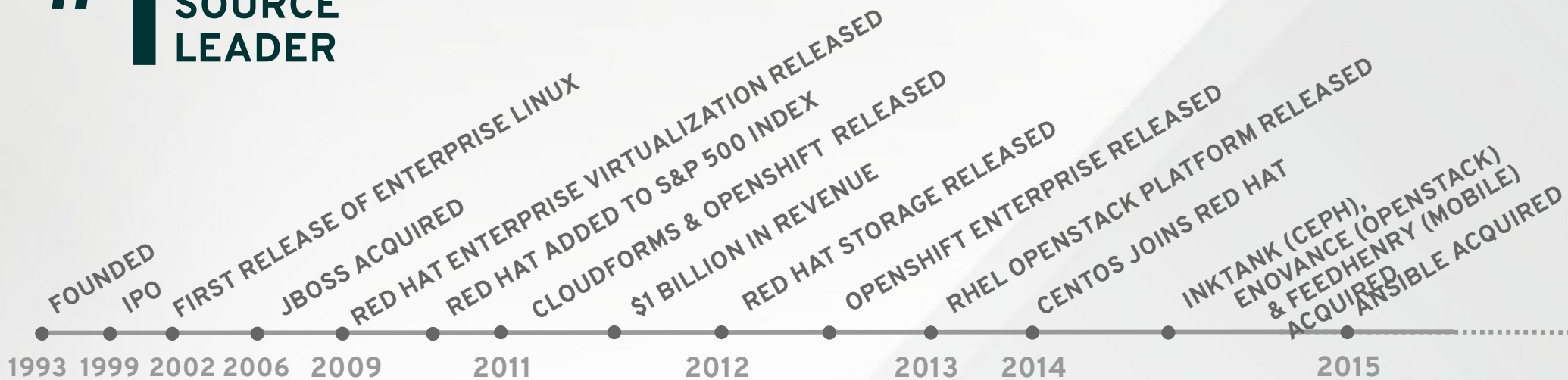


Iveta Babulenkova
Sales Manager Red Hat CZ/SK
ibabulen@redhat.com
Banská Štiavnica, 14.04.2016



Open Source by Red Hat

#1 OPEN SOURCE LEADER



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

~8,300
EMPLOYEES

85

WORLDWIDE
OFFICES

 **35**
COUNTRIES



AWARD-WINNING
SOLUTIONS

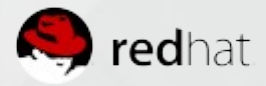
S&P
500
COMPANY

NYSE:
RHT

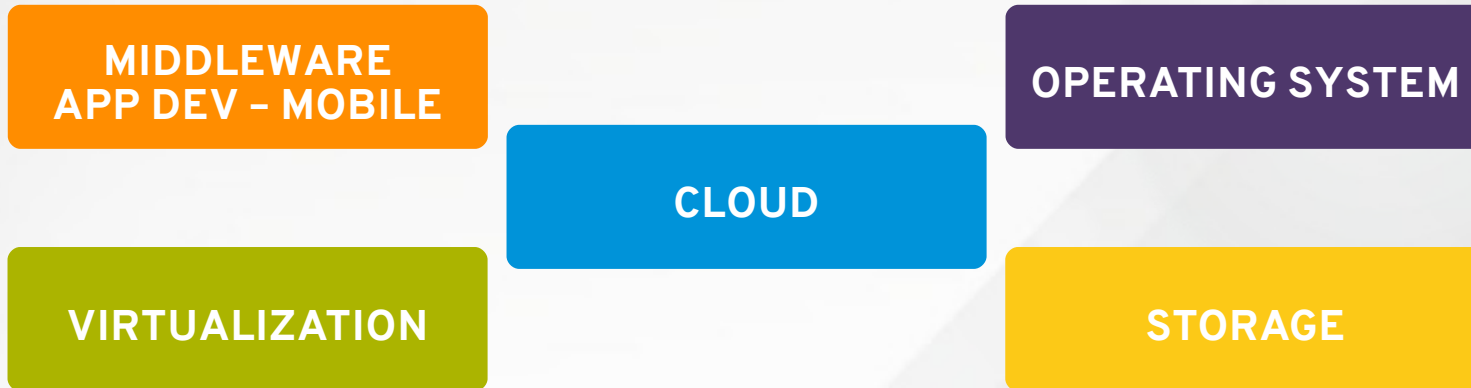


* Red Hat client data, 2014

WHAT WE DO

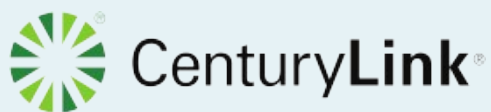


We offer a range of mission-critical software and services covering:



