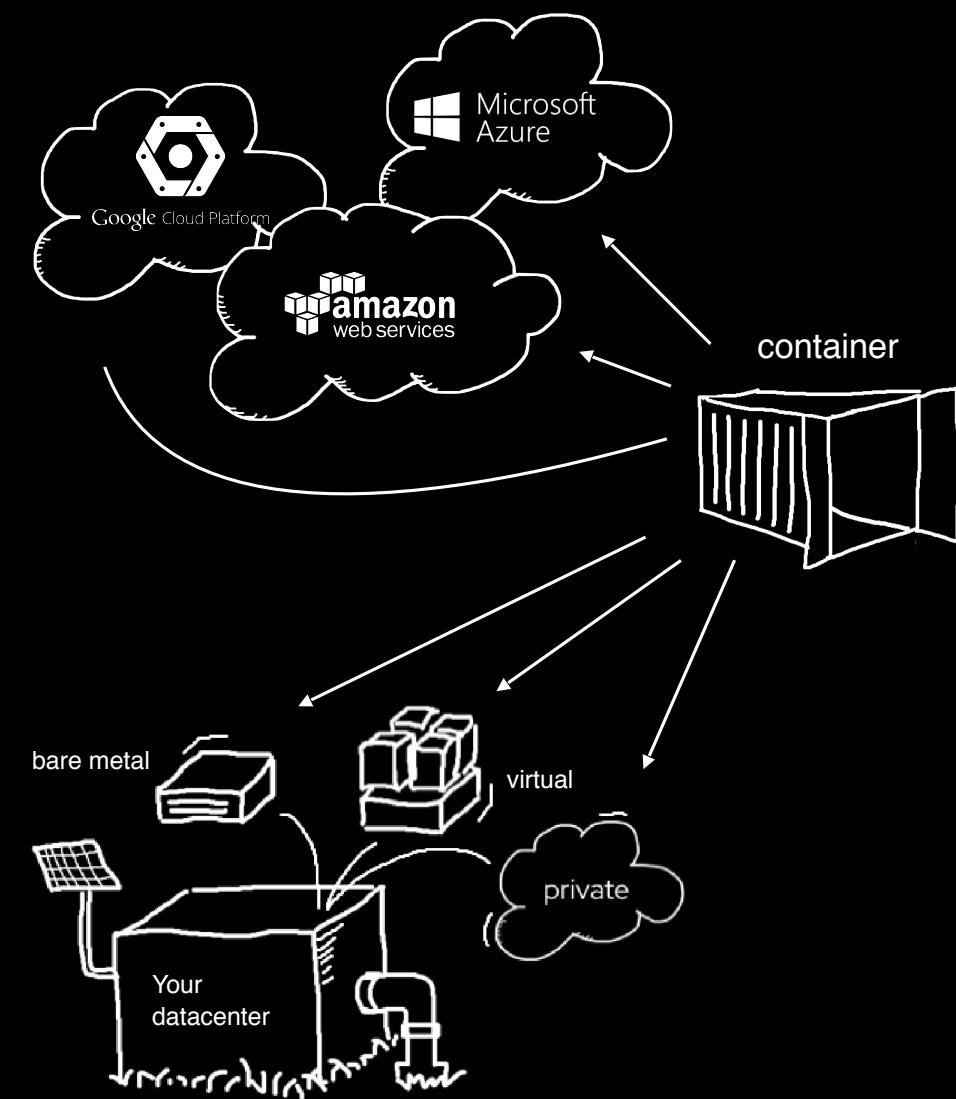
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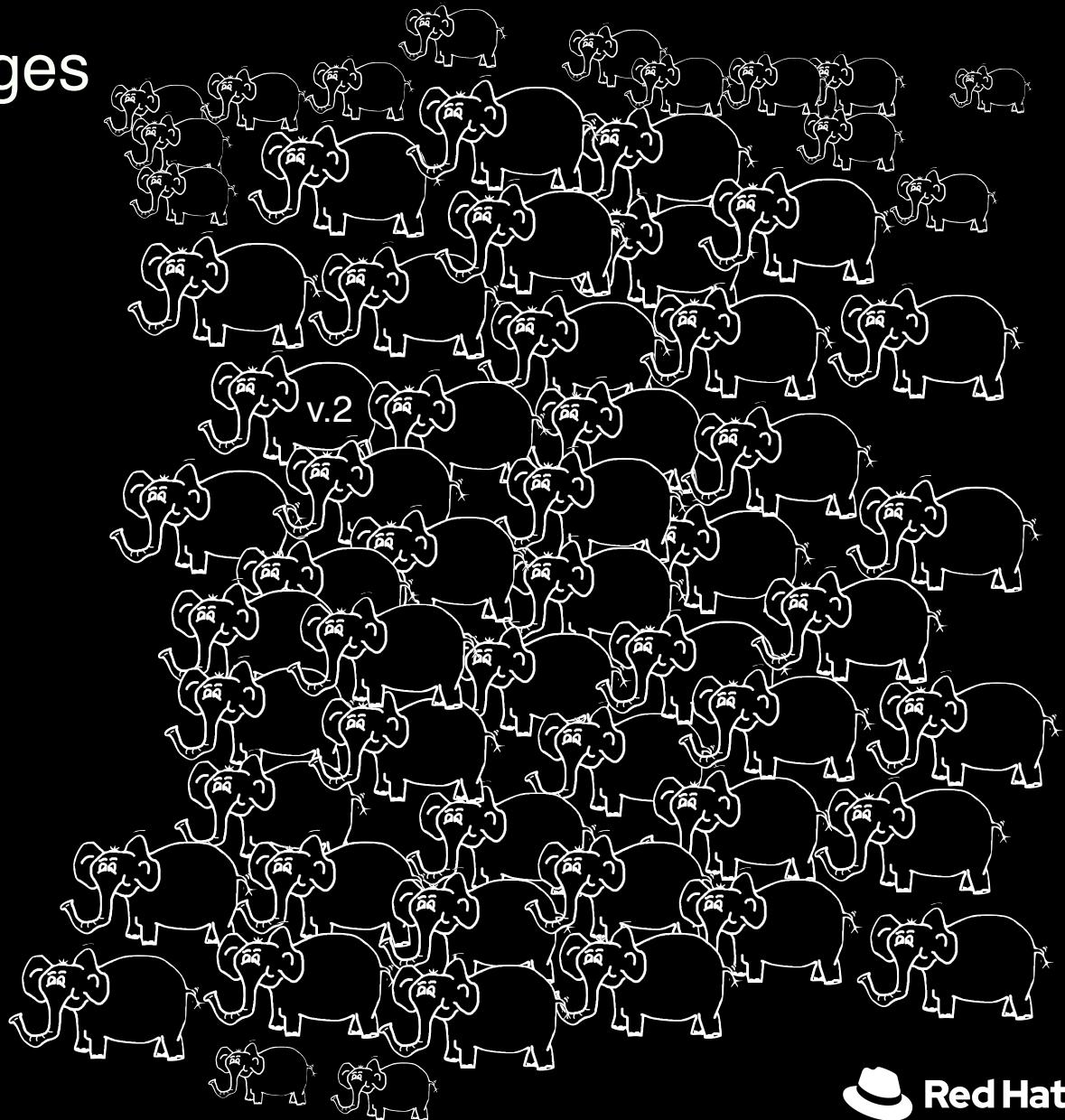
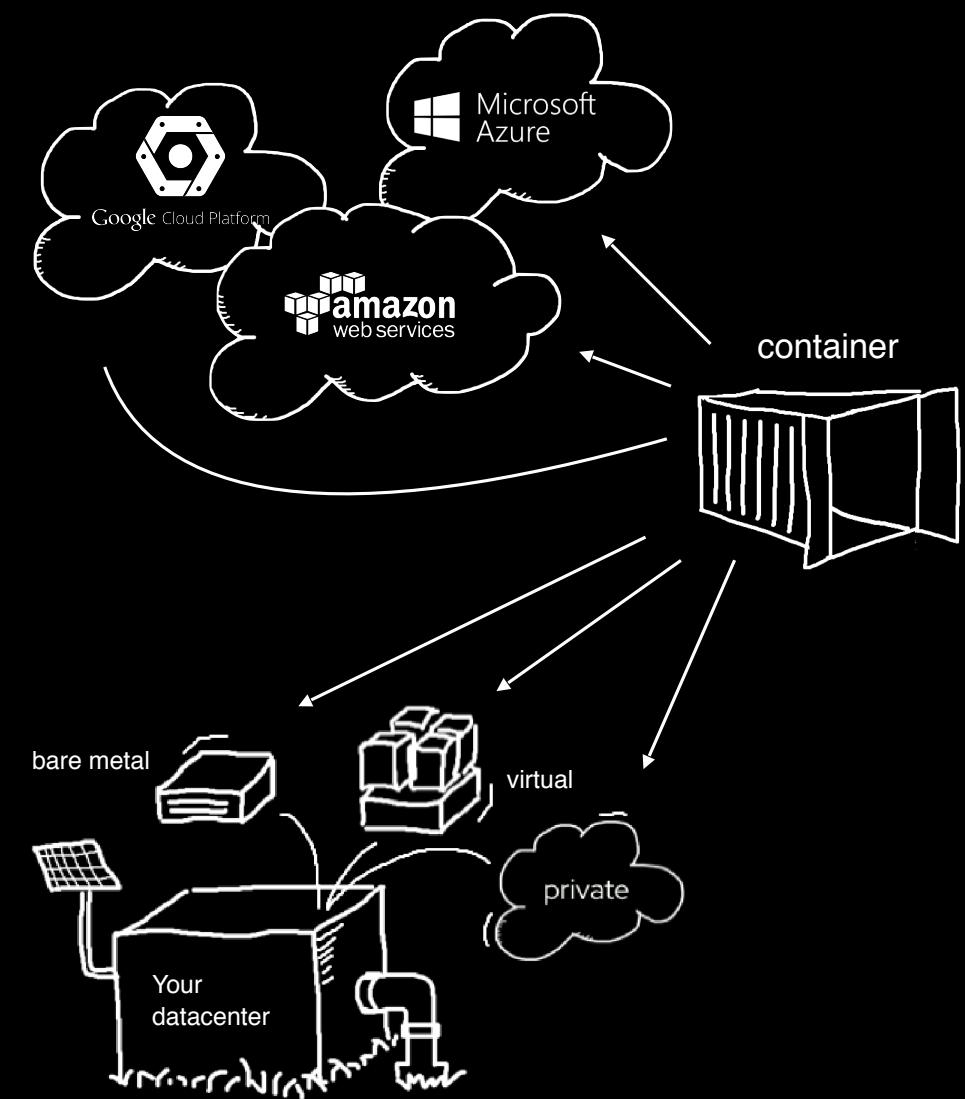
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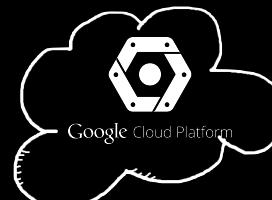
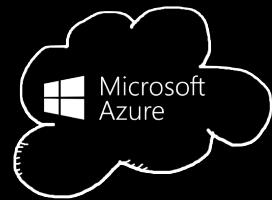
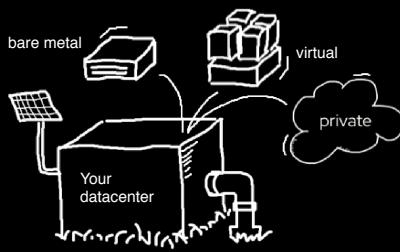
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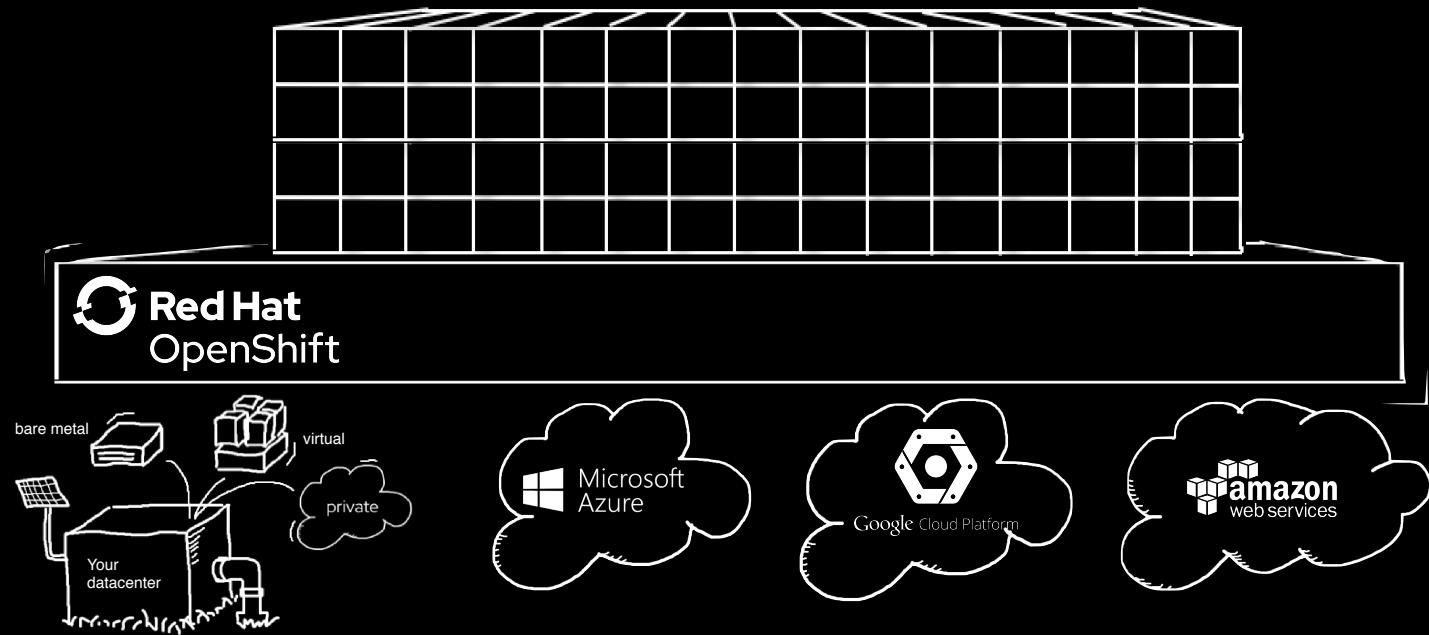
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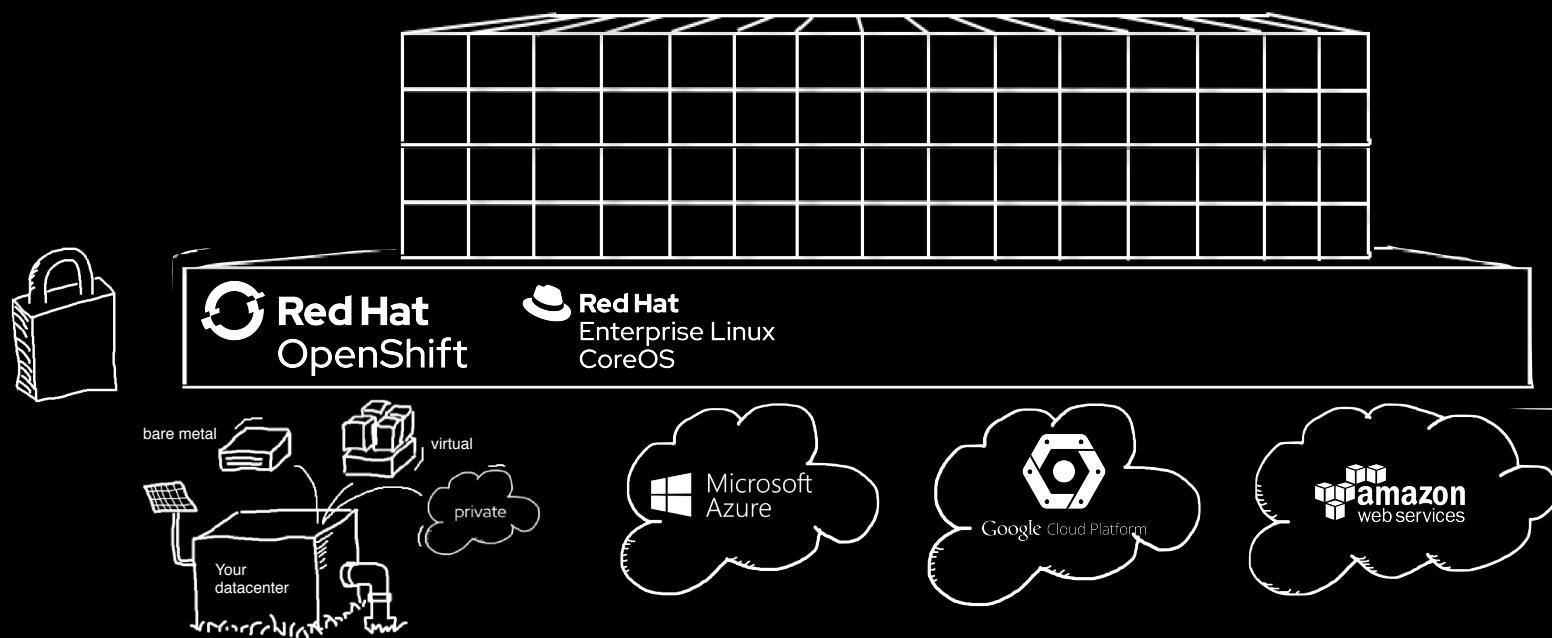
# Running containers at scale



