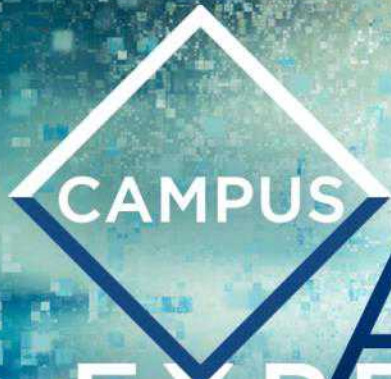


MILANO, 26 SETTEMBRE 2017



VALUE EXPERIENCE

**WHY CHANGE, WHY NOW, WHY OPEN SOURCE,
WHY RED HAT**

MORENA MACI

DISTRIBUTION & PARTNER MANAGER

WHY CHANGE?

I.T. LEADERS SAY CHANGE IS COMING

IS YOUR ORGANIZATION ALSO SEEING DIGITAL DISRUPTION?



anticipate that their industries will be disrupted by digital trends to a great or moderate extent.



say their organizations are adequately preparing for the disruptions to come.

Source: MIT Sloan Management Review and Deloitte, [Aligning the Organization for Its Digital Future](http://sloanreview.mit.edu/projects/aligning-for-digital-future/), July 2016. <http://sloanreview.mit.edu/projects/aligning-for-digital-future/>

A NEW COMPETITIVE ENVIRONMENT

BIGGER EXPECTATIONS FROM CUSTOMERS, USERS, AND THE BUSINESS



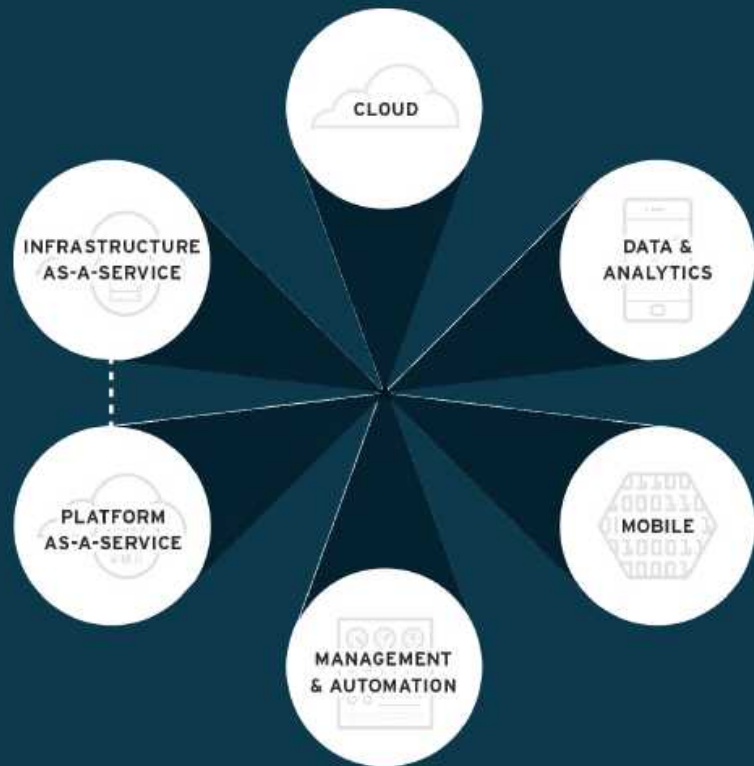
feel they are expected to address wider stakeholder needs.



