



RED HAT AMERICAS TECH EXCHANGE ORLANDO, FLORIDA | 14-18 OCTOBER, 2019

THE POWER OF



Share • Solve • Create

AT THE AMERICAS RED HAT TECH EXCHANGE ...

We bring together our North America and Latin America Services and Solution Architect teams with select Partners for a week of collaboration, deep enablement, and celebration.

This is part of our continual investment in our associates and partners for the betterment and success of Red Hat customers.





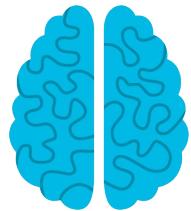
2019 AMERICAS TECH EXCHANGE

OCTOBER 14-18, 2019

LOEWS SAPPHIRE FALLS RESORT ORLANDO, FL



Why come to Americas Red Hat Tech Exchange



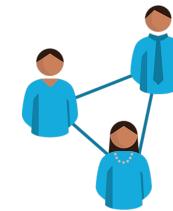
Live the Red Hat Culture

Experience first hand the Open and Collaborative culture that fuels Red Hat and drives Open Innovation



Learn the Way Red Hat Learns

This is how we enable our associates. Attend the same labs and sessions alongside our entire field technical team.



Build Your Red Hat Network

Connect with Red Hatters from all departments and backgrounds and build your network of Red Hat peers

Who will be at Americas Red Hat Tech Exchange



Almost the entire **Red Hat field technical team** (Services and SAs) from NA and LATAM



Senior Leadership from Red Hat Sales, Services, and Product and Technologies Teams



Red Hat Customer Success team members such as TAMs, Support Specialists, and Quality Engineers



Red Hat Product and Technology managers and engineers from across our entire portfolio



Instructors and Leaders from Red Hat Training and Global Partner and Technical Enablement



Members of Red Hat's trusted **business partner community**

Americas 2018 Red Hat Tech Exchange Recap



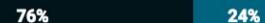
1,012

EVENT
ATTENDEES



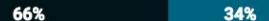
270

SPEAKERS &
LAB FACILITATORS



183

SESSIONS &
HANDS-ON LABS



■ Presentation/Panel ■ Hands-On Lab

CORPORATE SOCIAL INNOVATION



\$27,160 In Donations

~180 Developer Hours

THOUGHT LEADERSHIP



RED HAT
LEARNING
SUBSCRIPTION

18 Whiteboarding Videos

8 Expert Seminars

7 New RHPDS Demos

99.6%

RECOMMEND RHTE TO A
PEER



"This [has] been [an] amazing event. I have to say in my 28 years as an IT professional, this has been the most productive and informative week of learning I've ever experienced. Keep up the good work Red Hat."

- Red Hat Consultant

Americas 2018 Red Hat Tech Exchange Recap



"Freedom! I liked the ability to roam to different sessions and tracks that don't necessarily align directly with my responsibilities, but are still very interesting information that help me to know."



"What a great week! I can't say enough good things, so I'll just emphasize, this was an incredible week!"

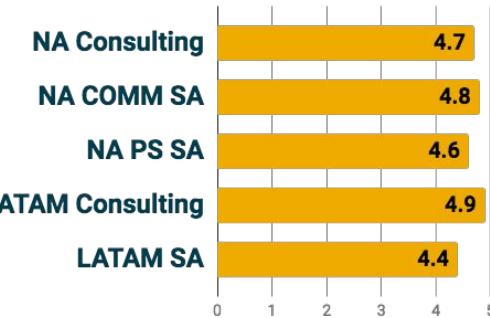


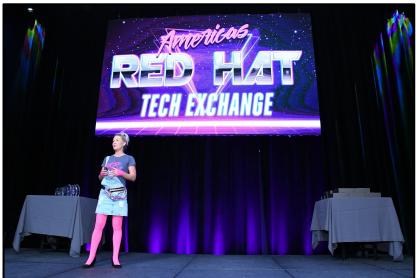
"This was perhaps the best group event I've ever been a part of. I loved it."



"80's night was the most fun I've had at a Red Hat event EVER!"

