



Welcome & Introduction

WERNER KNOBLICH

SVP and General Manager, Red Hat EMEA

THE CHANGING ROLE OF I.T. IN THE ENTERPRISE

“IT doesn’t matter.”

Nicolas G. Carr
Harvard Business Review, May 2003

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“IT doesn’t matter.”

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Harvard Business Review, May 2003

“Every organization - whether services, manufacturing or healthcare – is becoming a technology company.”

Joe McKendrick

Forbes.com, April, 2015

DIGITAL TRANSFORMATION IS A CEO PRIORITY

"WE'RE ALSO TAKING
ADVANTAGE OF THE
IMMENSE BUSINESS
OPPORTUNITIES
OFFERED BY
DIGITALIZATION"



JOE KAESER,
CEO SIEMENS

"THE POSSIBILITIES OF
THE DIGITAL
REVOLUTION MUST BE
PUT TO GOOD USE"



TOM ENDERS,
CEO AIRBUS

"WE WILL LEAD THE
DIGITAL REVOLUTION
SWEEPING THROUGH
THE WORLD"



JES STANLEY,
CEO BARCLAYS

"WE FELT WE HAVE
TO GO DIGITAL IN A
MUCH MORE
PROACTIVE WAY"



PAUL BULCKE,
CEO NESTLE

DIGITAL TRANSFORMATION

Changing enterprises and entire industries in fundamental ways



New ways of developing, delivering,
and integrating applications



Modernize existing and build new
cloud-based infrastructure



More agile process
across both IT and
the business

By 2018, 67% of Global 2000 CEO's will have Digital Transformation at the center of their corporate strategy – IDC, 2016

OPEN SOURCE COLLABORATIVE DEVELOPMENT

Driving today's software innovation



RED HAT'S UNIQUE APPROACH

Harness Open Source innovation & deliver mission-critical IT solutions



#1 OPEN SOURCE LEADER AND FIRST \$2 BILLION DOLLAR OPEN SOURCE COMPANY IN THE WORLD





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