THE BENEFITS

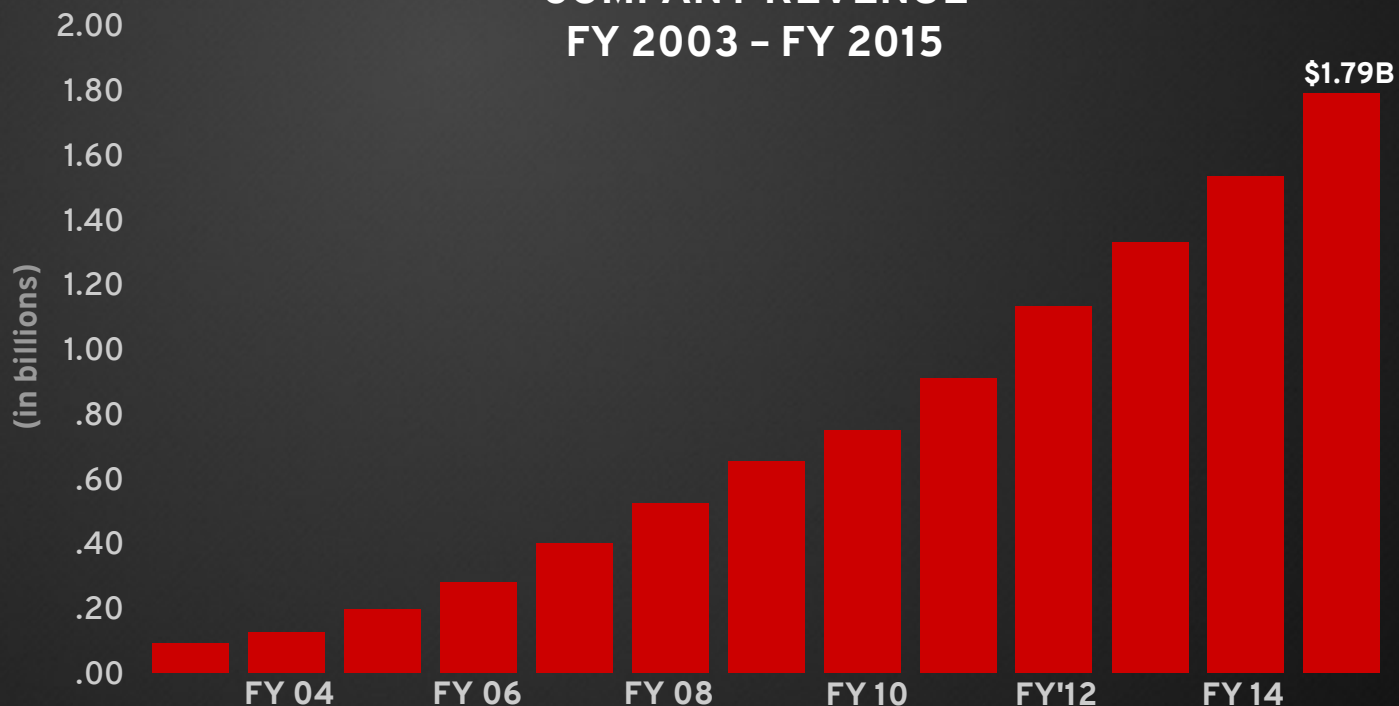
- ✓ Flexibility
- ✓ Faster technology innovation
- ✓ Better quality
- ✓ Better price/performance
- ✓ Long-term deployment
- ✓ Better security—assurance
- ✓ Shared development: Accelerated innovation
- ✓ Open collaboration: Products that meet customer needs



“Red Hat’s open source technologies allowed us to solve problems with a real understanding of what is available to us rather than just taking a vendor’s sales pitch.