OVERALL SATISFACTION





Major changes for 2019



MORE COLLABORATION

More activities and time to collaborate with your peers across Red Hat



MORE PARTICIPATION

More opportunities for people to participate and contribute to the event



MORE PEOPLE

Expecting 100% growth with more Red Hatters and Partners (~1,800 attendees)



MORE GIVEBACK

More chances to interact with PnT teams and drive product direction

High level agenda for the week

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MORNING	Arrivals	Welcome Keynote Team Meetings	Tech Keynote PnT Product Roadmaps and Tech Expert Panels	Red Hat Keynote Elective Sessions	Departures Cert Exams
AFTERNOON	Arrivals Cert Exams	Track Sessions	Track Sessions	Elective Sessions	Departures
EVENING	WELCOME NIGHT Booths Games	D&I PANEL TECH COLLAB SPACE TEAM DINNERS	UNIVERSAL CITYWALK BLOCK PARTY	CELEBRATION NIGHT Costume Contest DemoJam Awards	Departures

Highlights for the keynotes



TUESDAY WELCOME KEYNOTE

Build your Career, Build the Business
- John Allessio, Senior VP, Global Services

Red Hat's Hybrid Cloud Strategy and Vision
- Matt Hicks, Senior VP, Software Engineering



WEDNESDAY TECH KEYNOTE

Future of Red Hat Products
- Chris Wright, Chief Technology Officer



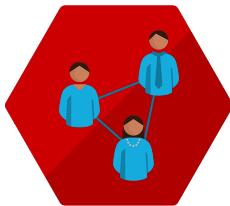
THURSDAY RED HAT KEYNOTE

The Future is Open
- Surprise Speaker

Bringing it All Together
- Gunnar Hellekson, Sr Dir, Global Product Mgmt

Closing the feedback loop with Red Hat product teams

STRATEGIC ALIGNMENT



Dedicated sessions for senior stakeholders from Services, Sales, and PnT to build technical alignment between field and PnT teams

EARLY PRODUCT RELEASE FEEDBACK



Early releases of Red Hat products evaluated at RHTE enables real-time field technical feedback through hands-on sessions

PRODUCT ROADMAPS AND EXPERT PANELS



Product Roadmaps and Expert Panels from PnT provide field and sales teams the forum for the experts in both teams to learn and engage each other

Field-selected labs and sessions for a diverse experience

**53****HANDS-ON LAB SESSIONS****19****EXPERT PANEL DISCUSSIONS****18****PRODUCT WORKSHOPS****166****PRESENTATIONS**

Tracks to guide participants

Sessions, labs, and workshops focused on a similar domain

- Hybrid Cloud Infrastructure
- Cloud Native Development
- Management and Automation
- Open Innovation Labs
- Delivery Excellence
- Enterprise Portfolio

New hands-on labs launched at RHTE

New multi-product, hands-on labs providing experience with our latest products and solutions

- Running OpenShift 4 on OpenStack
- Container Native Virtualization
- Red Hat Hybrid Cloud Management
- Global Tower and IaC for Complex Deploys
- API Lifecycle Management with Red Hat Fuse and 3scale
- Cloud-Native and Serverless Processes and Decisions with jBPM, Drools and Quarkus
- And many more ...

A wide range of sessions

Ranging from deep technical topics, living the Red Hat culture, and the practices we use

- OpenShift Operators Development Best Practices
- Apache Camel K: Bringing serverless workloads to the enterprise
- Deep Dive on CI/CD and GitOps with OpenShift (Tekton) Pipelines
- Balancing Security and Discoverability in Red Hat Enterprise Linux 8
- And many more ...

And a couple more examples ...

Enabling and Executing a Digital Transformation: Becoming a Trusted Advisor

Sharing Red Hat Culture Through Open Practice Library

Automating Security and Compliance for Hybrid Environments

Analytics and Data Engineering on OpenShift

Live Demo on How-to Architect a Cloud Native Reactive Application Environment

Machine Learning Workflows on OpenShift for Application Developers

Creating a Global Distributed Event Mesh

GPU Accelerated Workloads: RHEL, RHV, OpenStack, OpenShift

Using Domain-Driven Design to Reimagine Monolithic Applications in a World of Microservices

The Edge is Here - Are You Ready?