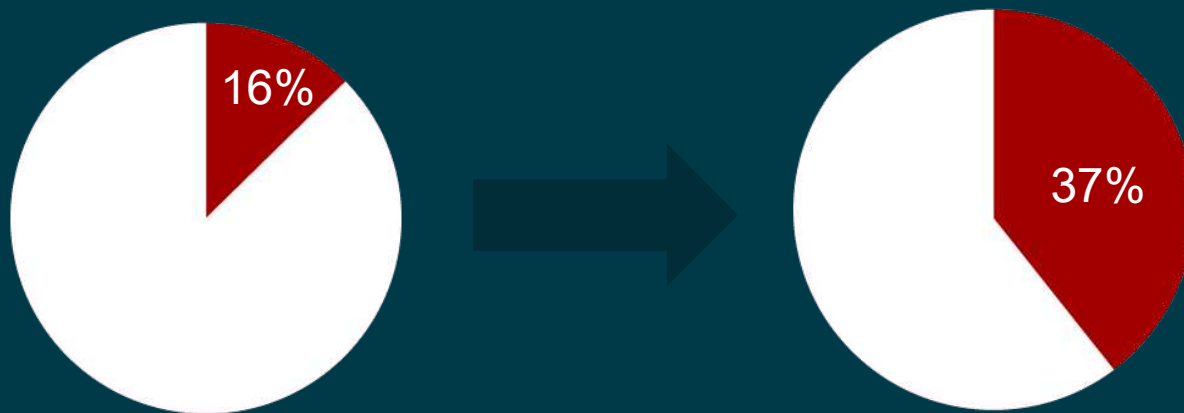
say that technology is one of the top 3 influencers transforming stakeholder expectations for the business

TECHNOLOGY IS MAKING A DIFFERENCE

BUSINESS TRENDS ARE MAKING I.T. MORE RELEVANT THAN EVER



TECHNOLOGY IS DELIVERING DIGITAL REVENUE



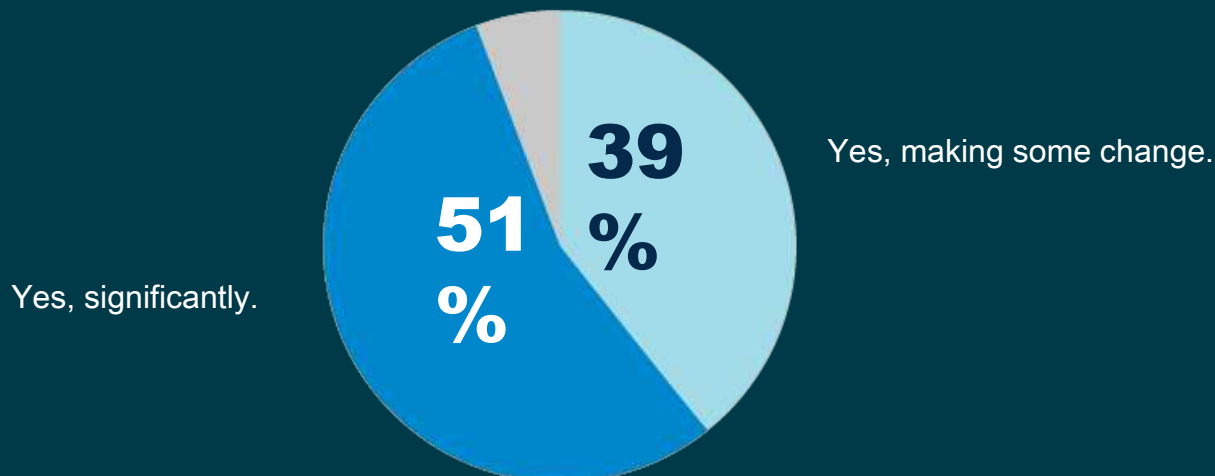
In the private sector, CIOs expect digital revenue to grow from 16% to 37% in the next 5 years.

Source: CIO Survey (n=609), 2,944 CIOs in 84 countries. Graphic created by Red Hat based on Gartner research.
Building the Digital Platform: The 2016 CIO Agenda, Published: 02 October 2015. http://www.gartner.com/imagesrv/cio/pdf/cio_agenda_insights_2016.pdf

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?



Yes, significantly.

Yes, making some change.