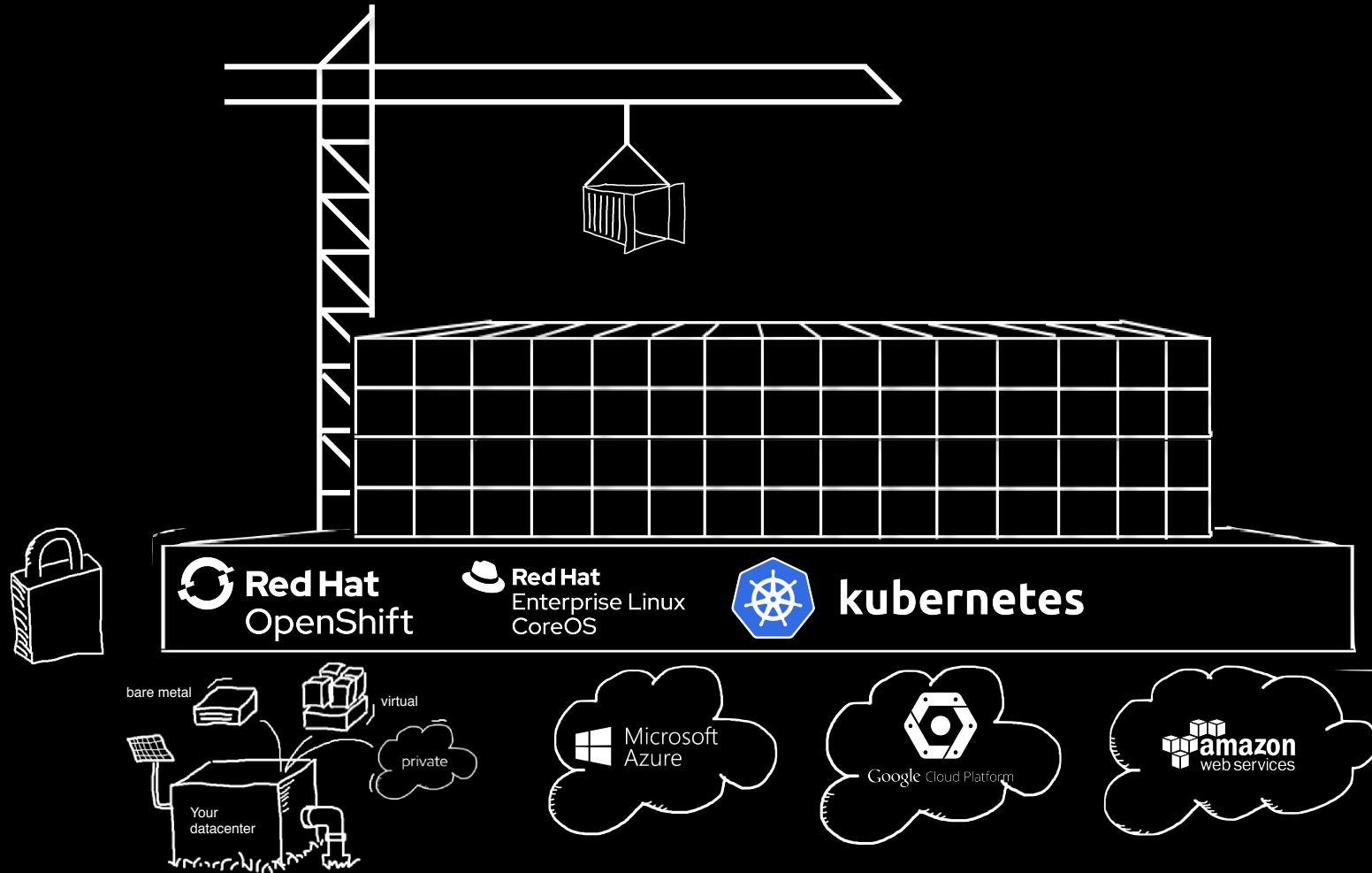
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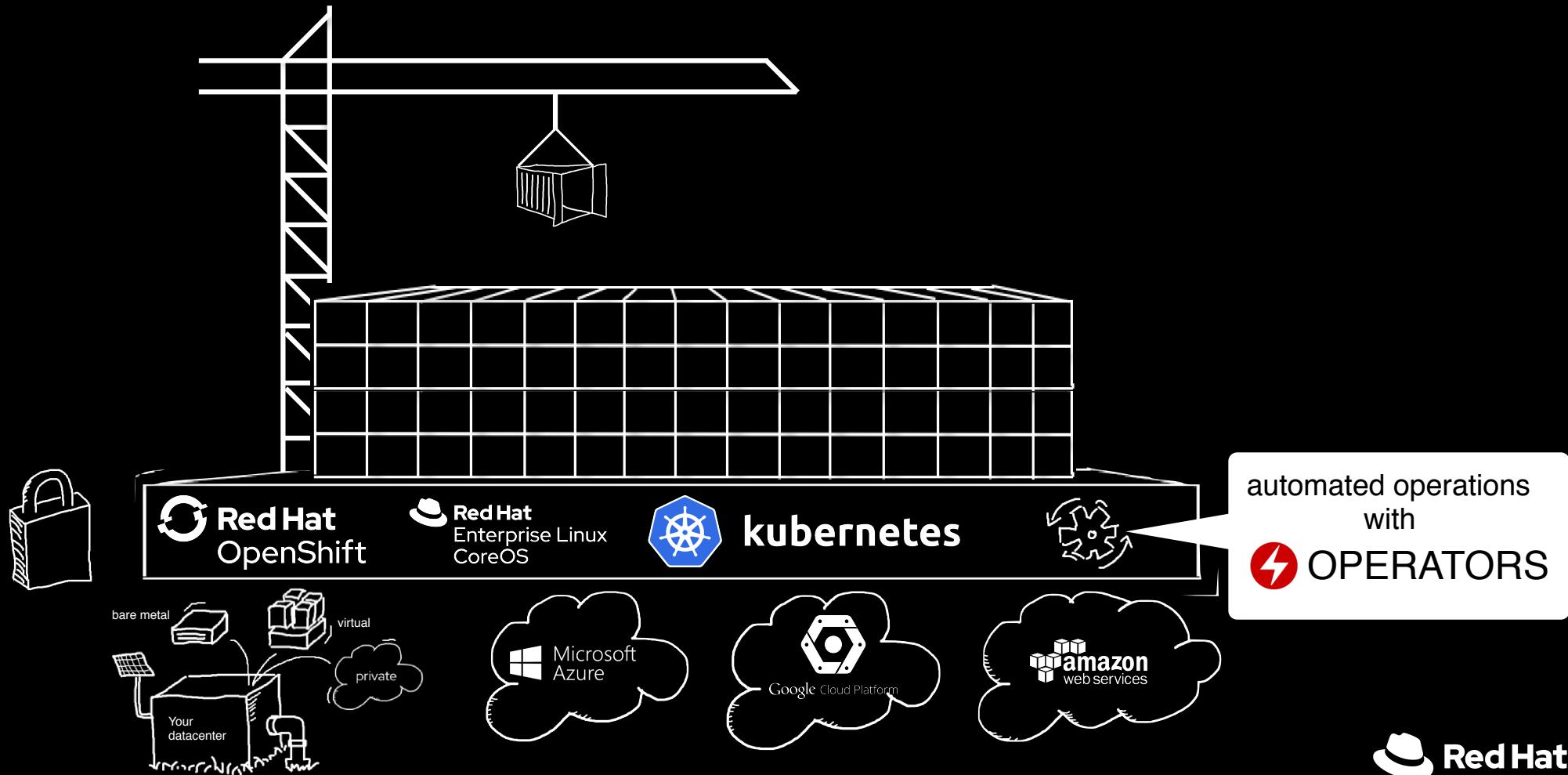
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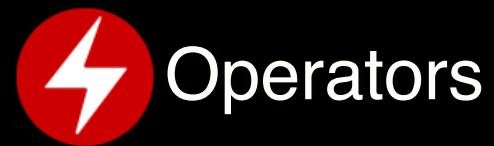


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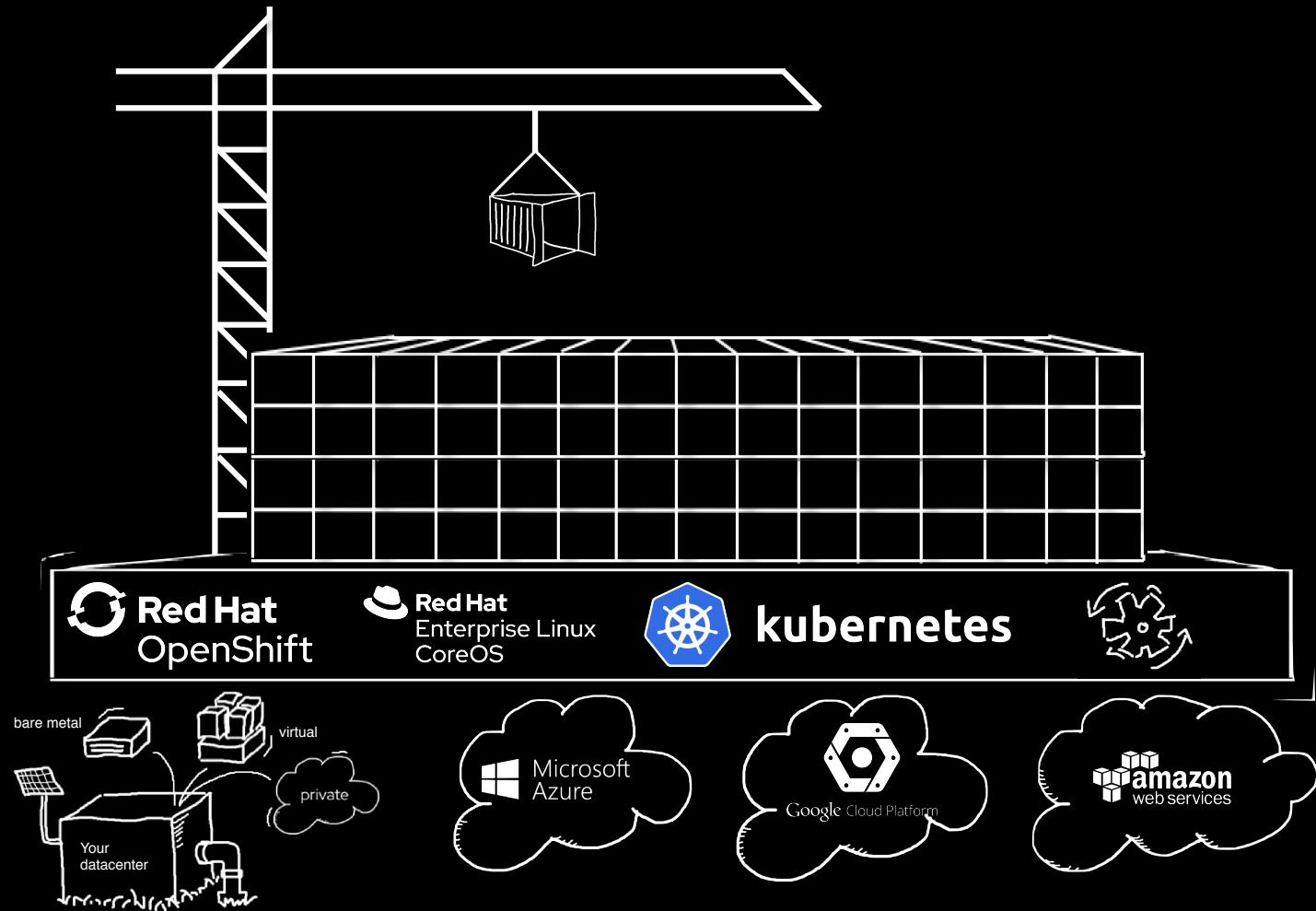


