



Toward a Fast, Flexible Future

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 @tbyeaton

THE CHANGING ROLE OF I.T. IN THE ENTERPRISE

“IT doesn’t matter.”

Nicolas G. Carr
Harvard Business Review, May 2003

THE CHANGING ROLE OF I.T. IN THE ENTERPRISE

“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

Changing enterprises and entire industries in fundamental ways



New ways of developing, delivering,
and integrating applications



Modernize existing and build new
cloud-based infrastructure



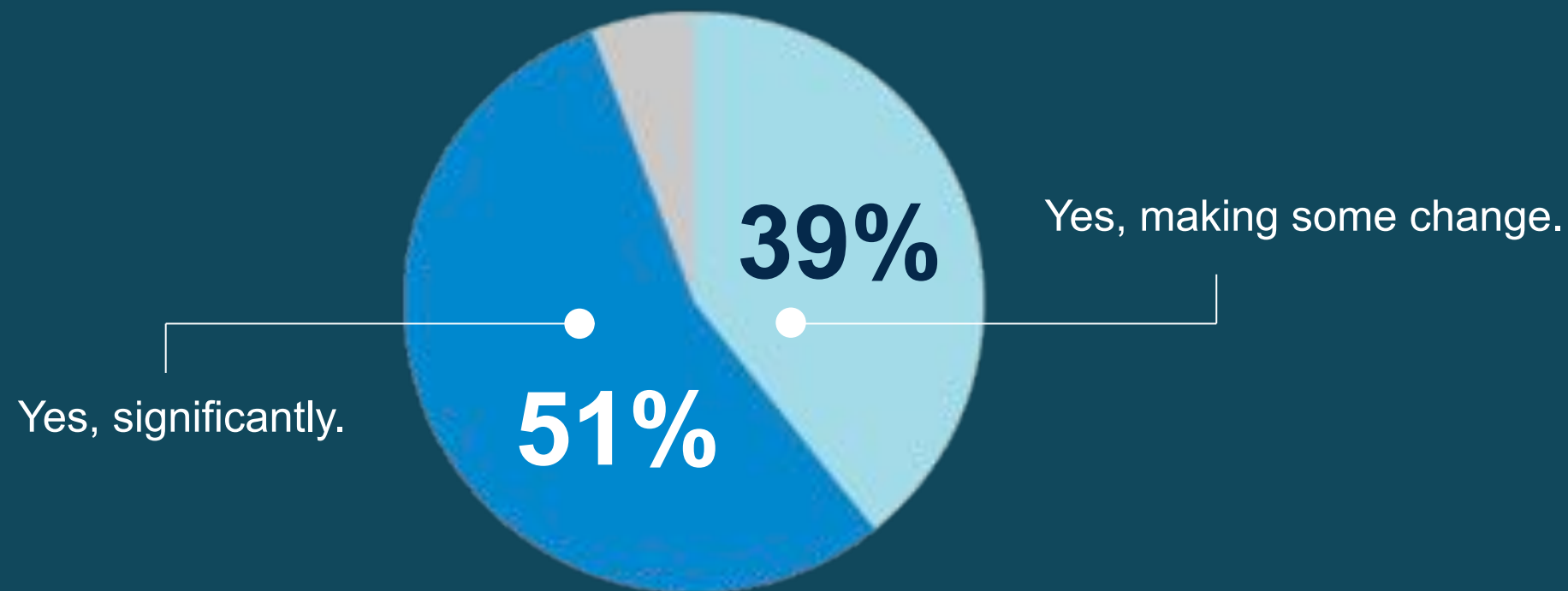
More agile process
across both IT and
the business