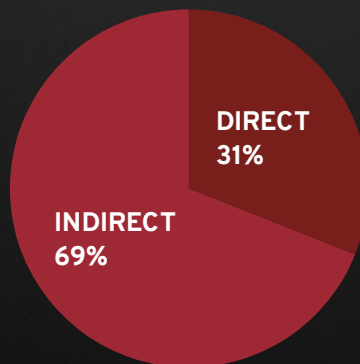
—JOHN LIPTAK, principal architect, CenturyLink

COMPANY REVENUE FY 2003 – FY 2015

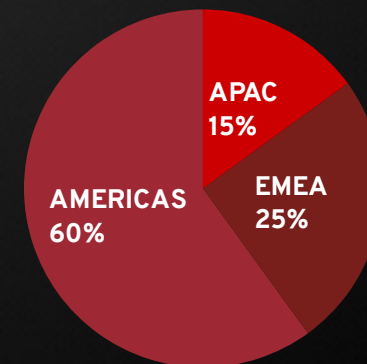


the **FIRST**
\$1 BILLION DOLLAR
OPEN SOURCE COMPANY
 in the
WORLD

BOOKINGS BY CHANNEL FY2015



GLOBAL BOOKINGS FY2015



Source: Red Hat, Inc.

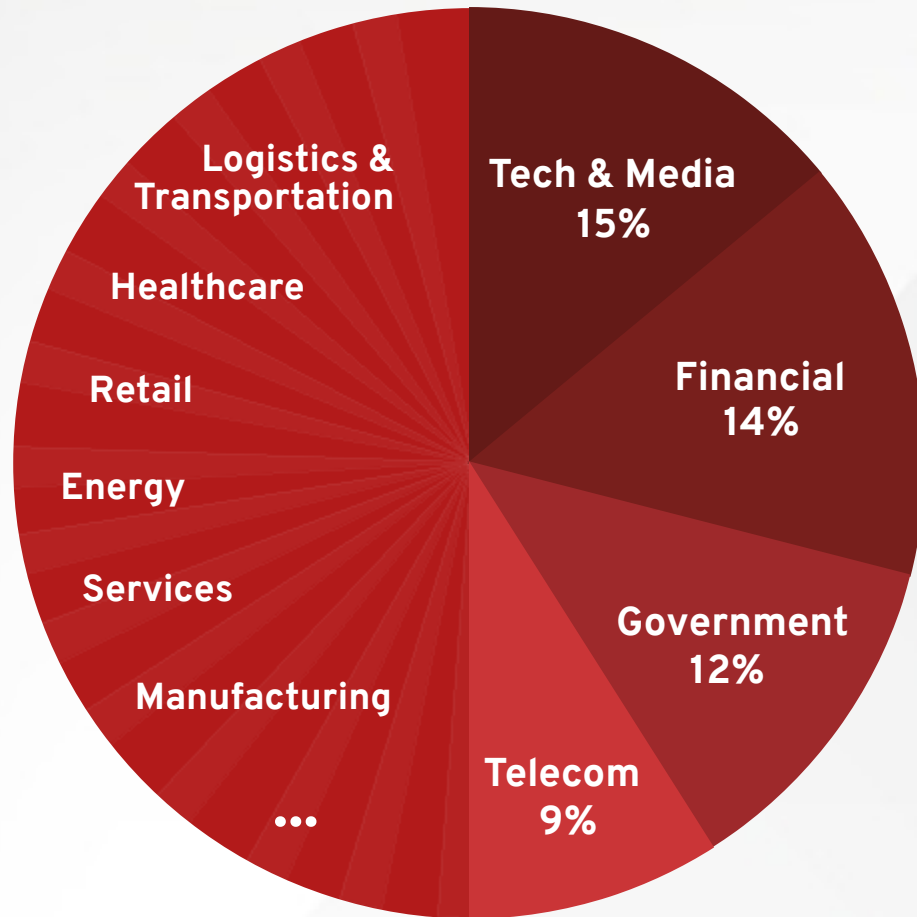
“ By running tests and executing numerous examples for specific teams, we were able to prove [...] not only would the solution work, but it will perform better & at a fraction of the costs.