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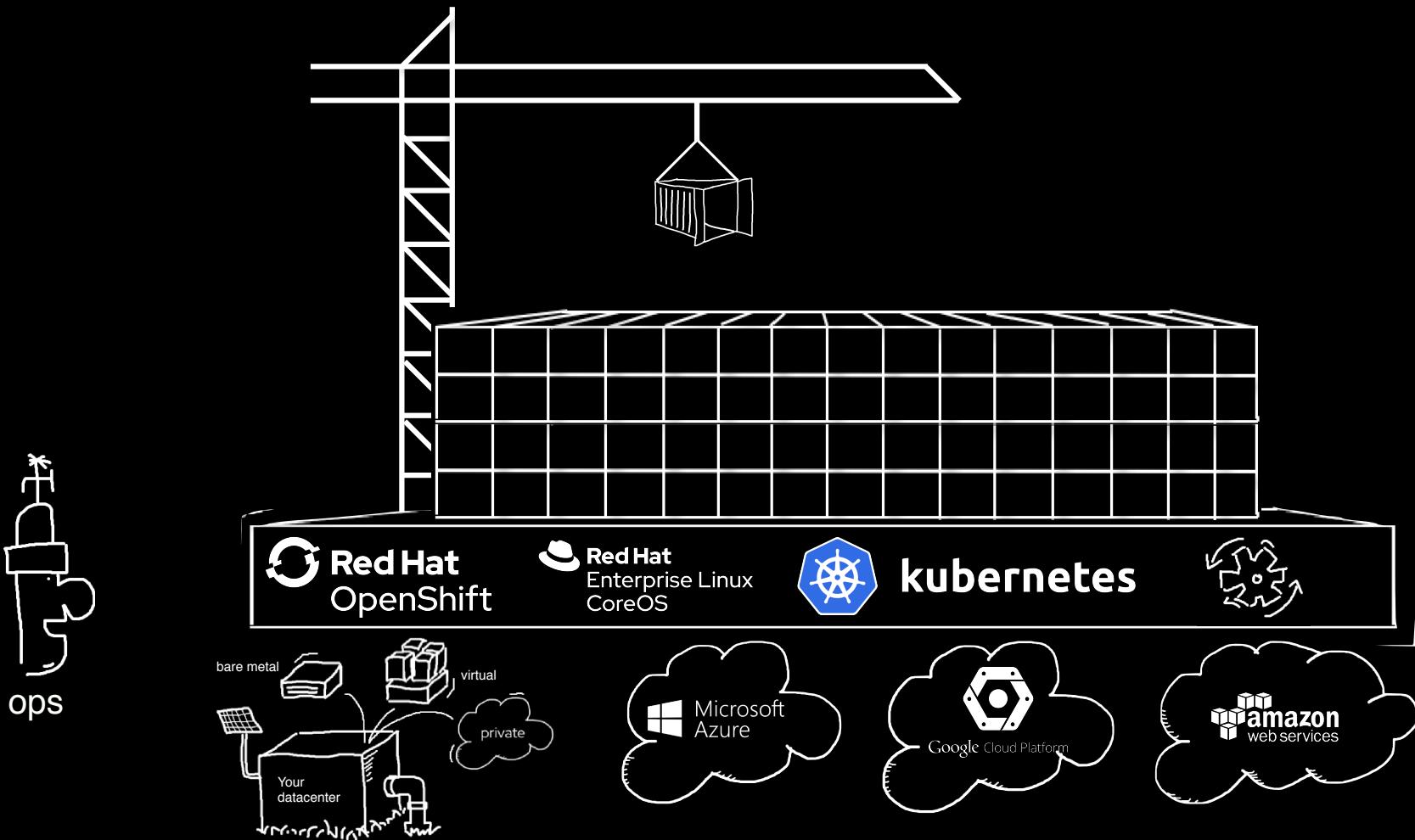