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

90% OF CEOS ARE CHANGING HOW THEY USE TECHNOLOGY

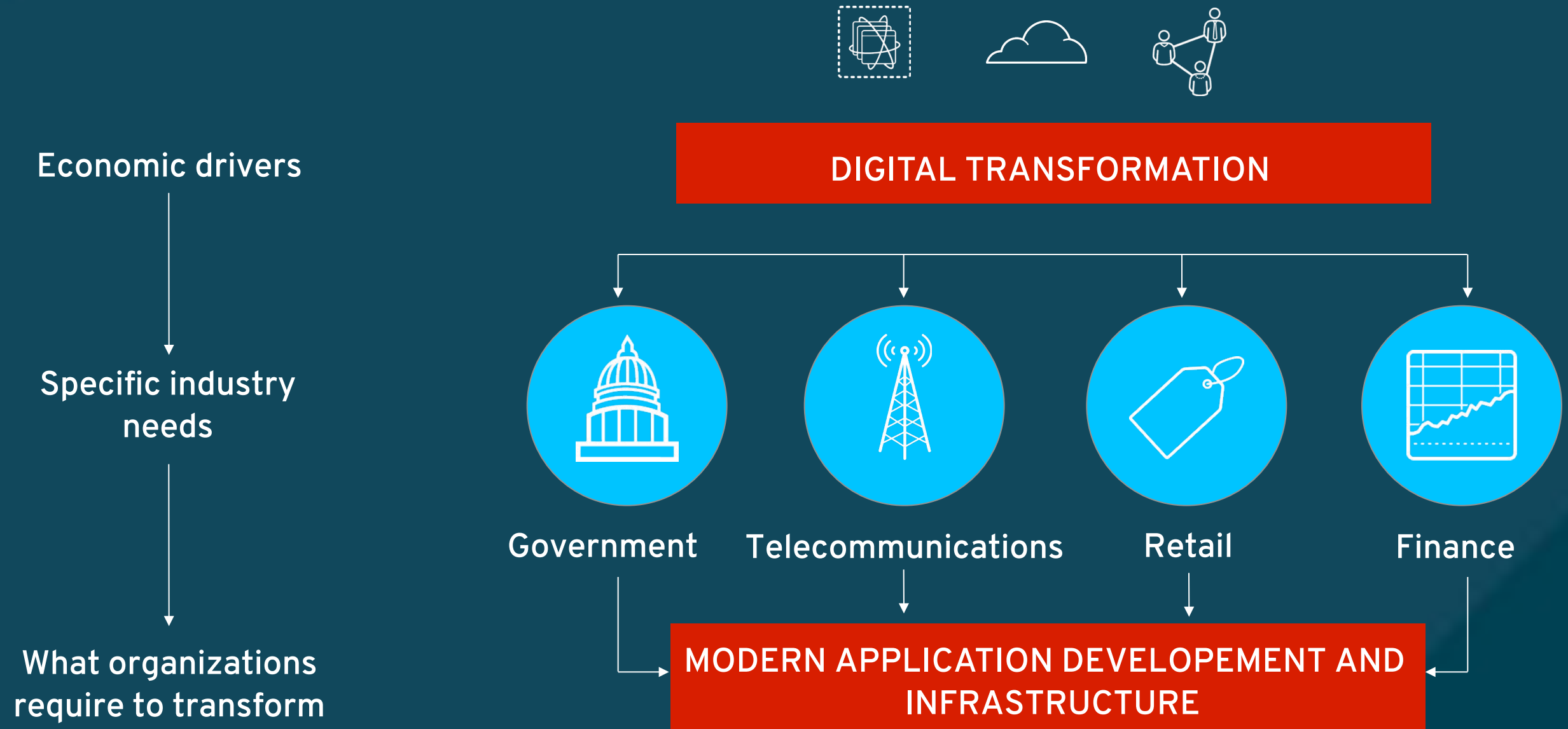
QUESTION

Are you changing how you use technology to assess and deliver on wider stakeholder expectations?