—MICHAEL BLAKE, Director, Systems & Architecture, Verizon



**BREADTH
ACROSS
MULTIPLE
VERTICALS
GLOBALLY**

**STRENGTH
IN MAJOR
VERTICALS
GLOBALLY**



100% of the Fortune 500 companies in the following industries are Red Hat customers:



AIRLINES



COMMERCIAL BANKS



FINANCIAL DATA SERVICES



HEALTHCARE



TELECOM
50% of the world's trading volume is powered by Red Hat products and solutions.

Source: Red Hat customer annual bookings and client data



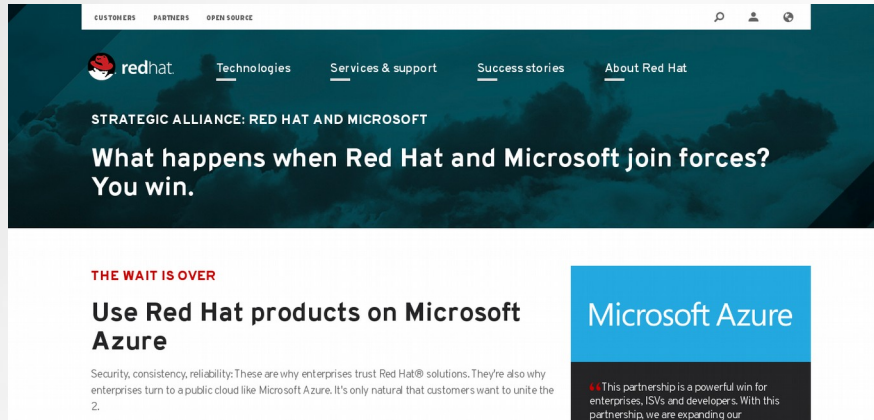
“CME Group has stayed with Red Hat for the past ten years because it has provided excellent value and proved to be a strong partner.

—VINOD KUTTY, senior director, enterprise serv

November 4, 2015

Microsoft and Red Hat to deliver new standard for enterprise cloud experiences

Leading enterprise platform providers deliver customer choice on Microsoft Azure and .NET



October 16, 2015

Red Hat to acquire IT automation and DevOps leader Ansible

Red Hat advances frictionless IT with simplified management for hybrid clouds, OpenStack environments, and container-based services



A N S I B L E

OTHER RECENT EVENTS

Red Hat Launches OpenShift Dedicated, Delivering its Container Application Platform as a Public Cloud Offering
December 15, 2015

Red Hat CloudForms 4 Expands Hybrid Cloud Management with Microsoft Azure Support, Advances Container Management and Enhances Self-Service
December 8, 2015

Red Hat Drives Networking, Linux Container Innovation in Latest Version of Red Hat Enterprise Linux 7
November 19, 2015

Red Hat Releases Ansible Tower 2.4
November 18, 2015

Red Hat Expands Routes to Market for Red Hat Storage Portfolio
November 18, 2015

Red Hat Opens Nominations for 2016 Women in Open Source Awards
October 21, 2015

“ Choosing Red Hat technologies was important to our organization because of the security of the solutions and lack of vendor lock-in.