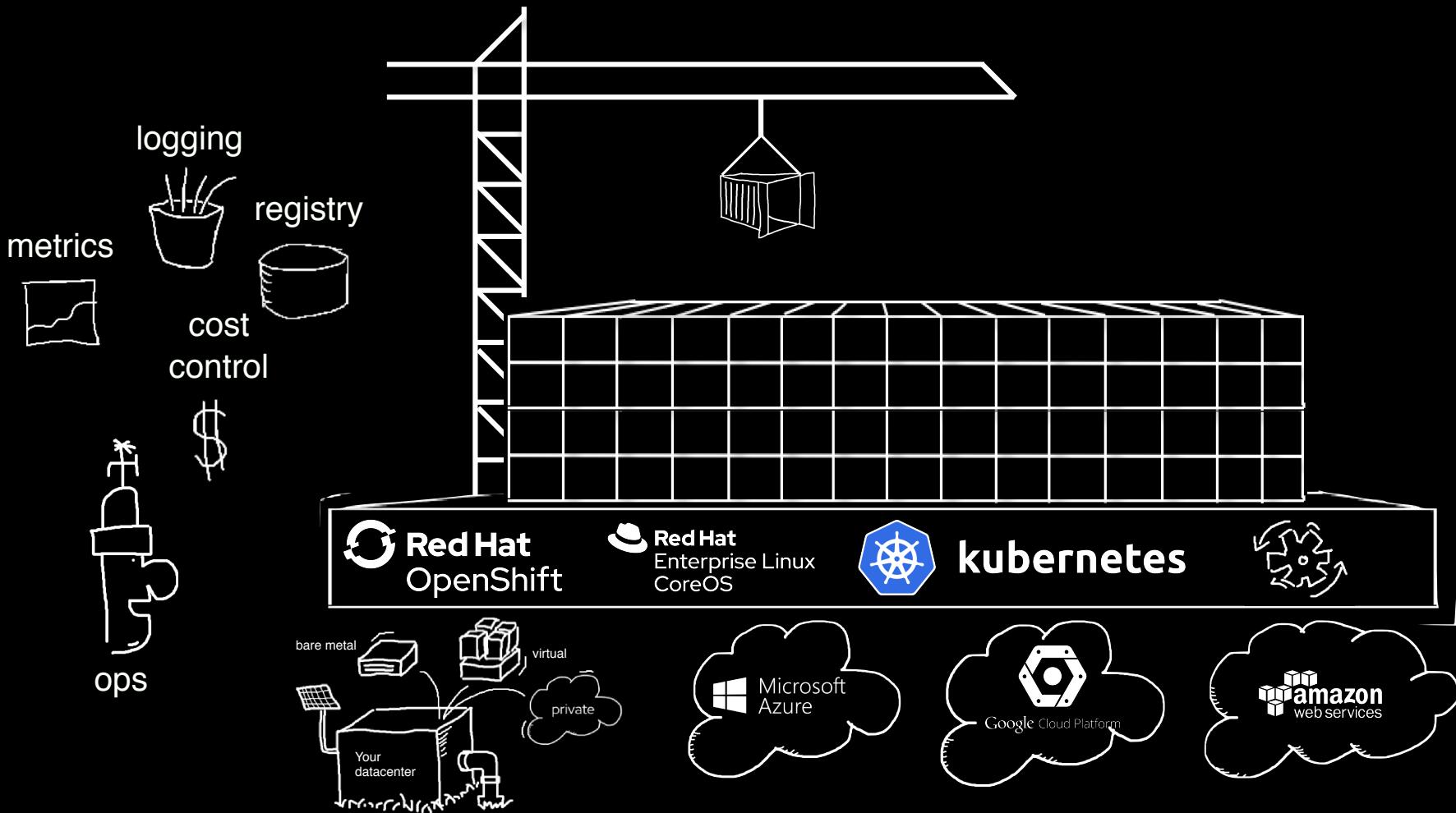
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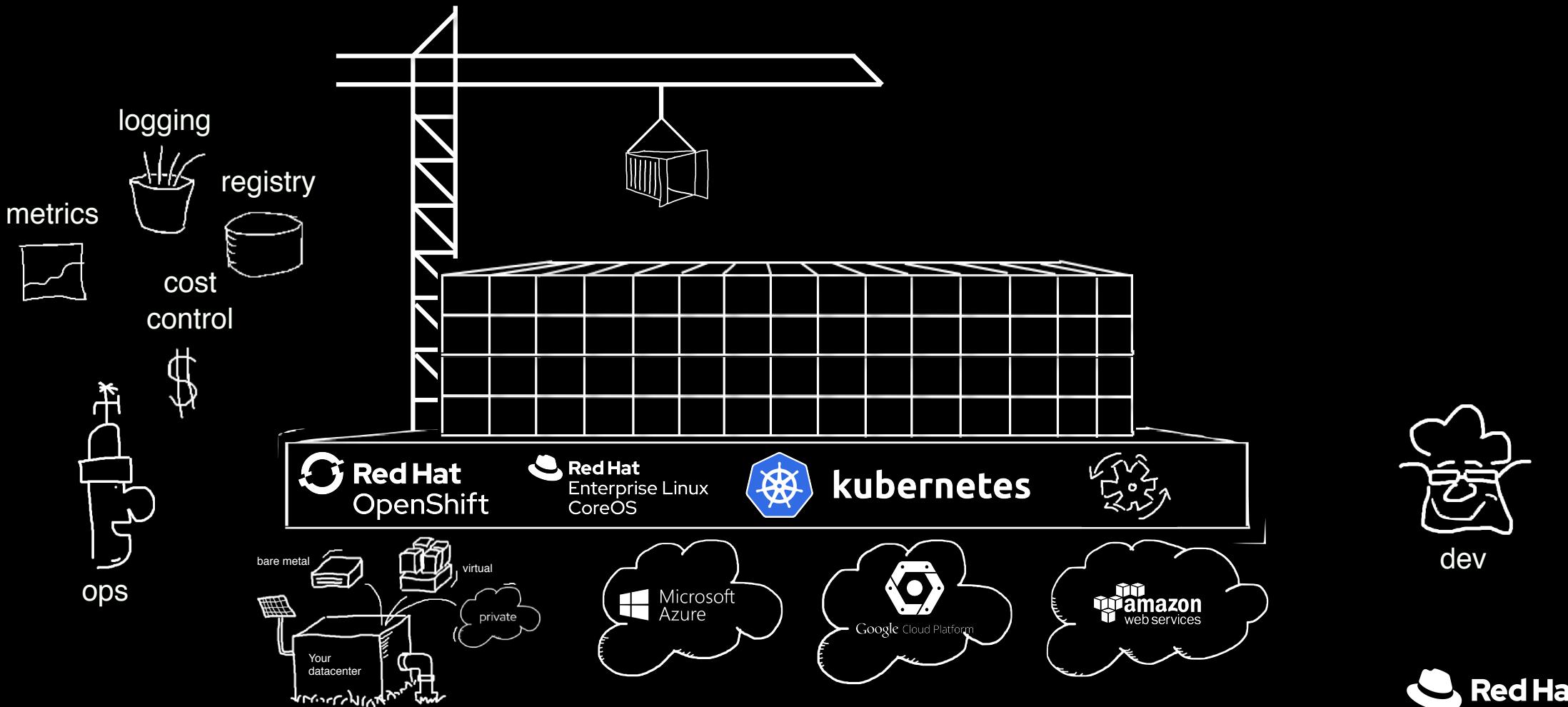
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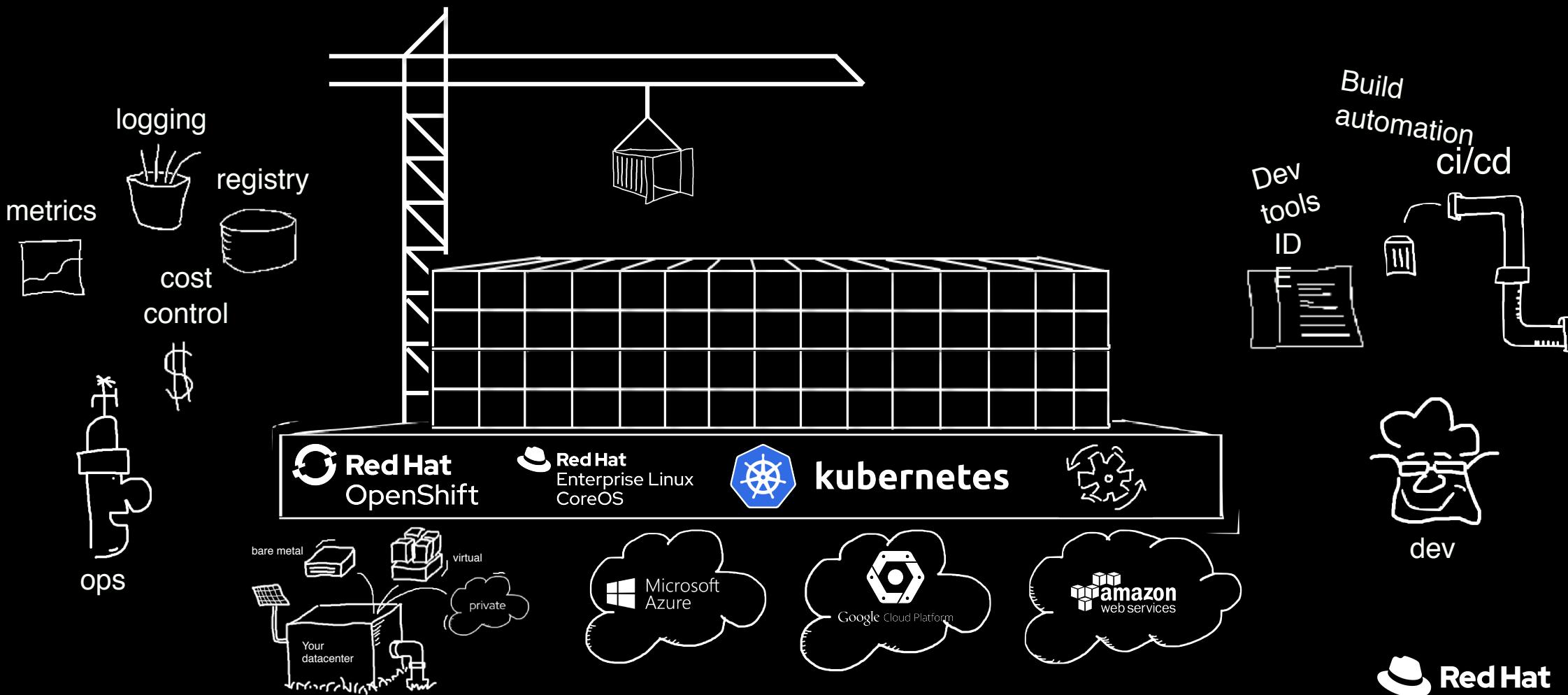
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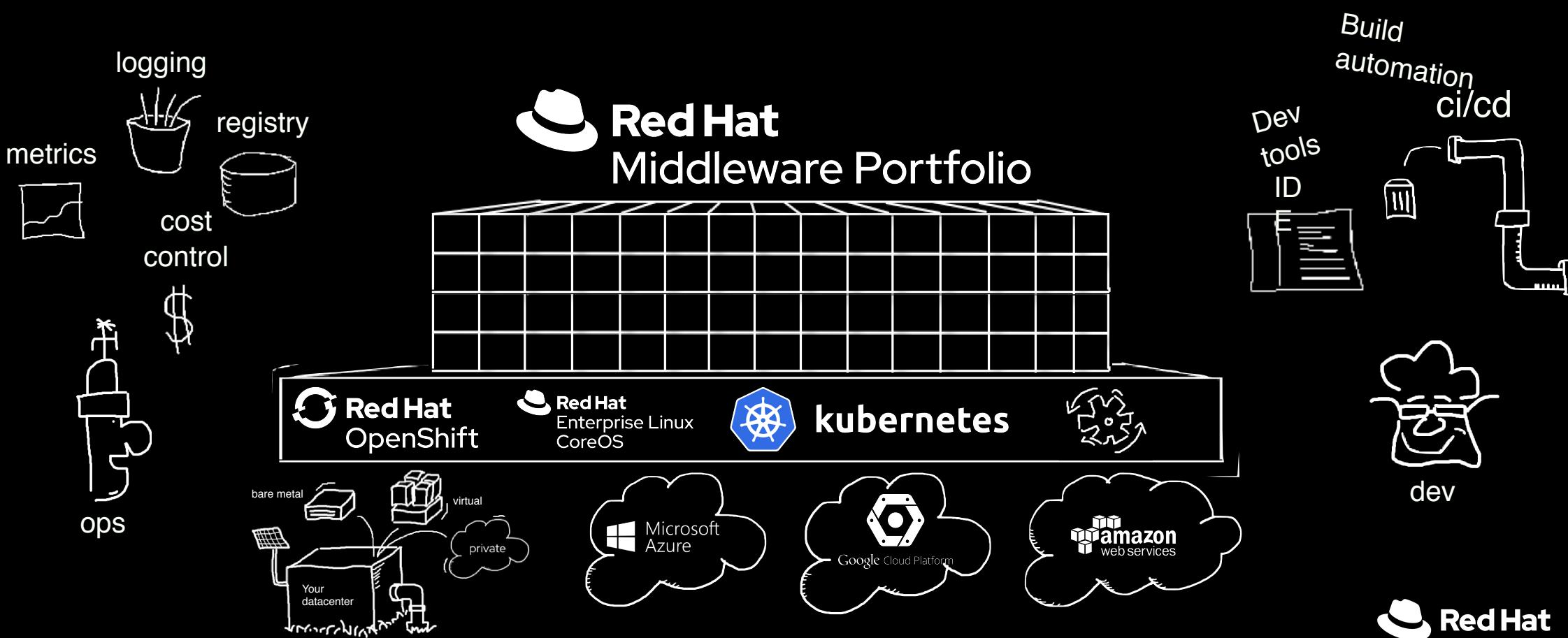
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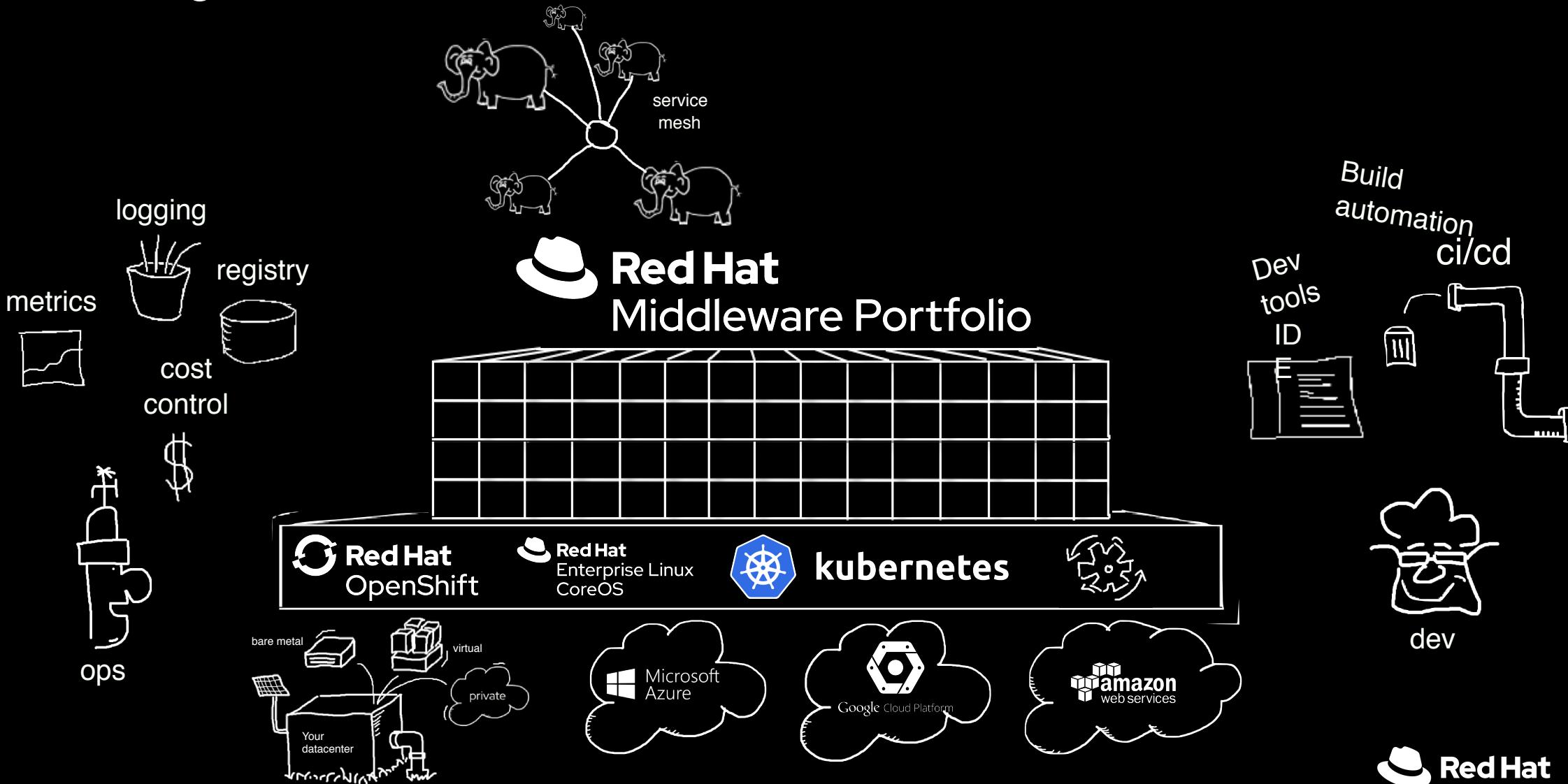
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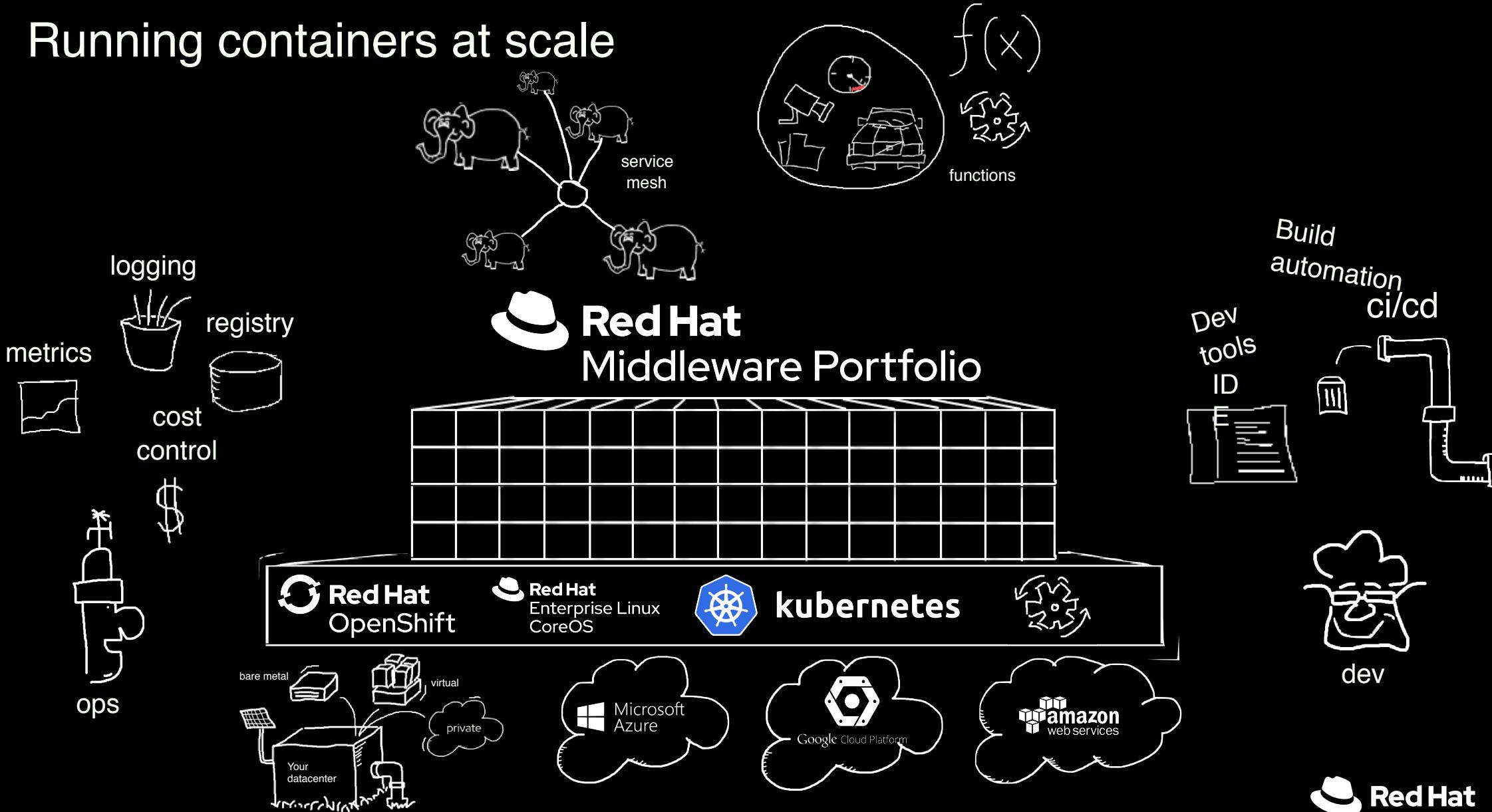
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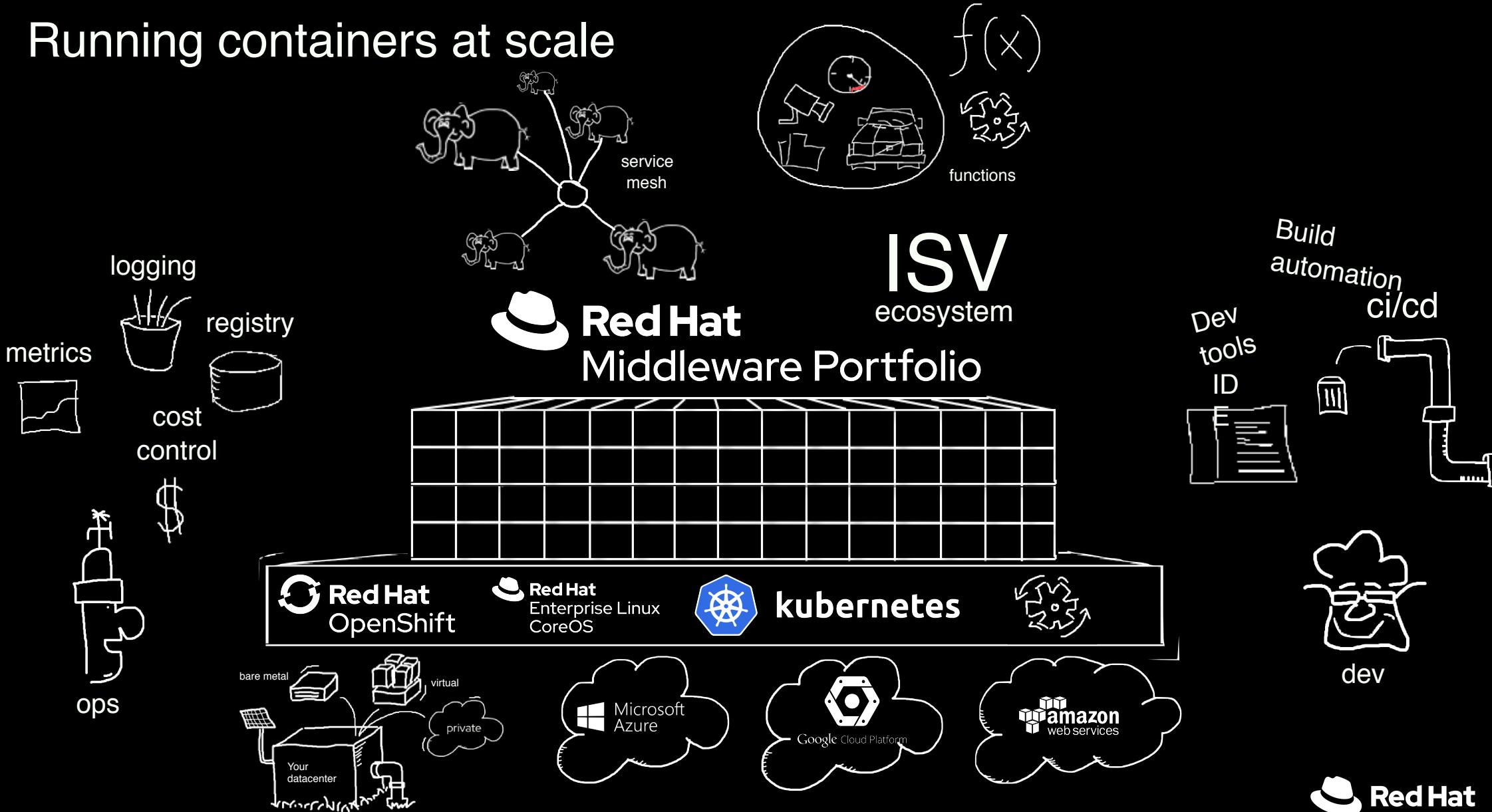
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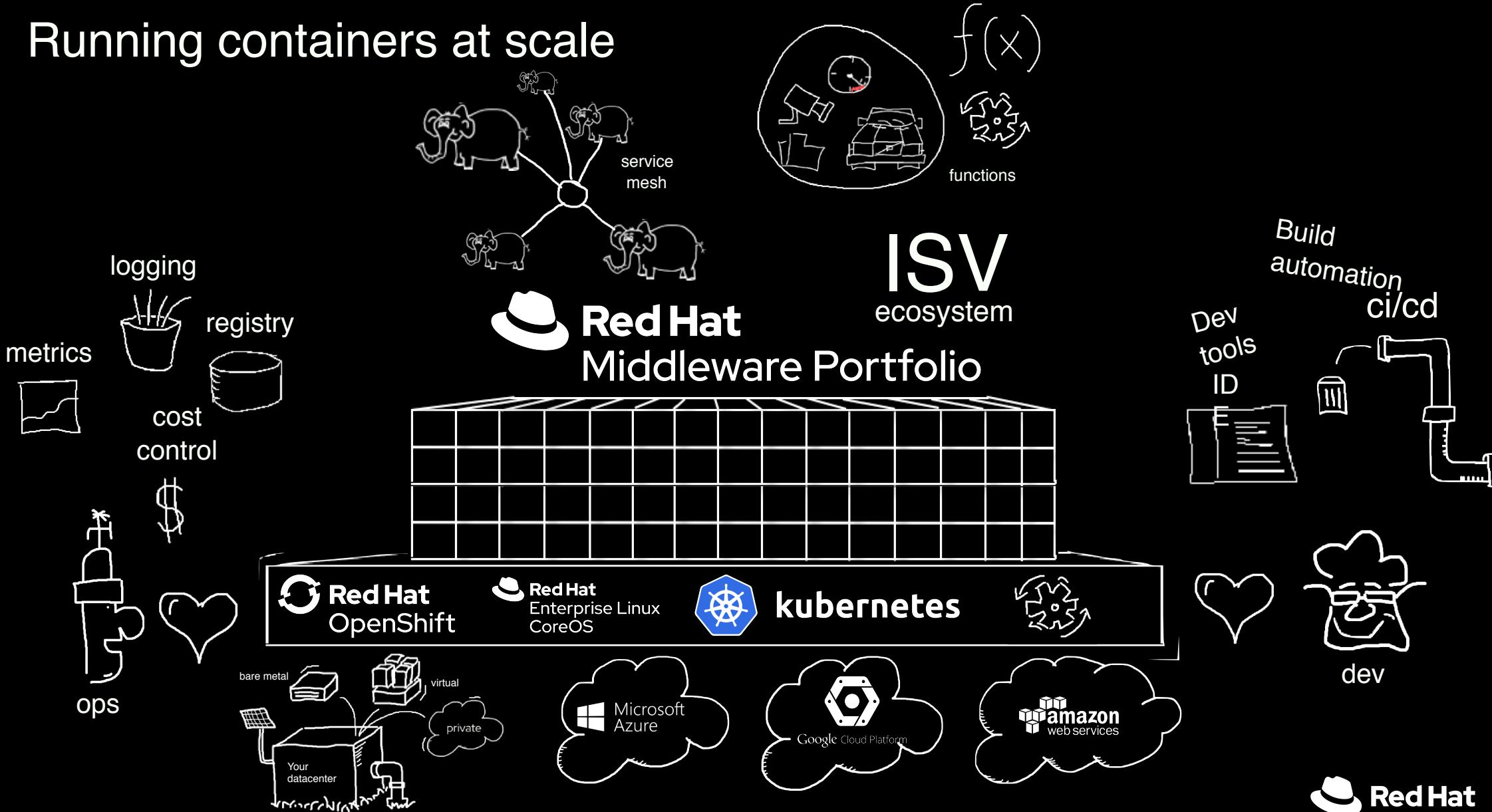
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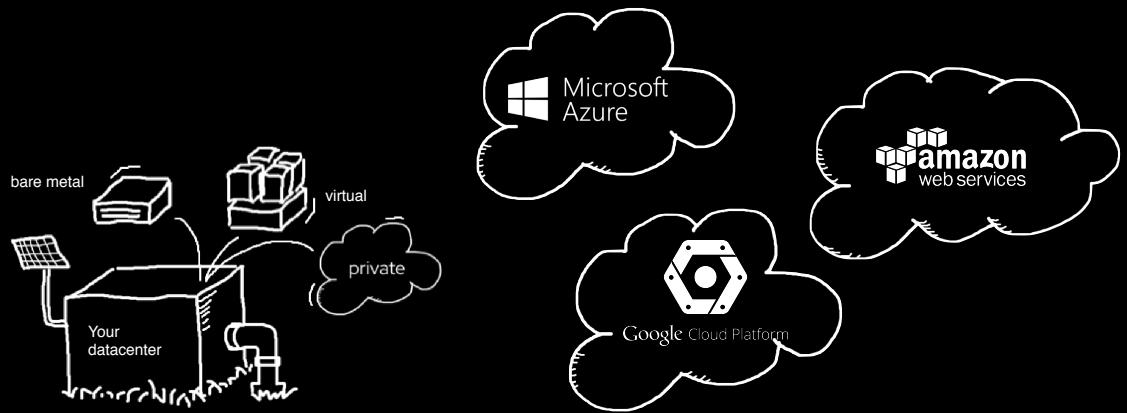
# Running containers at scale