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>

BEYOND TECHNOLOGY

INVOLVES TRANSFORMING I.T. AND BUSINESS



NEXT-GENERATION ARCHITECTURE

New ways of developing,
delivering, and integrating
applications



CLOUD-NATIVE PLATFORMS

Modernize existing and
build new cloud-based
infrastructure



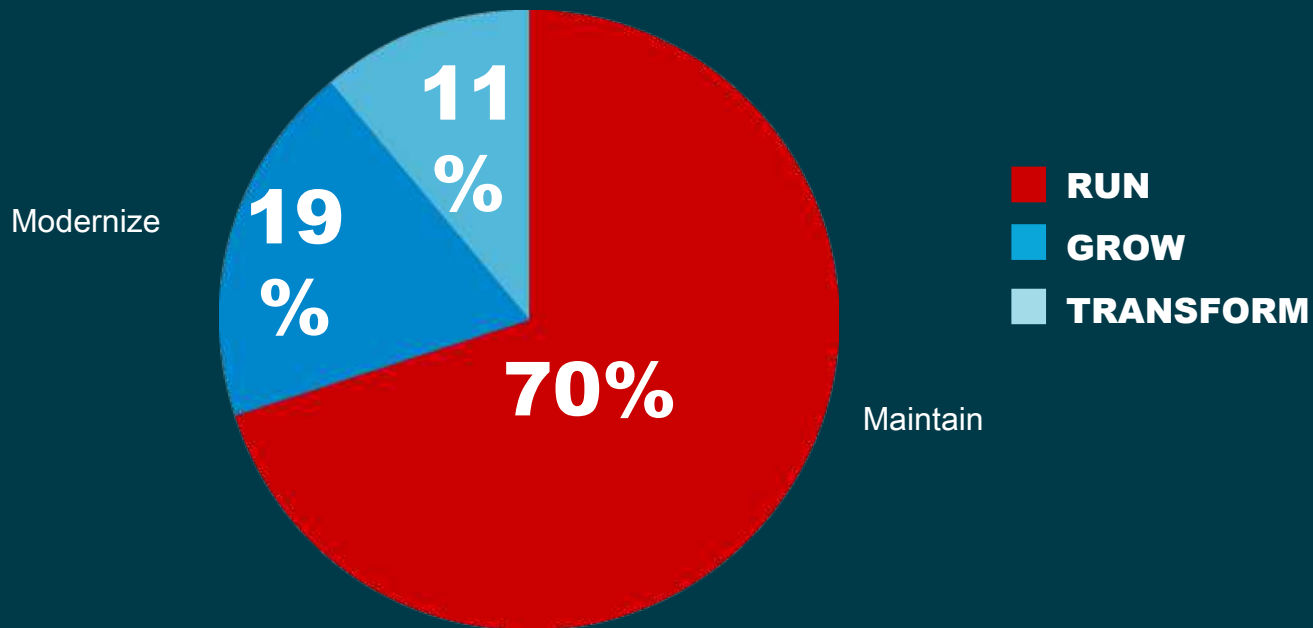
DEVOPS & CULTURAL CHANGES

More agile process
across both IT and
the business

WHY NOW?