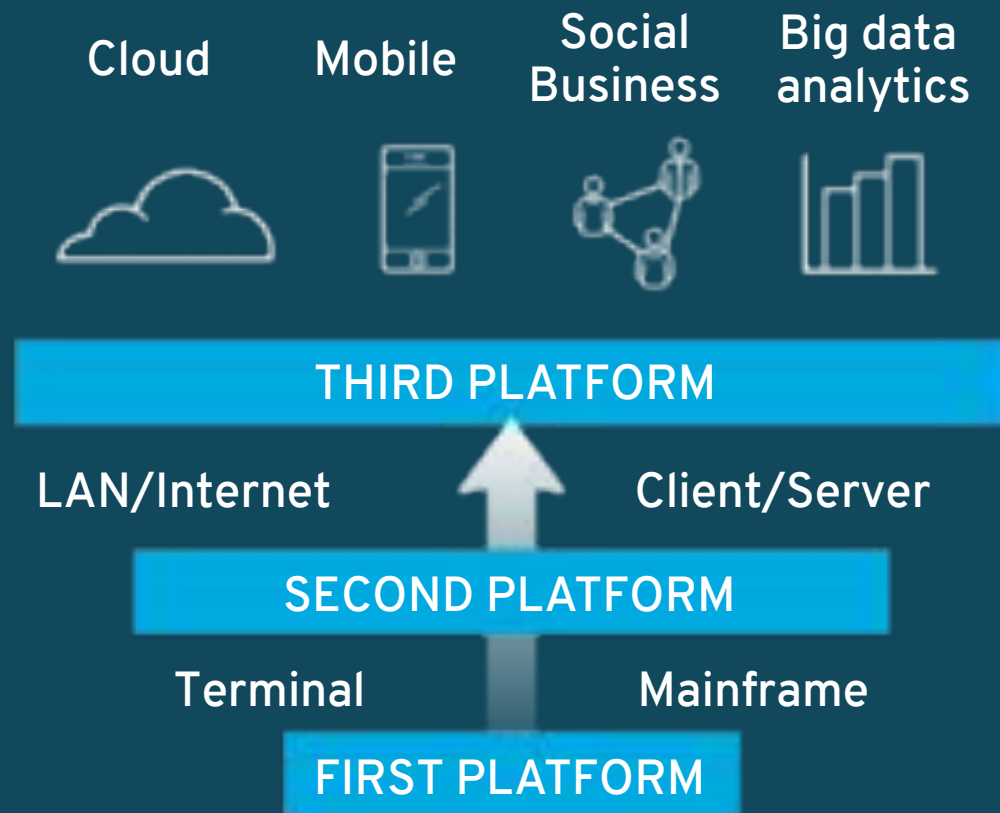
Source: Survey of 1,409 CEOs in 83 countries by PricewaterhouseCooper, [19th Annual Global CEO Survey](http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf), January 2016.
<http://www.pwc.com/gx/en/ceo-survey/2016/landing-page/pwc-19th-annual-global-ceo-survey.pdf>

DIFFERENT DRIVERS, SAME JOURNEY



THE JOURNEY FROM TRADITIONAL TO CLOUD-NATIVE I.T.