Disconnected Environments in a Connected World

The Future of the Ansible Ecosystem

3 Ways to Reduce Remediation Time to Cyberattacks with Ansible Automation

The Red Hat Serverless Strategy and End-to-end Experience

Learn to Deploy an Enterprise Wide OpenShift CI/CD Solution

How Design Thinking and Storytelling Open Doors and Start Conversations with your Customers

Red Hat DemoJam

- COMPETITION to showcase expertise in multi-product Red Hat demos
- Opportunity to COLLABORATE with Red Hatters
- A way to GIVE BACK to Red Hat and the community
- A fun Red Hat TRADITION



30+

TEAMS
SUBMITTED IDEAS

8

SEMI-FINALISTS
SELECTED FOR RHTE

2

FINALISTS
BATTLE FOR \$15,000 IN
PRIZES

1

TEAM WILL CLAIM
VICTORY

Certification Exams

FREE EXAMS

Exams offered on Monday, Thursday,
and Friday

First Come, First Serve

Multiple Exam Options

No Additional Cost or Fee

Open to all Attendees

Signup during Registration



EXAMS OFFERED

Red Hat Certified Specialist in
OpenShift Administration

Red Hat Certified Specialist in
Ansible Automation

Red Hat Certified System
Administrator

Red Hat Certified Specialist in
Advanced Automation: Ansible Best
Practices

Red Hat Certified Engineer for
RHEL 8

Evening Events

MONDAY WELCOME RECEPTION

Booths from Red Hat Teams along with Giant Lite Brite, games, and even more games!



WEDNESDAY UNIVERSAL CITYWALK BLOCK PARTY

Enjoy the best of all worlds with a Block Party at Universal CityWalk!



TUESDAY TEAM DINNERS

Go out and enjoy a dinner with your team or with the new friends you already made at Tech Exchange

THURSDAY SUPER CELEBRATION NIGHT

Closing out in style with a Superhero themed Costume Contest, DemoJam, and lots of awards & energy

RHTE AMERICAS AWARDS

ON-STAGE AWARDS

CHAIRMAN'S

General H. Hugh Shelton Chairman's Award celebrates a select few outstanding associates who are role models for what it means to be Red Hatters.

CUSTOMER SUCCESS EXCELLENCE

Customer Focus

This award recognizes individual contributors that have been instrumental in helping customers succeed in their journey with Red Hat. The idea of the customer journey, providing an end-to-end customer experience from pre-sales through delivery, and providing a best in class RED HAT experience for our customers is a major initiative.

CROSS-TEAM PEER APPRECIATION

Technical & Thought Leadership Focus

This award consultant engages with their SA peers and team to not only close the deal and get the job done, but to ensure the client succeeds and achieves their business goals. They work seamlessly with other internal groups, providing technical expertise, thought leadership, giveback, mentorship, and more to their peers in Across ALL areas of the business, not just their direct team.

PASSIVE DECK RECOGNITIONS & AWARDS

Red Hat Service Award (5, 10, 15 years)

Top Guns

Promotions

Services and SA Managers of the year

President's Club

Go-Lives featured from the year

CSAT perfect 10s

Are we missing a recognition or award
in NA / LATAM?

Email: jkueffer@redhat.com

RHTE AMERICAS AWARDS

Cross-Team Peer Appreciation Award - Nominate now!



Nominate a Peer!

Award someone who engages with their cross-team peers to not only close the deal and get the job done but to ensure the client succeeds and achieves their business goals. They work seamlessly with other internal groups, providing technical expertise, thought leadership, giveback, mentorship, and more to their peers across ALL areas of the business, not just their direct team.