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# OpenShift



How do you turn  into apps that users **LOVE**  
faster than your competitors

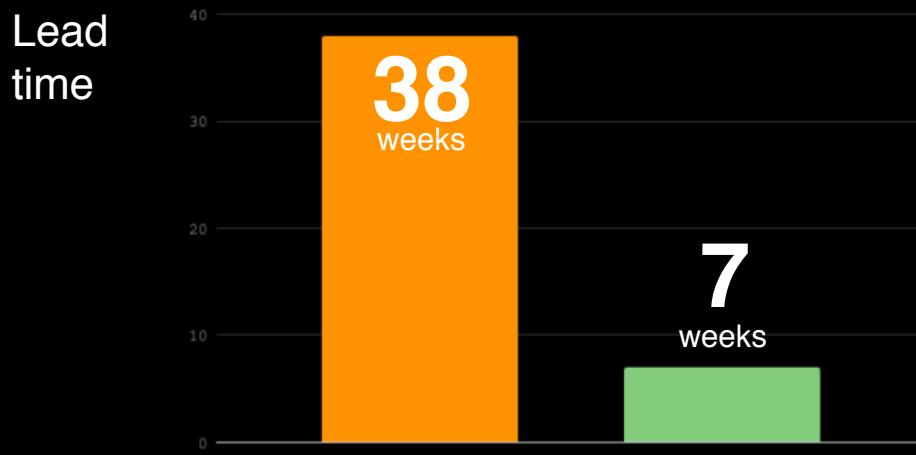
 **Red Hat**  
**OpenShift**  
**Container Platform**



# Swedish agile customer example

Lead  
time

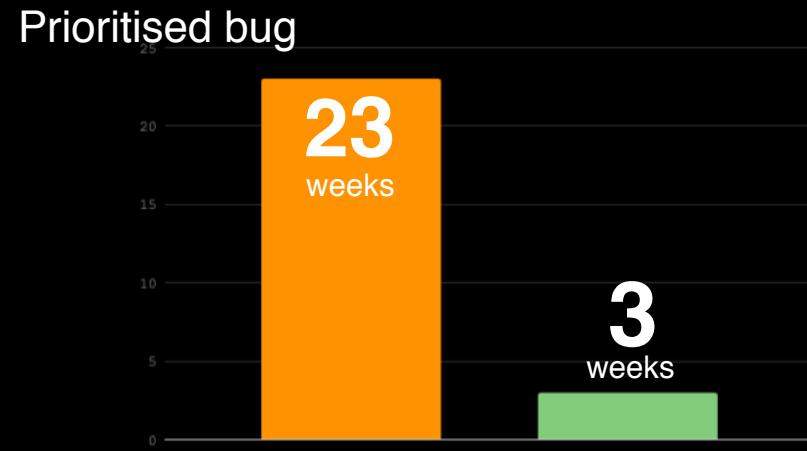
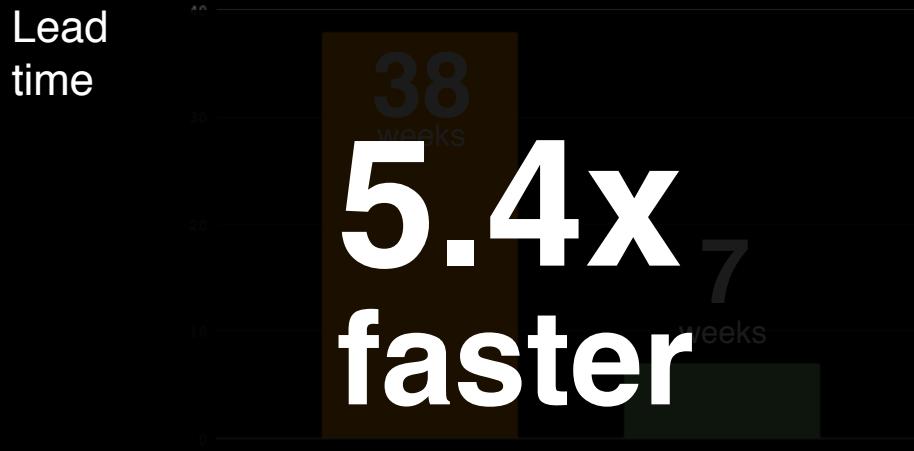
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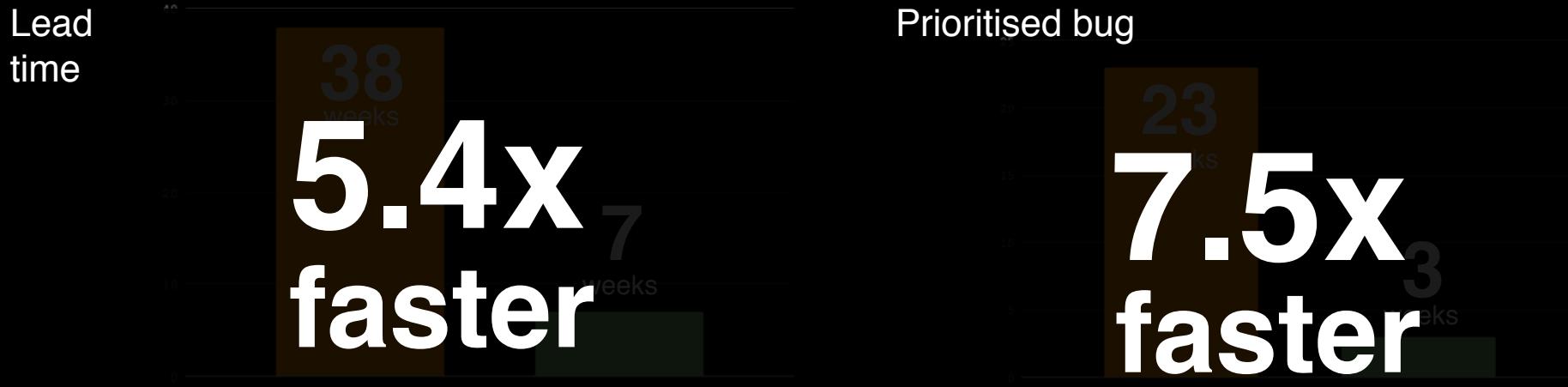
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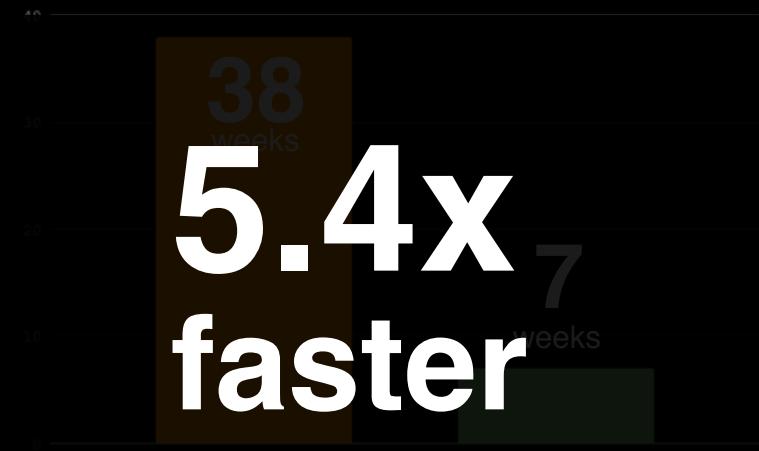


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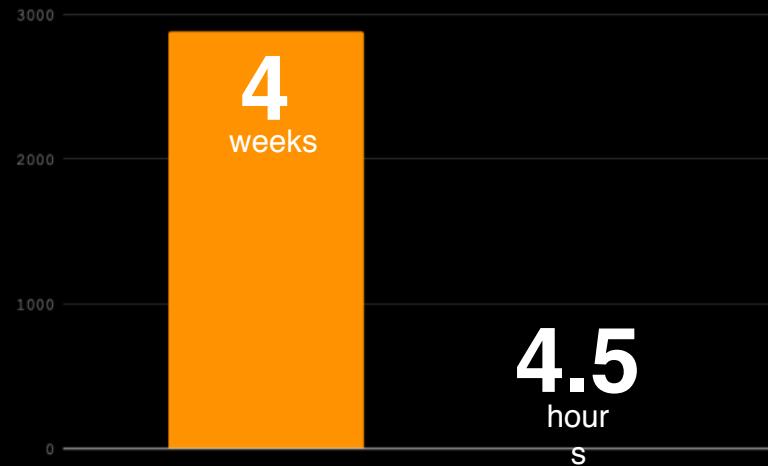
Lead time