THIRD PLATFORM OF I.T. INNOVATION & GROWTH

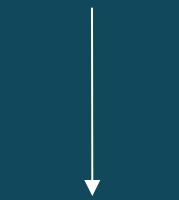


Gartner®

REQUIREMENTS FOR THE DIGITAL ENTERPRISE



STREAMLINED AND
AUTOMATED



PROVISIONING,
CONFIGURATION
MANAGEMENT



ELASTIC AND
SCALABLE



HYBRID CLOUD AND
CLOUD BURSTING



AGILE AND
RESPONSIVE



RAPID APPLICATION
DEPLOYMENT



UTILITY-LIKE



MANAGED, POLICY
DRIVEN, AND ALWAYS ON

THESE REQUIREMENTS ARE DRIVING INDUSTRY TRENDS

DEMANDS

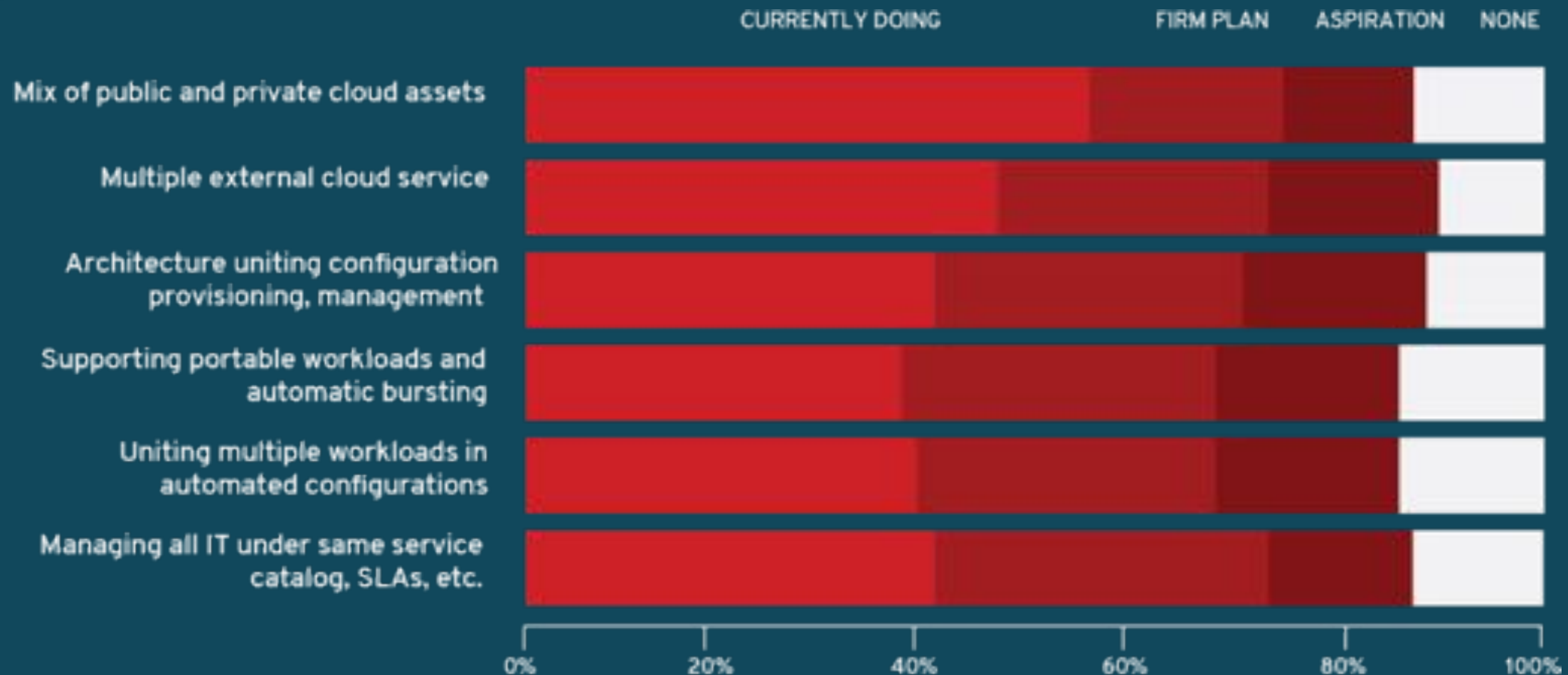
- Efficiency
- Agility
- Innovation



TRENDS

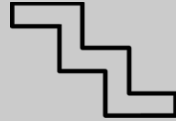

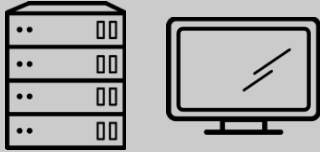



- Cloud
- Data + analytics
- Mobile
- Convergence of IaaS + PaaS

HYBRID CLOUD IS A REALITY



TECHNOLOGY EVOLUTION

Deliver new, agile workloads while modernizing current applications

	TRADITIONAL	EMERGING
HOW	 Waterfall	 Agile and DevOps
WHAT	 Monolithic	 Microservices and APIs
WHERE	 Datacenter	 Containers, cloud, and mobile

I.T. MUST EVOLVE TO ENABLE THE DIGITAL ENTERPRISE CULTURE AND PROCESS ARE AS IMPORTANT AS TECHNOLOGY



MINDSET



CULTURE



PROCESS



TECHNOLOGY

OPEN SOURCE COLLABORATIVE DEVELOPMENT

Driving today's software innovation



LINUX CONTAINERS

The application model for the hybrid, digital enterprise



OPERATIONS TEAM

- Enable resource delivery without application expertise
- More efficient use of labor and infrastructure

APP PLATFORM TEAM

- Drives application reliability
- Testing and automation are part of the platform
- Applications now self-contained and portable across hybrid clouds

DEVELOPER TEAM

- Accelerate speed of delivery
- Deploy consistently from laptop to production
- Self service access to resources