—ZDENEK SEDIK, infrastructure architect, Ikano Bank AB



A GROWING MARKET FOR PARTNERS & RED HAT



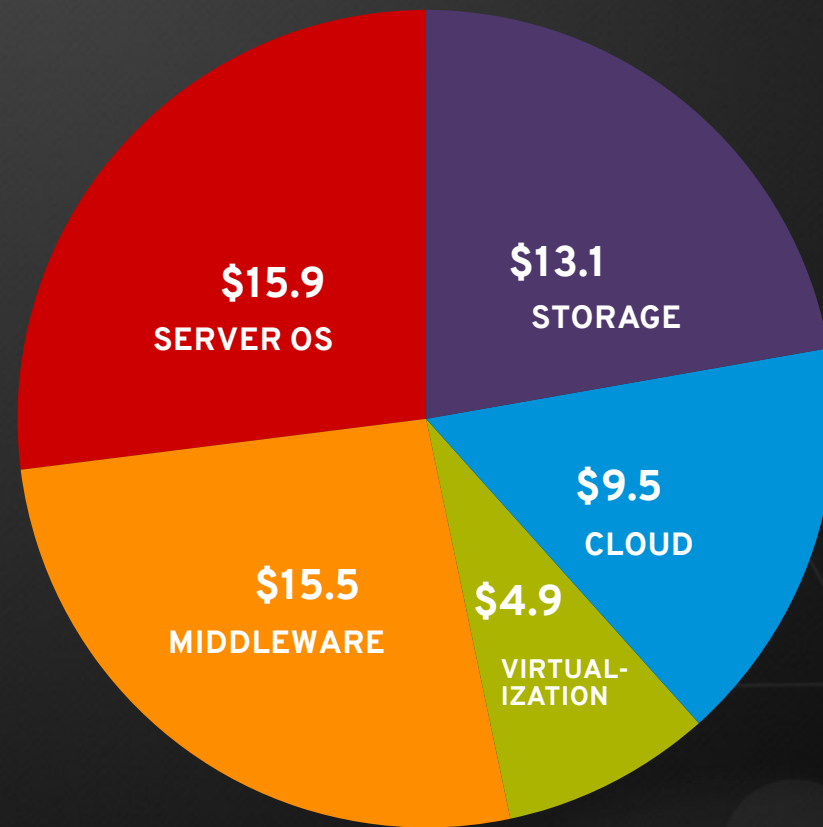
RED HAT ADDRESSABLE MARKET 2005
\$8.0 BILLION

RED HAT ADDRESSABLE MARKET 2017
\$58.9 BILLION

SERVER OS
\$8

“Red Hat will thrive
over the next decade”

—INVESTORS' MOSAIC, Seeking Alpha



Source: Based on Red Hat and analyst estimates

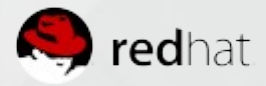


“

We look to Red Hat for technology leadership through updates and support that help us to improve our application tuning so that we can give our customers the best possible experience.

—SUNEETI GOEL, chief project engineer, Centre for Railway Information

OUR CUSTOMERS - RELYING ON RED HAT



**Global leader in digital marketing
and digital media solutions**



**Multinational electronics
manufacturing company**



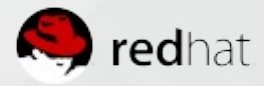
**Leading analytics
software company**



vodafone

**Worldwide provider of
mobile telecommunications**

OUR CUSTOMERS - VERTICAL MARKETS



FINANCIAL SERVICES

“ In addition to reduced licensing costs, Red Hat JBoss A-MQ delivered stability, scalability, and performance improvement. ”

– Duc Doan, director, System Engineering, E*TRADE



HEALTHCARE



“ Healthcare is a 24-hours-a-day, 365-days-a-year industry... Stability is essential for us, and Red Hat Enterprise Linux provides that. ”

– Tim Erdel, senior director, Technology Services, Cerner

ENTERTAINMENT & MEDIA



“ Red Hat has impressed us with its outstanding engineering capabilities and commitment to our strategic alliance. ”

– Lans Carstensen, principal engineer, DreamWorks

GOVERNMENT

Booz | Allen | Hamilton

“ [The Red Hat] capabilities are streamlining availability of the organization’s services to a bigger set of users, while achieving better response times and delivering a better user experience. ”

– Cameron Mayer, senior associate, Booz Allen Hamilton

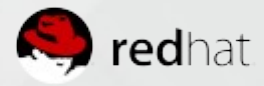
TELECOMMUNICATIONS

“ Since the environment we’ve created is rooted in open source standards, it will allow us to grow our middleware platform at a rational cost and allow us to focus on delivering applications to our business. ”

– Jamie Williams, IT director, Sprint



OUR CUSTOMERS – AROUND THE WORLD



NORTH AMERICA



“

Although going down a new path sometimes means taking risks, the rewards can be huge if you can deliver breakthroughs in performance and scalability while reducing costs. Red Hat enabled us to do that.