Prioritised bug

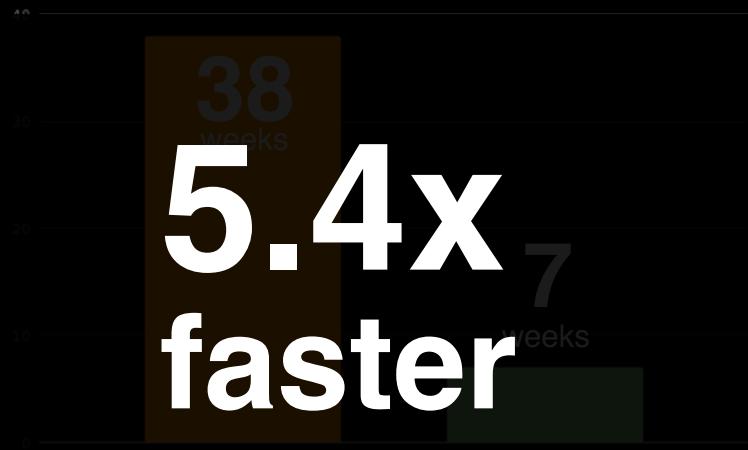


Validation



# Swedish agile customer example

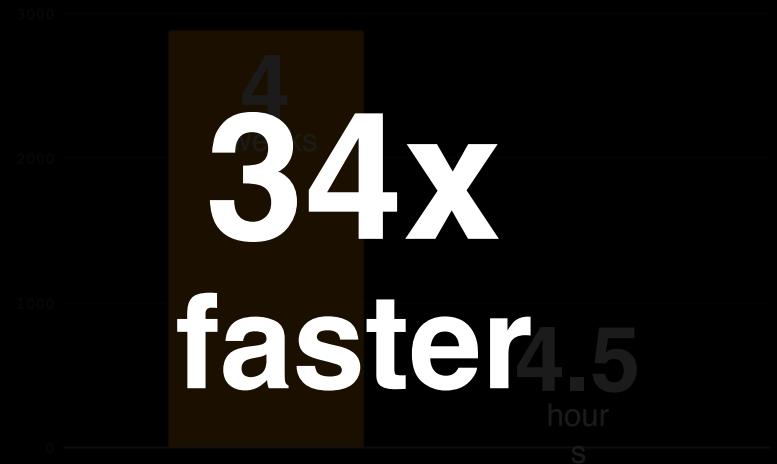
Lead  
time



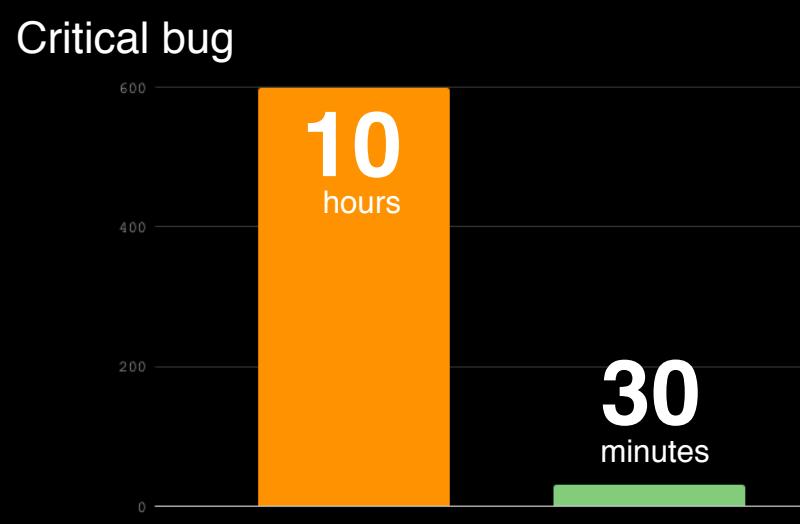
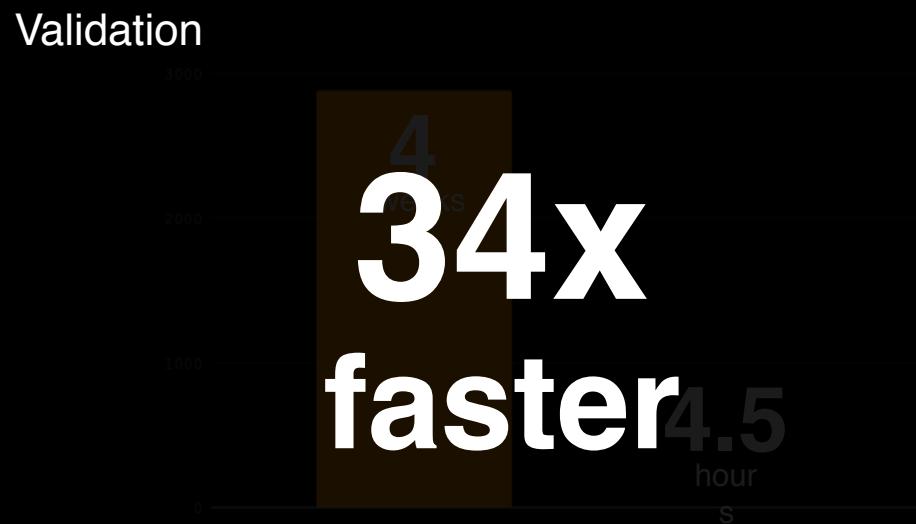
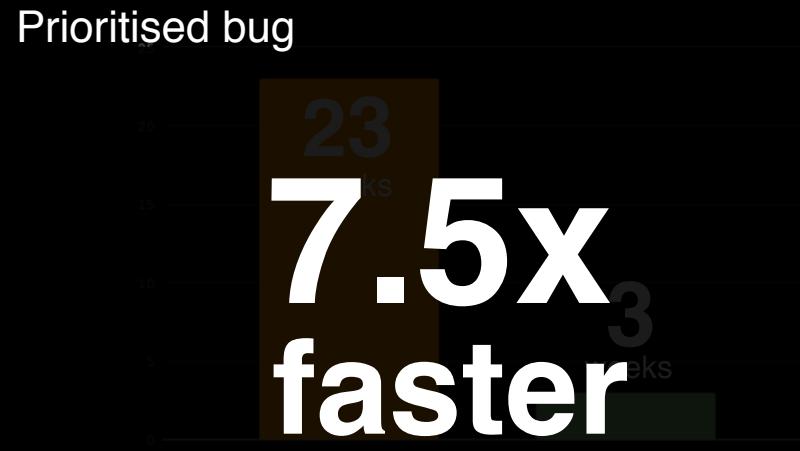
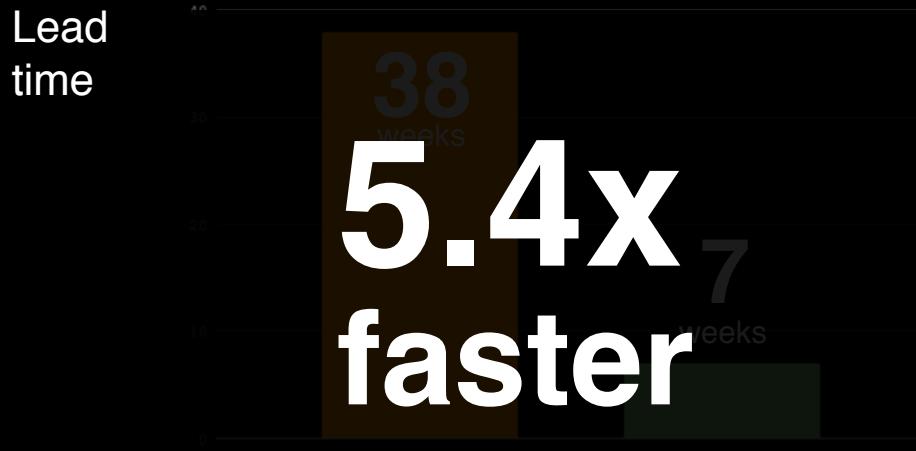
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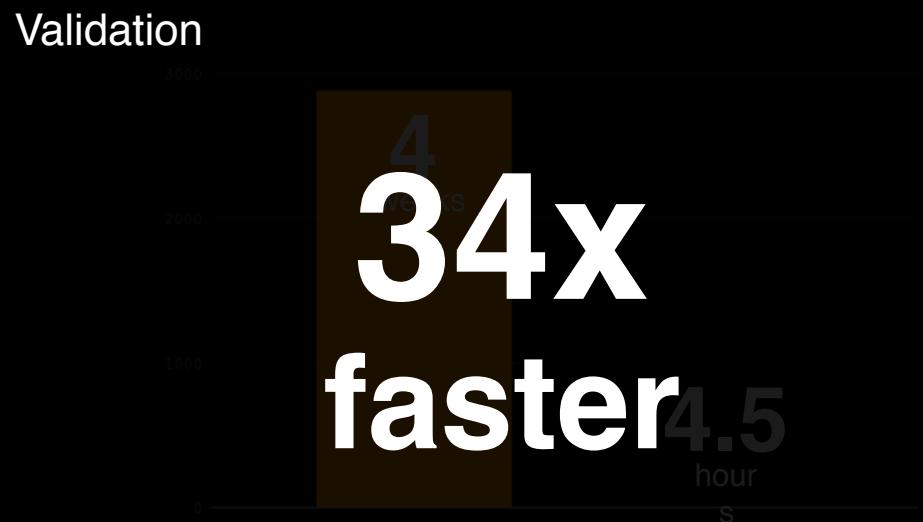
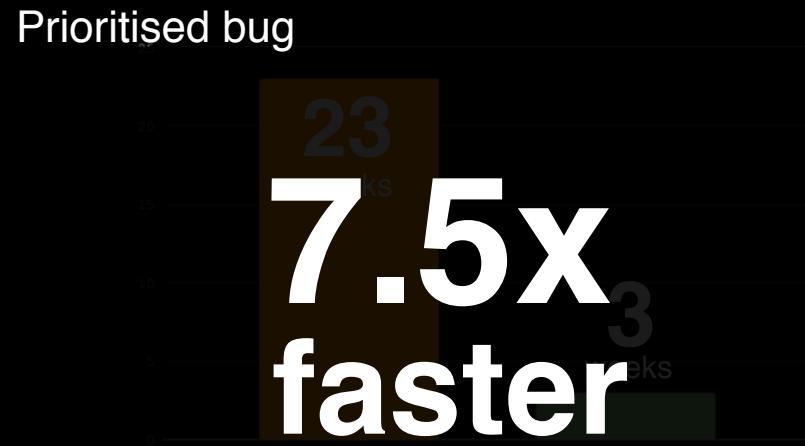
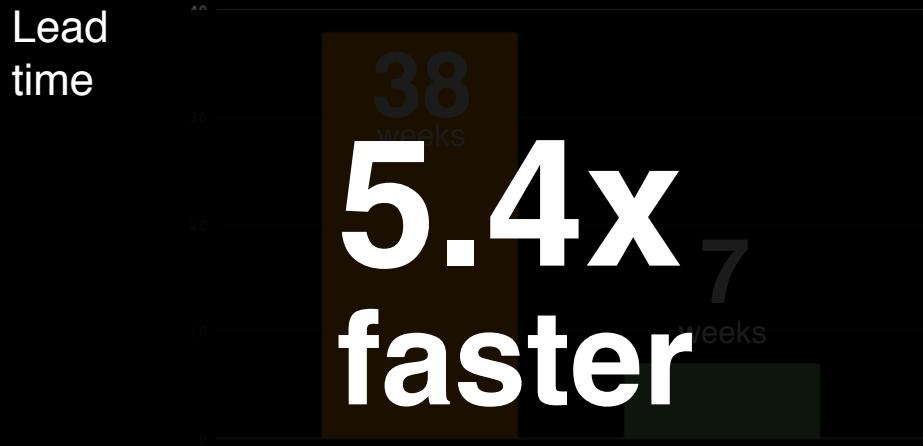
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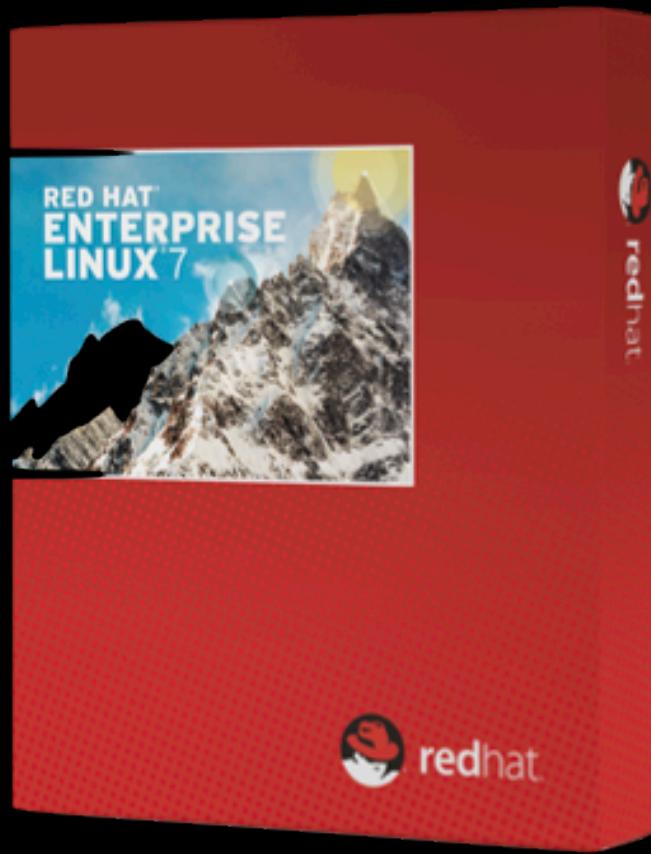


**Red Hat**

# Who is RedHat?



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Red Hat is an enterprise software company with an  
Open Source development model



# What about Open Source?





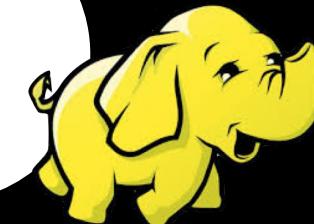
cloud



cloud

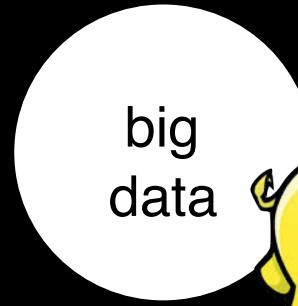


big  
data

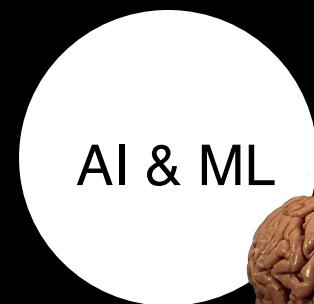
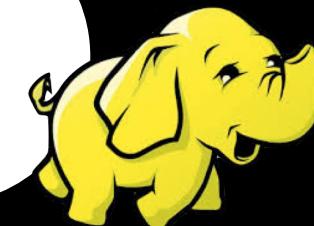




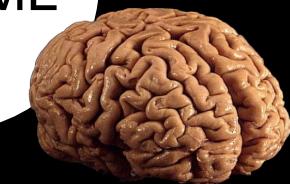
cloud



big  
data



AI & ML

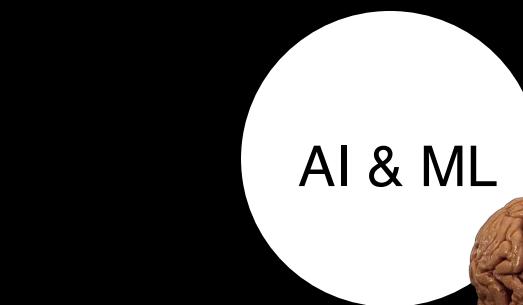




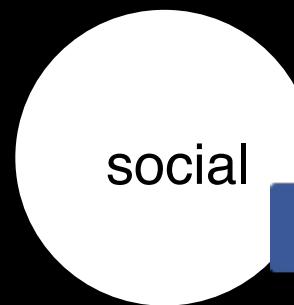
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big  
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AI & ML



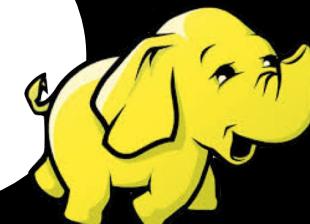
social



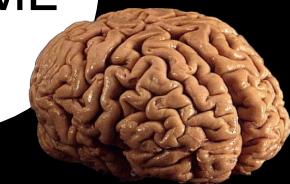
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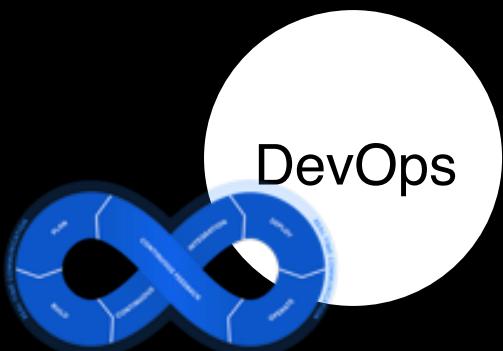
big  
data