THE DIGITAL ENTERPRISE – END GAME



ARCHITECTURE IS
MICROSERVICES



PLATFORM IS
OPEN HYBRID CLOUD



PROCESS IS
DEVOPS



HOW RED HAT HELPS

RED HAT'S UNIQUE APPROACH

Harness Open Source innovation & deliver mission-critical IT solutions



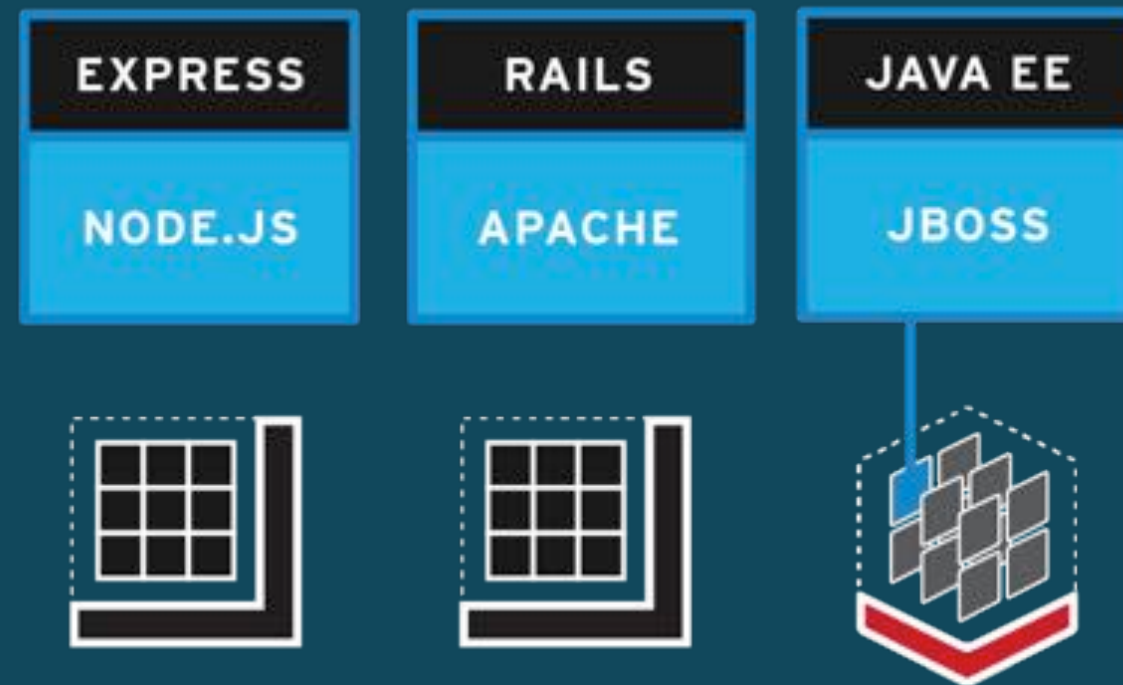
RED HAT'S VISION – OPEN HYBRID CLOUD

Compatible platforms based on Red Hat Enterprise Linux



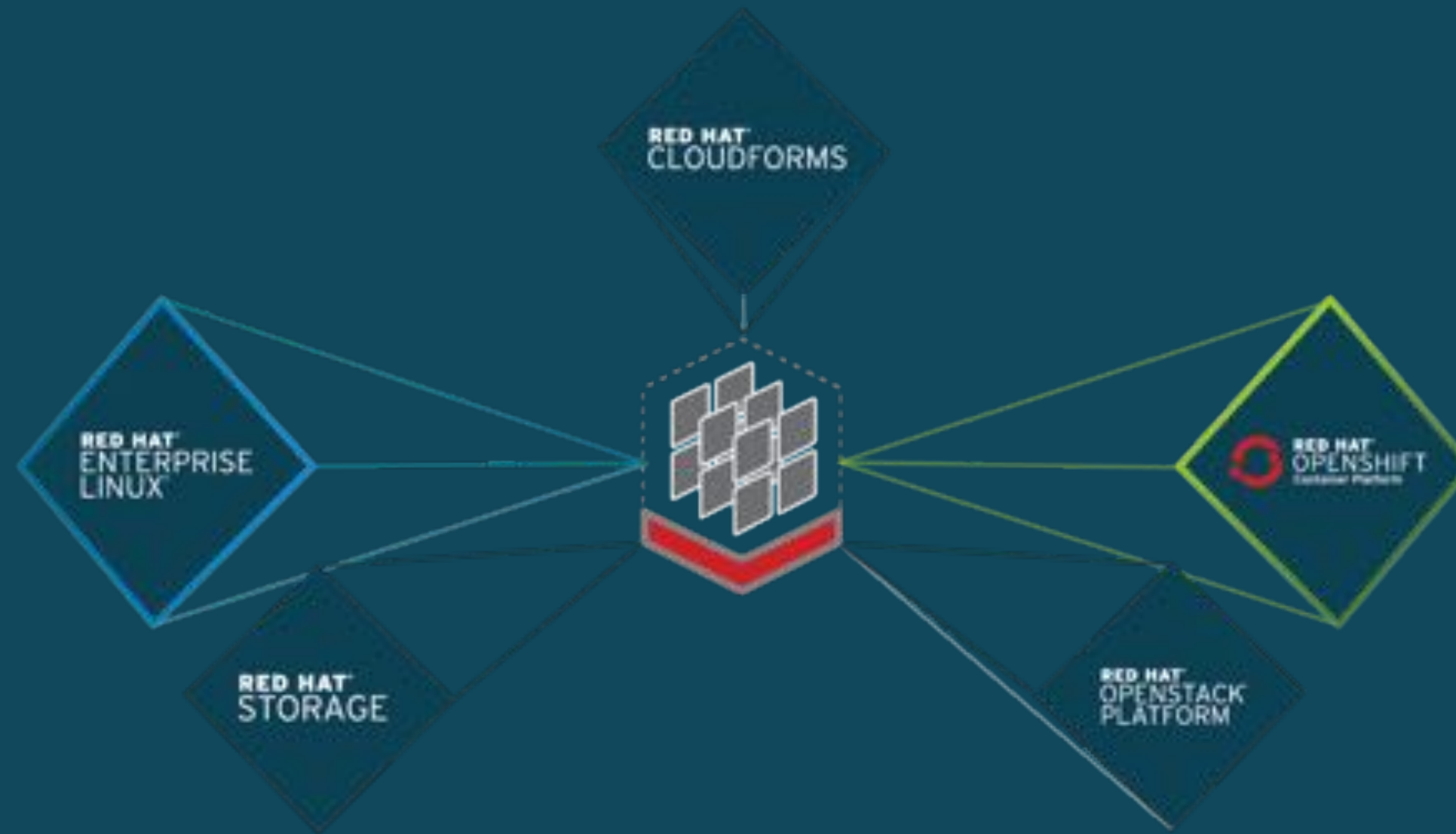
LINUX CONTAINERS

Provide the consistency for agile workloads in a Hybrid Cloud



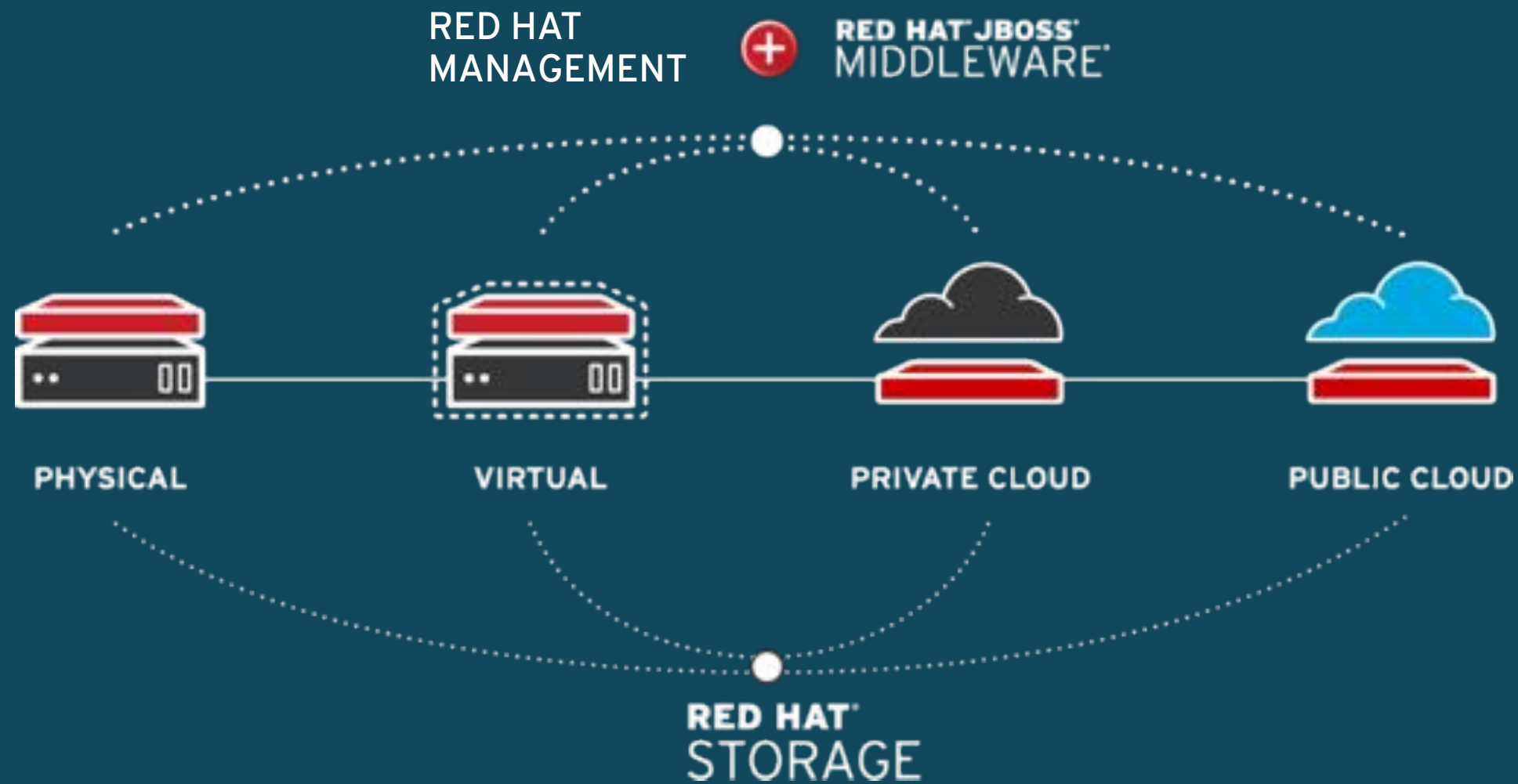
RED HAT ENTERPRISE LINUX CONTAINERS

The foundation for all Red Hat platforms



RED HAT'S VISION: OPEN HYBRID CLOUD

Common multi-modal application & integration services



RED HAT OPEN MANAGEMENT PLATFORM

Know, Deliver, Control, Automate



CLOUDFORMS

DELIVER SERVICES
ACROSS YOUR HYBRID
CLOUD

Hybrid Cloud Management
Self-Service Provisioning
Policy-driven Compliance