MAINTAIN AND MODERNIZE

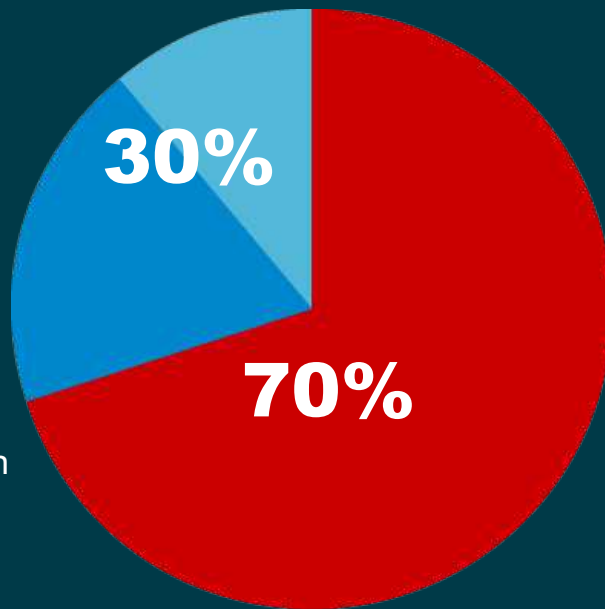
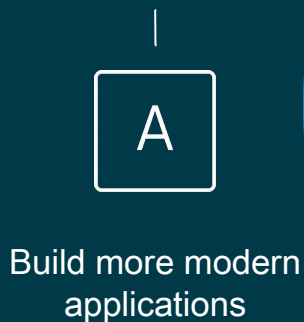
I.T. SPENDING TO RUN, GROW, AND TRANSFORM THE BUSINESS,
CROSS-INDUSTRY



Source: Graph created by Red Hat based on Gartner research. Potter, Kurt, Sanil Solanki, and Ken McGee, *Run, Grow and Transform the Business IT Spending: Approaches to Categorization and Interpretation*. Gartner G00308477, 27 June 2016

INNOVATION VS. OPTIMIZATION

THIS IS THE REALITY FOR MOST ORGANIZATIONS



Source: Graph created by Red Hat based on Gartner research. Potter, Kurt, Sanil Solanki, and Ken McGee, *Run, Grow and Transform the Business IT Spending: Approaches to Categorization and Interpretation*. Gartner G00308477, 27 June 2016