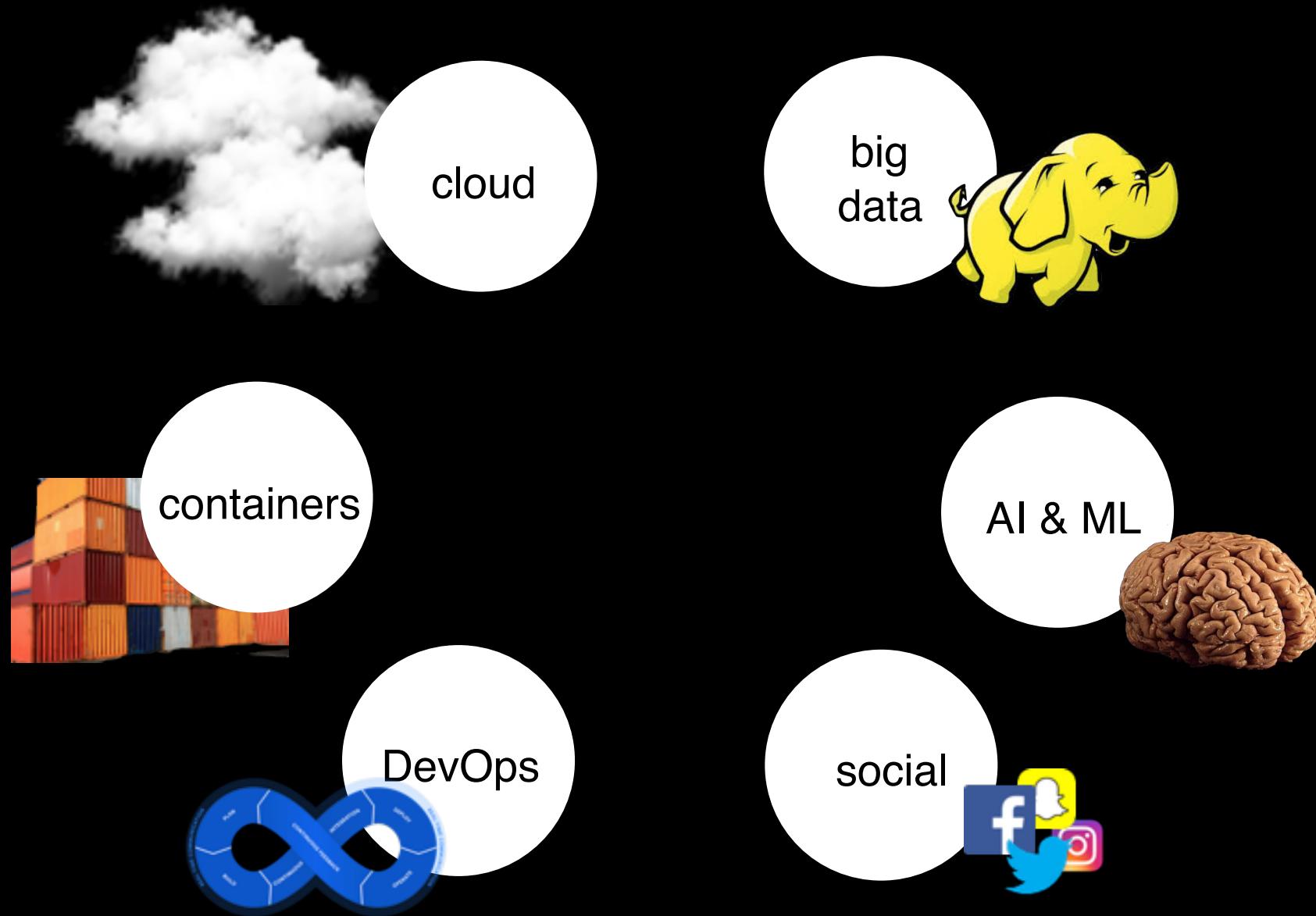
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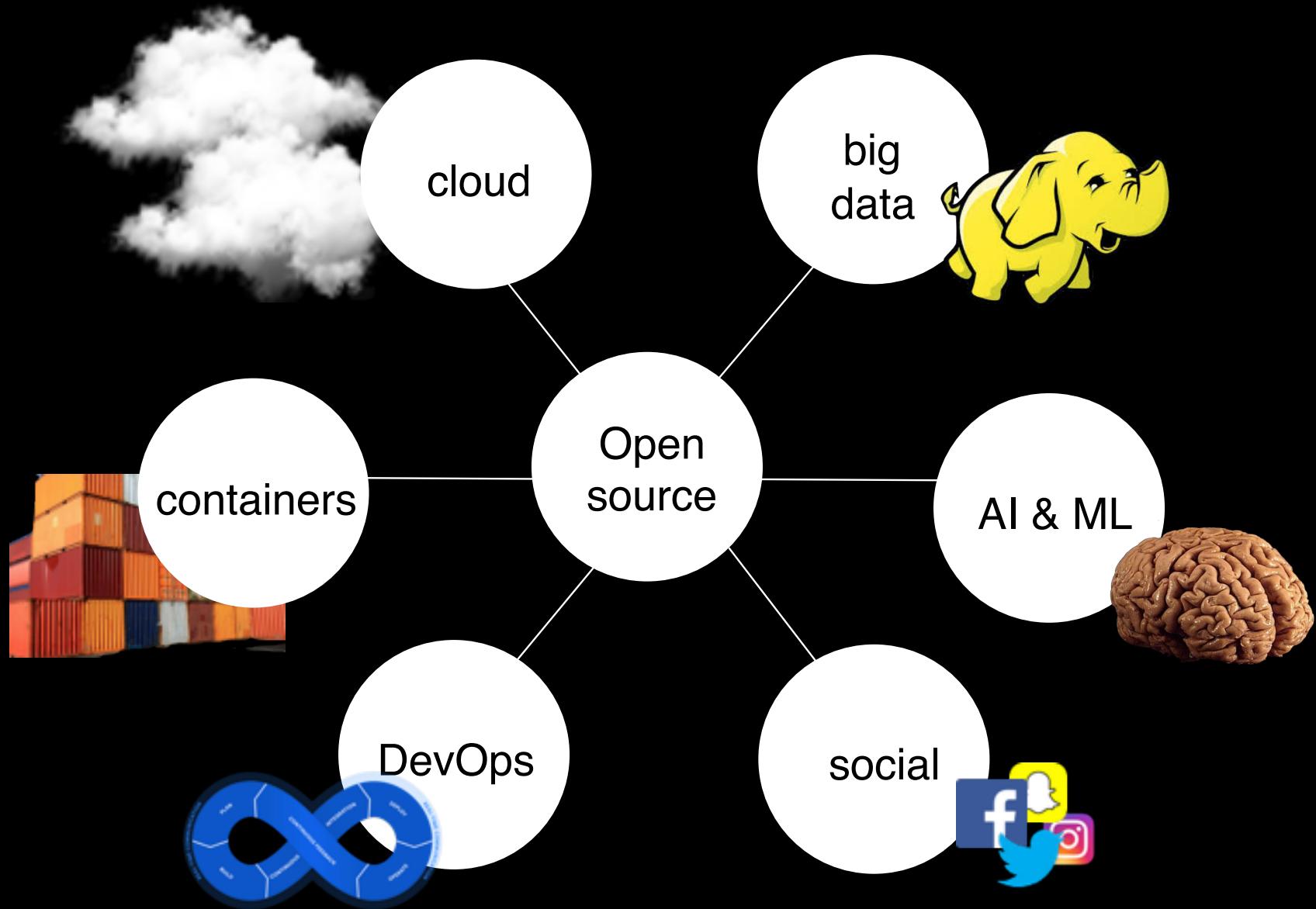


social

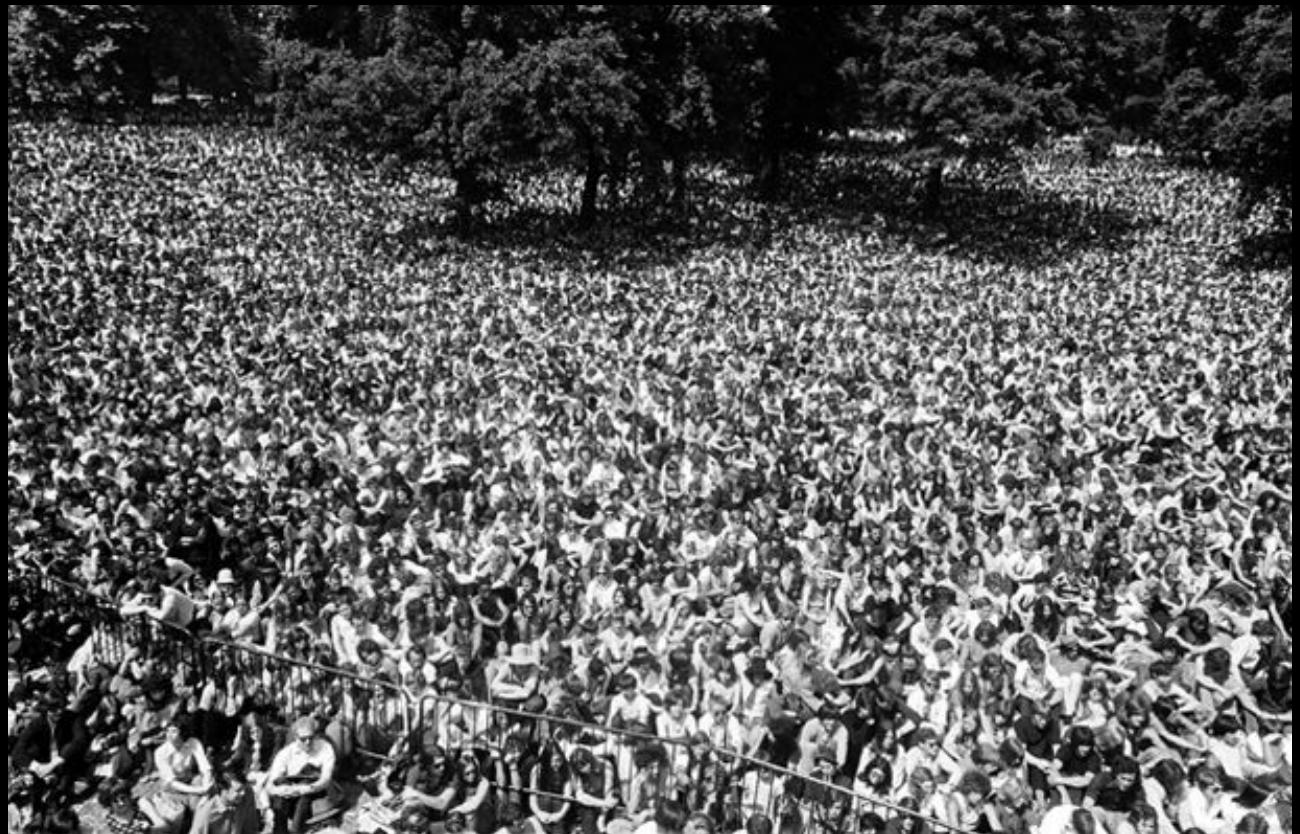


DevOps

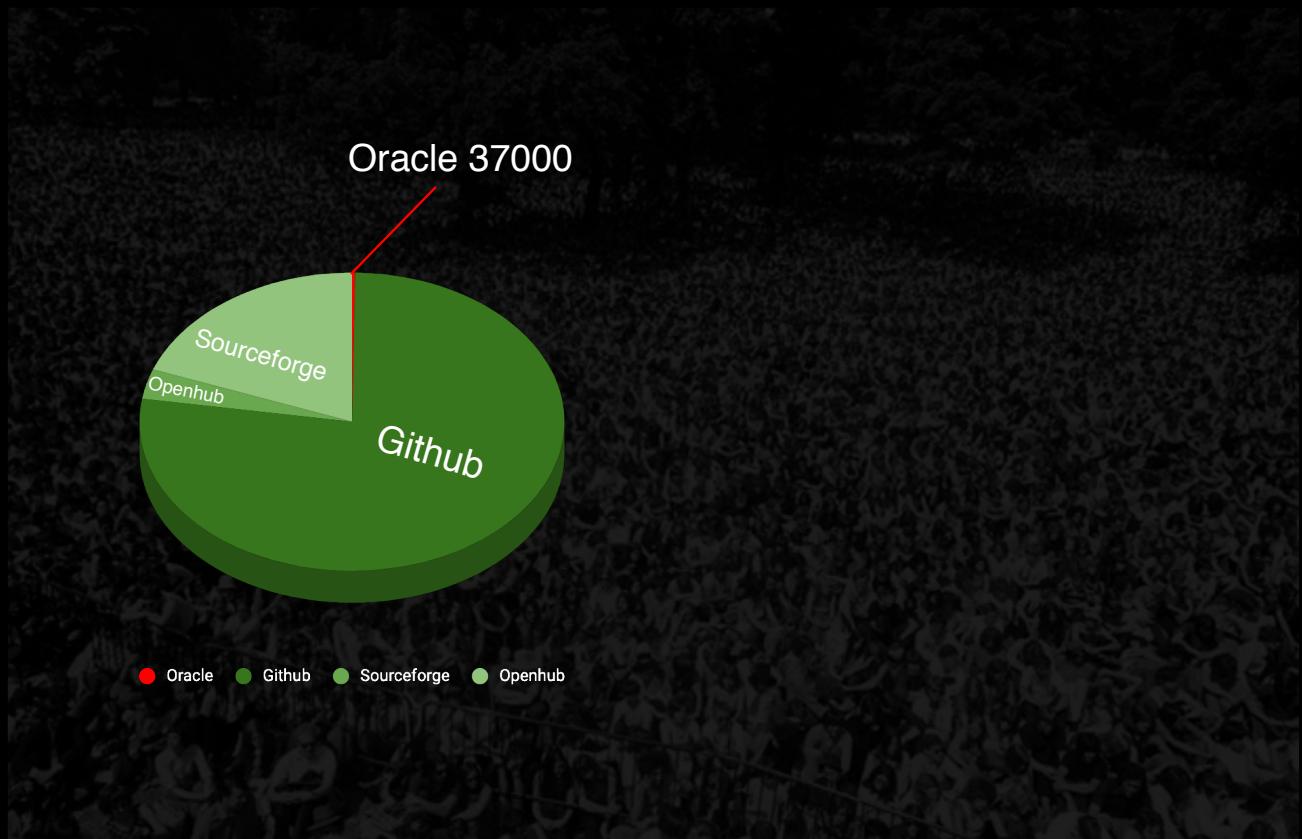




16 000 000+  
developers



16 000 000+  
developers



16 000 000+  
developers



Open Source model



Proprietary model



4.2+ Billion  
Users



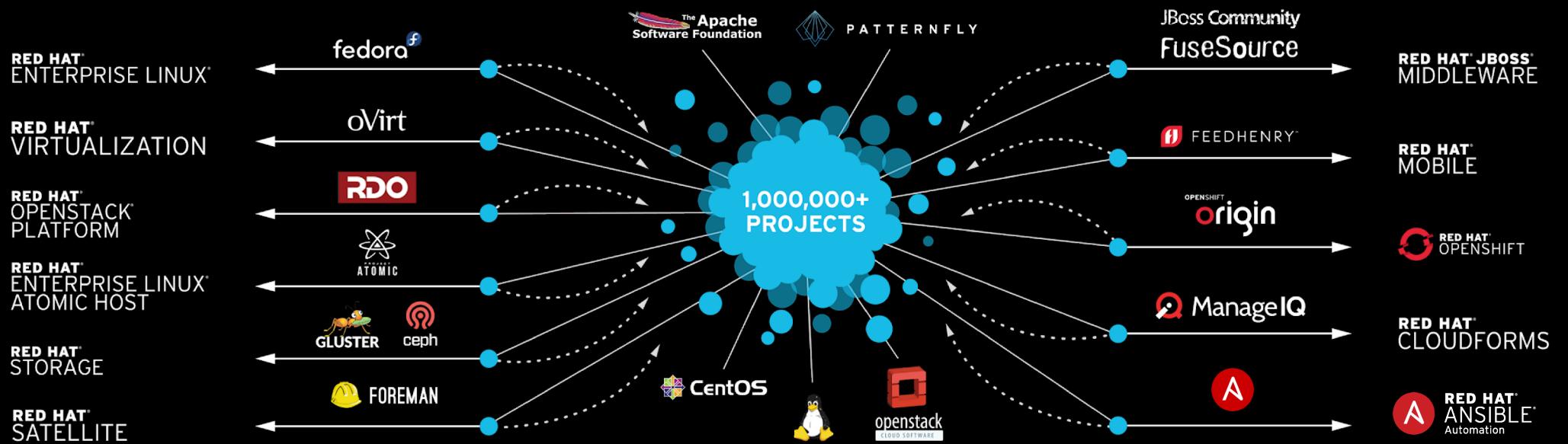
But Open Source  
projects are  
**bleeding edge**