ANSIBLE

AUTOMATE YOUR IT
PROCESSES &
DEPLOYMENTS

Simple & powerful language
No agents to install
Scale with Ansible Tower



INSIGHTS

PREVENT CRITICAL ISSUES
BEFORE THEY OCCUR

Continuous Insights
Verified Knowledge
Proactive Resolution



SATELLITE

BUILD A TRUSTED &
SECURE RED HAT
ENVIRONMENT

Manage the Red Hat Lifecycle
Provision & Configure at Scale
Standardize Your Environment

EACH SUPPORTS THE OTHER



MICROSERVICES



***OPEN HYBRID
CLOUD***



DEVOPS

PUTTING IT ALL TOGETHER

Integrated, Hybrid DevOps platform for the Digital Enterprise



PLUS A BEST-IN-CLASS PARTNER ECOSYSTEM

CLOUD PARTNER



TECH PARTNER



SIs PARTNERS



AND COMPREHENSIVE SERVICES



TRAINING + CERTIFICATION

40+ courses

Hands-on certifications & exams

NEW:

Automation with Ansible course

Container-based app dev courses

Red Hat Learning Subscription

CONSULTING

Open solutions using Red Hat products

Architect, consultant, PM expertise

Both process and IT alignment

On-site or remote delivery

Hands-on mentoring

SUPPORT

Award-winning Customer Portal

Technical support, available 24x7

Automated, proactive support tools

Strategic & technical roadmap planning

Emerging technology support & guidance



HARDWARE, SOFTWARE + CLOUD CERTIFICATION

Hundreds of public cloud providers

Thousands of hardware platforms

Tens of thousands of applications

NEW:

Red Hat Container Certification



LEADERSHIP



100%

of **AIRLINES** in the
Fortune Global 500
are Red Hat
customers



100%

of **TELCOS** in the
Fortune Global 500
are Red Hat customers



100%

of **HEALTHCARE
COMPANIES** in the
Fortune Global 500 are
Red Hat customers



100%

of **COMMERCIAL
BANKS** in the
Fortune 500 are
Red Hat customers

EUROPE, MIDDLE EAST, & AFRICA CUSTOMER STORIES

FINANCIAL SERVICES

BBVA

Built open source cloud to transform the business.