BALANCING INNOVATION AND OPTIMIZATION

HERE'S WHAT YOUR PEERS SAY ARE THEIR TOP PRIORITIES AND CHALLENGES



Optimize the IT
you have



**GAIN
EFFICIENCY**



Integrate apps, data,
and processes



**IMPROVE
PRODUCTIVITY**



Add and manage cloud
infrastructure



**INCREASE
AGILITY**



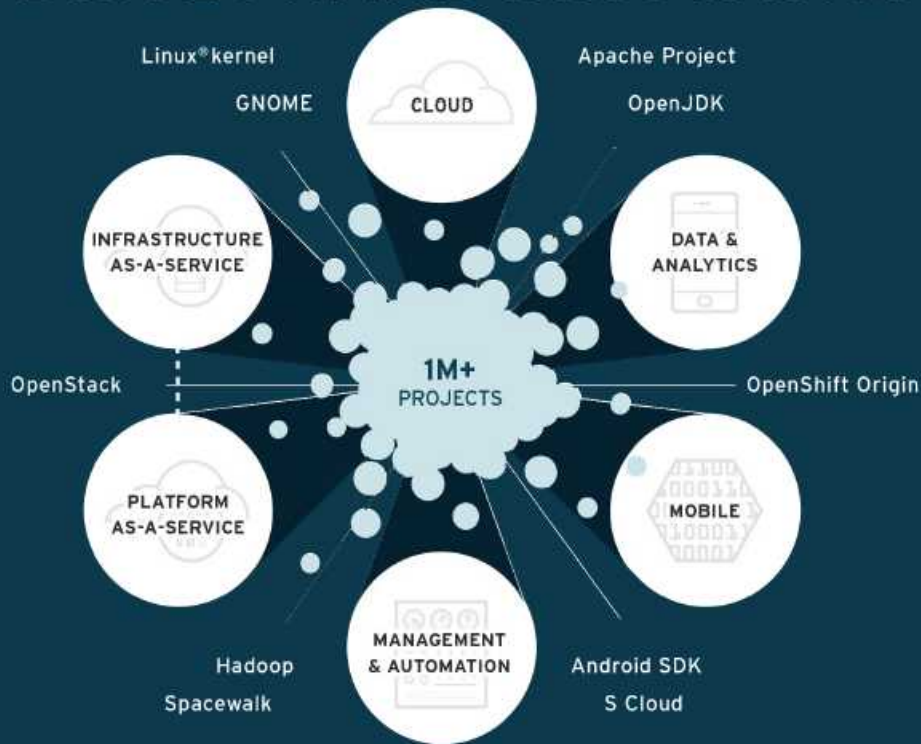
Build more modern
applications



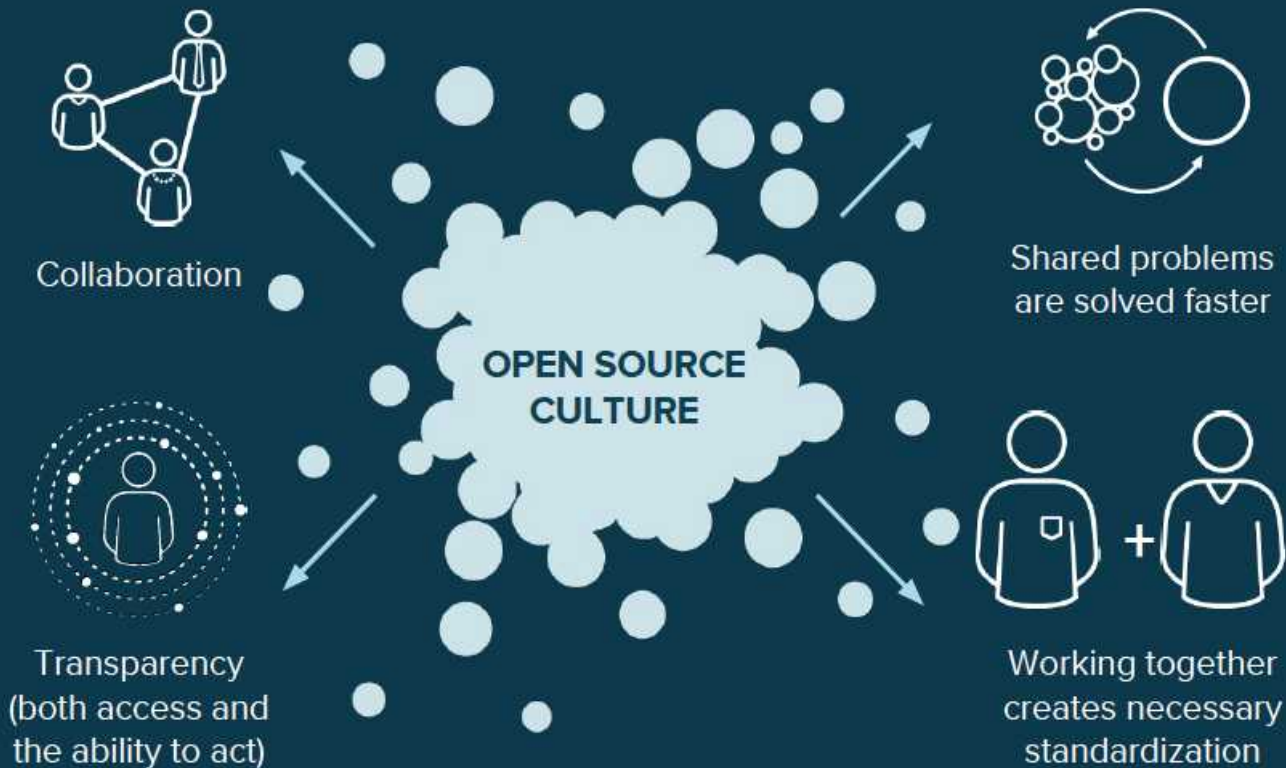
**MOVE
FASTER**

WHY OPEN SOURCE?

OPEN SOURCE DEVELOPMENT DRIVES RAPID INNOVATION



IT'S NOT JUST CODE; IT'S CULTURE



WHY RED HAT?