All free things are  
**NOT**  
good for you



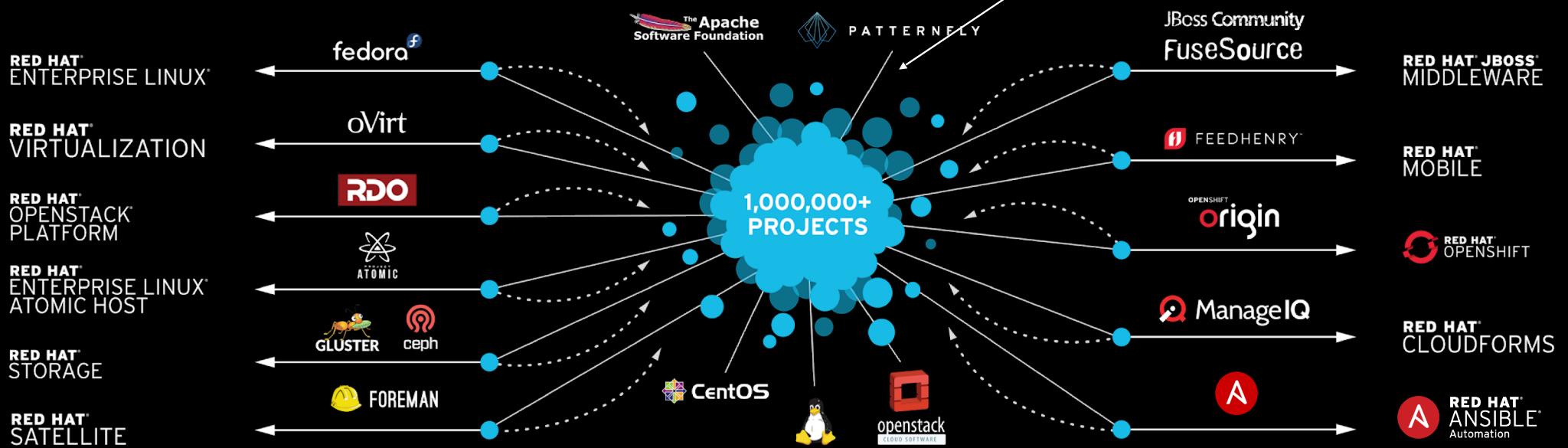
# Red Hat product process



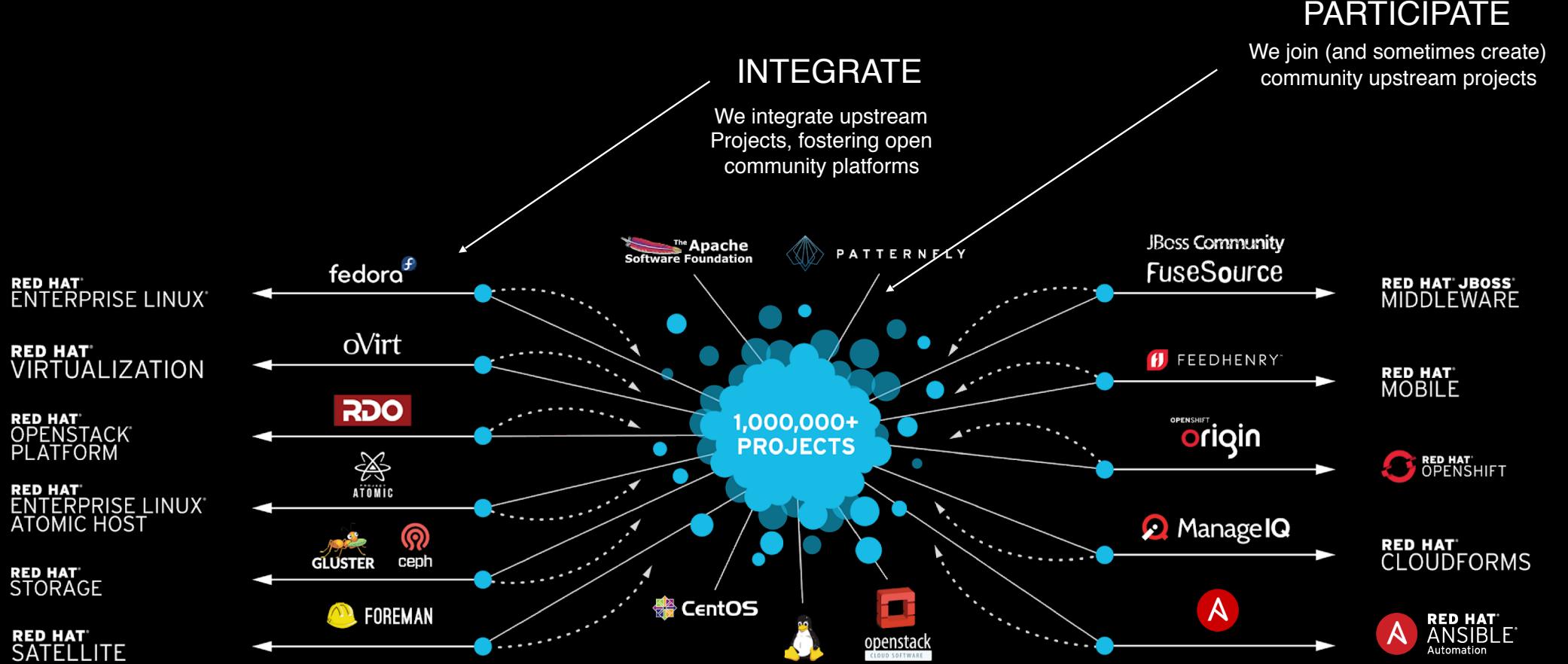
# Red Hat product process

## PARTICIPATE

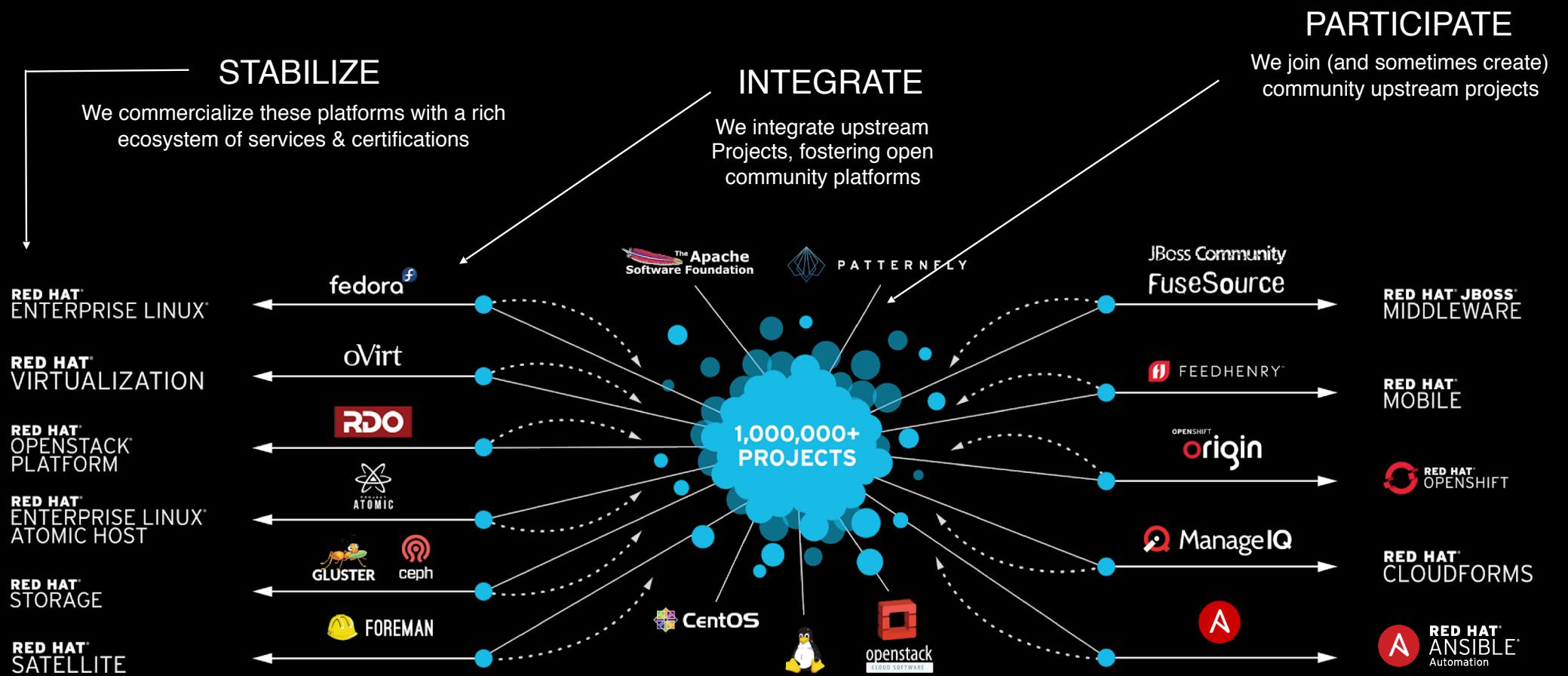
We join (and sometimes create) community upstream projects



# Red Hat product process



# Red Hat product process



# The company

MORE THAN  
**90%**  
of the  
**FORTUNE  
500**  
use  
**RED HAT**  
PRODUCTS &  
SOLUTIONS\*

**~13,000**  
EMPLOYEES

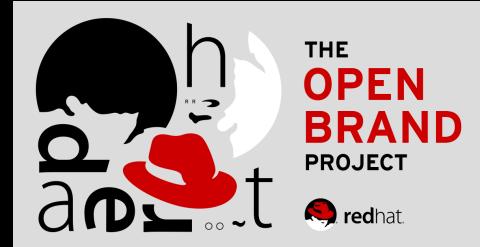
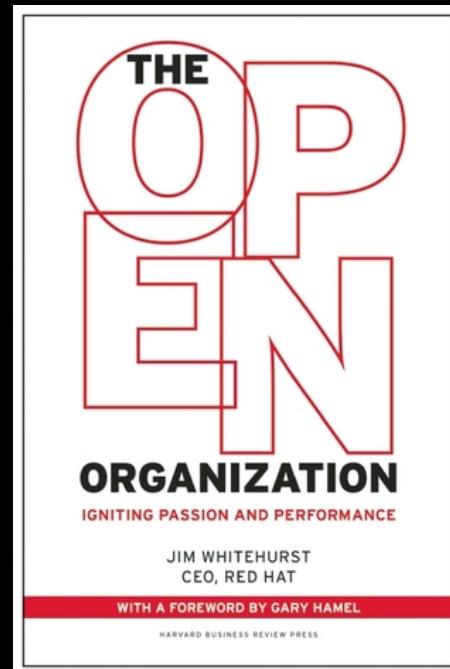
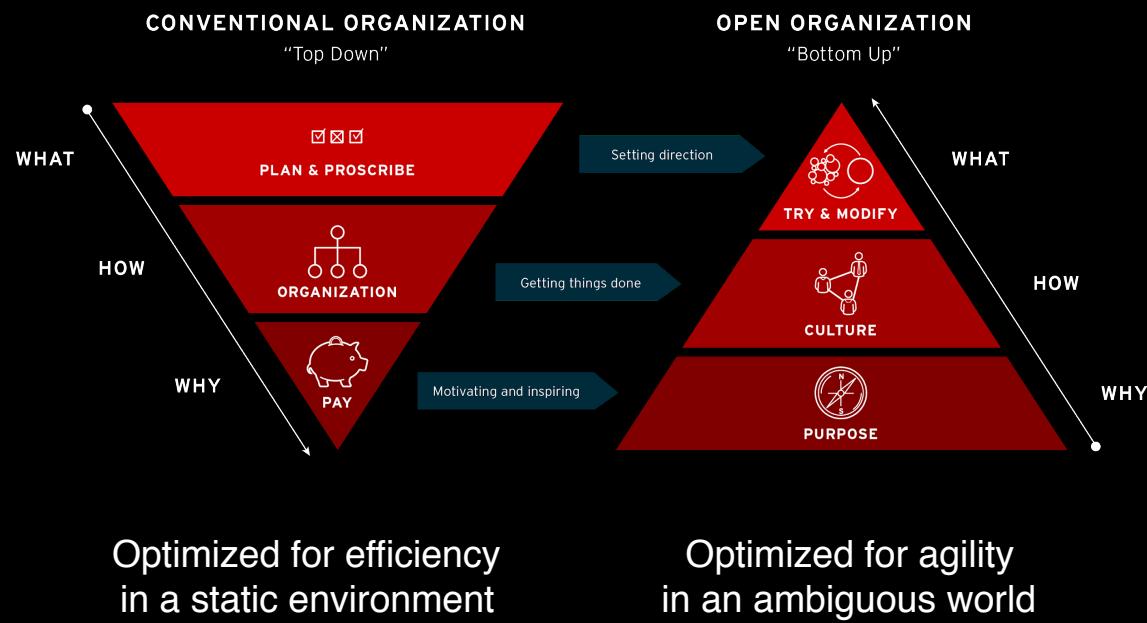
**95**  
OFFICES      **35**  
COUNTRIES

S&P  
**500**  
COMPANY

NYSE  
**RHT**

THE FIRST  
**\$2**  
**BILLION**  
**OPEN**  
**SOURCE**  
**COMPANY**  
IN THE WORLD

# The open organization



# What we do

We offer a range of mission-critical software and services covering

MIDDLEWARE

AUTOMATION

OPERATING SYSTEM

CLOUD

VIRTUALIZATION

TRANSFORMATION

STORAGE

## THE BENEFITS

- Flexibility
  - Faster technology innovation
  - Better Quality
  - Better Price / Performance
  - Long-term deployment
- Better security - Assurance
  - Shared Development: Accelerated Innovation
  - Open Collaboration: Products that meets customer needs