Uses OpenStack, OpenShift, CloudForms

TELCO

Telefonica

Create a virtual infra management platform.

Uses RHEL, OpenStack

HEALTHCARE

Roche

Improved IT infra flexibility, & efficiency.

Uses RHEL, OpenShift, EAP, (JON), Data Services, Satellite

GOVERNMENT

Atos

Share info quickly, securely, and cost-effectively.

Uses RHEL, Satellite, Fuse, Consulting, Training & Certification

EUROPE, MIDDLE EAST, & AFRICA CUSTOMER STORIES

FINANCIAL SERVICES



Standardize legacy architecture.

Uses: RHEL, Directory Server, EAP, Consulting, Training, Consulting

TELCO



Improve automation and self-service capability.

Uses OpenStack, Consulting

HEALTHCARE



Build private cloud HPC environment for bioinformatics.

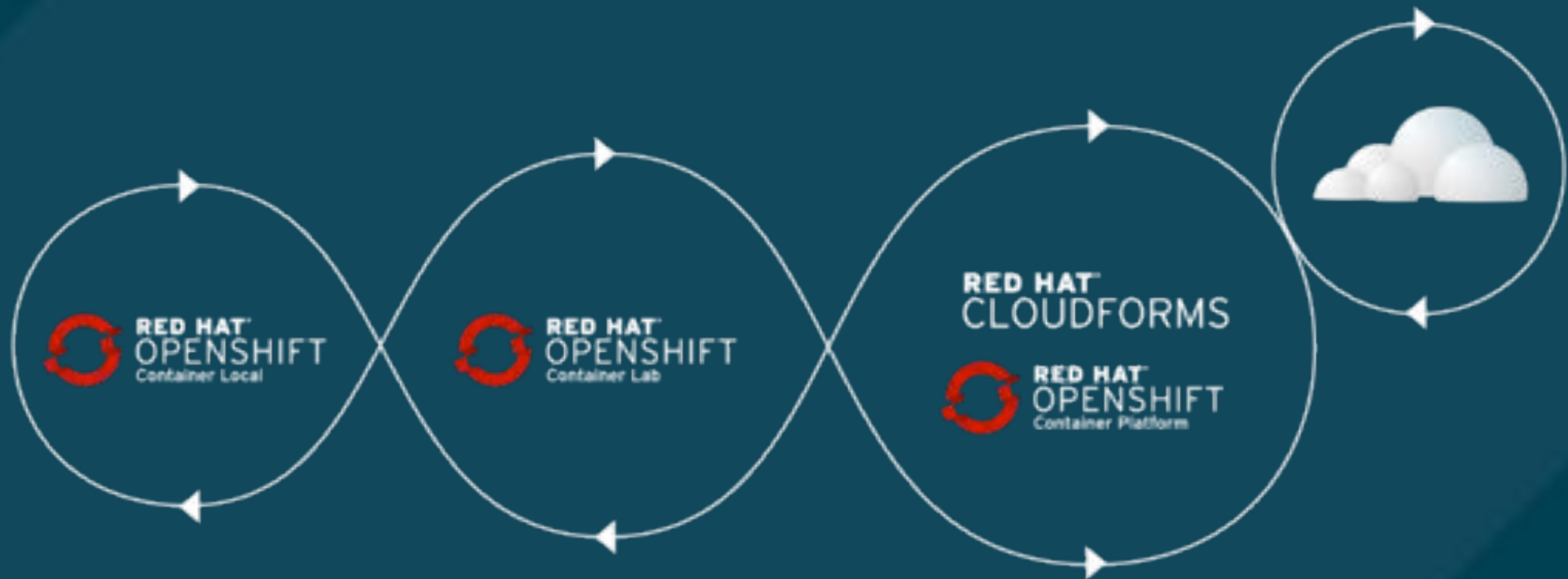
Uses OpenStack, RHEL



Uses OpenStack, RHV

AGILITY FOR THE DIGITAL ENTERPRISE

Bridging existing-new, private-public, Dev-Ops





THANK YOU!

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