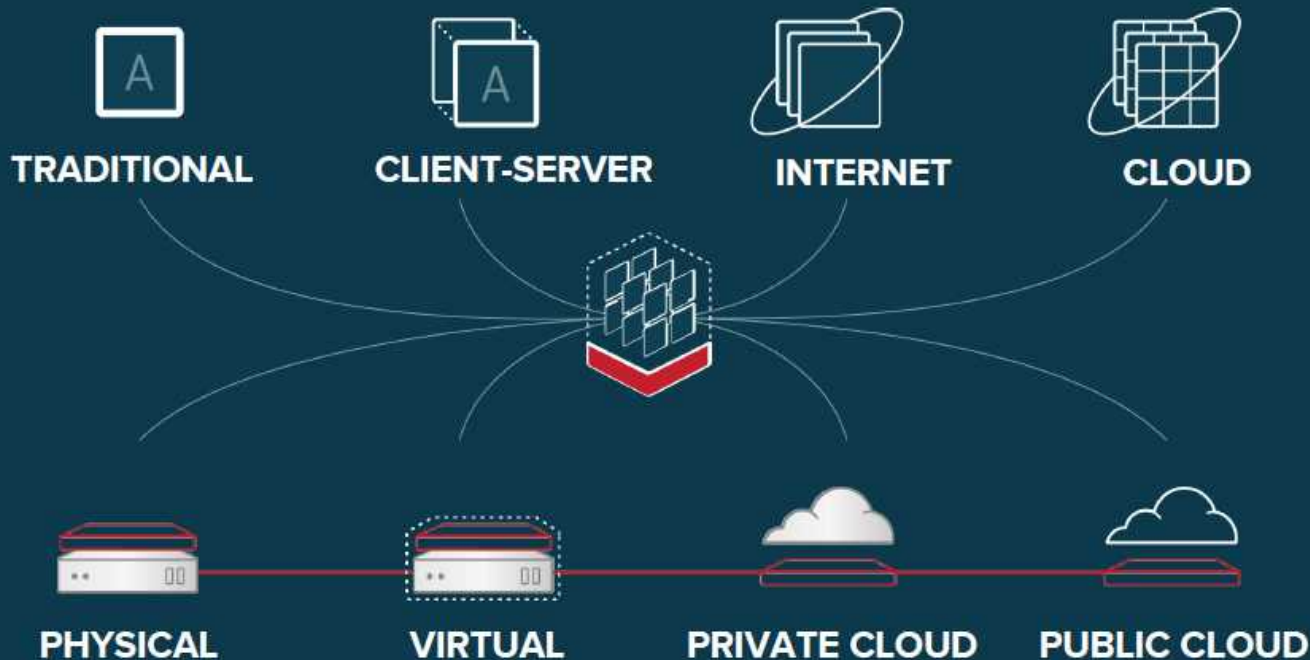
RED HAT'S UNIQUE APPROACH

Harness Open Source innovation & deliver mission-critical IT solutions



RED HAT'S VISION: OPEN HYBRID CLOUD

ALL KINDS OF APPS AND ENVIRONMENTS, INCLUDING CONTAINERS



PUTTING IT ALL TOGETHER

Integrated, Hybrid DevOps platform for the Digital Enterprise



A ROBUST PARTNER ECOSYSTEM

CLOUD PARTNERS



TECH PARTNERS



SI PARTNERS



OPEN SOURCE IS EVERYWHERE

RED HAT SOLUTIONS POWER LEADING ORGANIZATIONS

100%

of airlines in the
Fortune Global 500
rely on Red Hat



100%

of telcos in the
Fortune Global 500
rely on Red Hat



100%

of healthcare
companies in the
Fortune Global 500
rely on Red Hat



100%

of commercial
banks in the
Fortune 500 rely
on Red Hat



WHERE ARE YOU TODAY?

MORE IMPORTANTLY, WHERE DO YOU WANT TO BE TOMORROW?



Optimize the IT
you have



Integrate apps, data,
and processes



Add and manage cloud
infrastructure



Build more modern
applications



THANK YOU



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