Award Categories*:

1. Red Hat Solution Architect nominated by peers from Red Hat Services
2. Red Hat Services associate nominated by peers from Red Hat Solution Architect teams
3. Red Hat Business Partner nominated by peers from Red Hat

* For each category, there will be a winner for North America, North America Public Sector, and Latin America

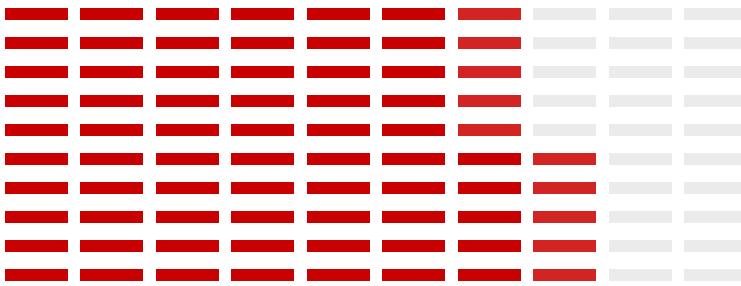
Final Selections

- Based on the compelling reasons & and the number of submissions received for a single nominee.
- Winners will be selected by the Regional Leadership teams.

Presented @ RHTE Celebration dinner

Nominee **and** nominator will be invited on stage to present and accept the award.

We Still have Plenty of Space for Additional Attendees at Americas



75%

We are only at $\frac{3}{4}$ of our total event capacity, so there is plenty of room for additional Partners and Red Hatters to attend (300+ people).

Registration Fee

RHTE Partner / IBM

ATTENDANCE	Mon - Fri
PROGRAM COST*	\$1,995*
PROGRAM COST PAYMENT METHOD	Pay upfront during registration

* Program cost does not include Lodging (\$950) or Airfare/Travel costs

Program Fee Breakdown

	INCLUDED IN PROGRAM FEE	NOT INCLUDED IN PROGRAM FEE
LODGING	Internals: Monday night to Thursday night Partners: None*	Internals: Add'l nights outside of the event Partners: Cost of lodging
TRAVEL	Transfer to Orlando airport (Fri only)	Travel to/from Orlando Incidentals incurred while traveling
FOOD AND BEVERAGE	Breakfast (Tues, Wed, Thur) Lunch (Tues, Wed, Thur) Dinner (Mon, Wed, Thur) Networking Breaks (Tues, Wed, Thur) Happy Hour (Tues)	Dinner (Tues, recommend teams to organize team dinners on this night)
EVENING EVENTS	Monday - Welcome Dinner Tuesday - D&I Panel/Tech Collab Space Wednesday - City Walk Block Party Thursday - Celebration Night	

*For partners, the RHTe program will make the reservation for lodging and attendee pays hotel directly

Registration Timeline

Identify Attendees

Identify the key groups of attendees that will attend the event and lock in the agenda



Registration Opens

Launch registration for the event for 3 weeks to the initial registration lists.



Showtime!

It's time for Americas Red Hat Tech Exchange. See everyone in Orlando!

Finalize Registration Lists

Reach out to Red Hat Teams and Partners to create the initial registration invitee list

Book Travel & Additional Registration

Book event travel and confirm registration for additional event attendees



APAC

Seoul, South Korea
Sep 16-20, 2019
Currently waitlisting

EMEA

Vienna, Austria
Sep 23-27, 2019
Limited availability

AMERICAS

Orlando, Florida
Oct 14-18, 2019
300+ spots still available

Red Hat Tech Exchanges are unique, technology-focused events where we bring together Red Hat Solution Architect and Services teams with our esteemed Partners for a technology rich week to learn the latest in Red Hat products and solutions, insights on industry trends, to collaborate, and exchange deep technical experiences. Attendees can expect to:

- Join Red Hat technologists, engineers, specialists, consultants, and partners from across each region
- Share, express, and learn new ideas and strategies, as we continue to strengthen our partnerships
- Hear from Red Hat leaders about the future of Red Hat
- Engage directly with Red Hat product and engineering teams as they share the latest about our portfolio
- Attend Red Hat product roadmaps sessions led by leaders from our product and engineering teams
- Get hands-on experience with Red Hat products and solutions through unique labs build specifically for Red Hat Tech Exchange
- Learn alongside Red Hat delivery experts in hack-a-thons and hands-on workshops

Relative to other Red Hat events, this event provides a deep dive technical, product and solution focused experience. This year's technical tracks and sessions align according to the three pillars of our business: Container Native Development, Hybrid Cloud Infrastructure, and Management & Automation.

Thank you

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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