–JEFF LUDWIG, Director of Product Development, Intuit TurboTax

LATIN AMERICA



“

Working with Red Hat has brought us multiple benefits, such as [the] flexibility to replicate our solution in different environments to accommodate the needs of each customer.

–VICTOR VARGAS, CIO, Ampersand

EUROPE / MIDDLE EAST / AFRICA



“We have used Red Hat solutions in various parts of our business for 10 years, and we are pleased to continue our long-standing relationship by deploying Red Hat Enterprise Virtualization.”

–RICHARD DAWSON, UNIX and Linux infrastructure consultant, British Airways

ASIA-PACIFIC



“Red Hat Enterprise Linux provides the robust platform upon which a substantial number of NTT Group's services and supporting IT infrastructure have been built.

–MASAHIKO IWATA, general manager, NTT Open Source Software Center, Nippon Telegraph and Telephone Corp.

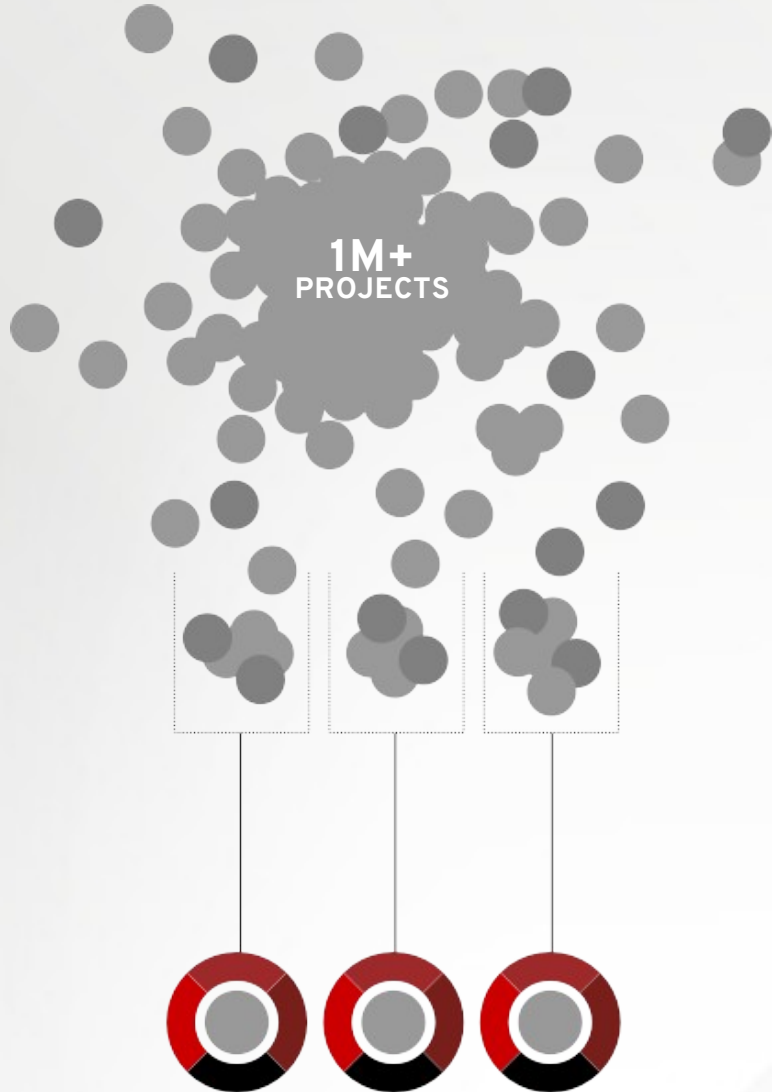


Bayer Business Services

“Red Hat Enterprise Linux offers the stability, flexibility, and performance necessary to power the next generation of computing applications.

–SVEN MEISSNER, Linux operation manager at Bayer Business Services in Leverkusen

RED HAT PRODUCT PROCESS



PARTICIPATE
(upstream projects)

We participate in and create community-powered upstream projects.



INTEGRATE
(community platforms)

We integrate upstream projects, fostering open community platforms.



STABILIZE
(supported products platforms, and solutions)

We commercialize these platforms together with a rich ecosystem of services and certifications.

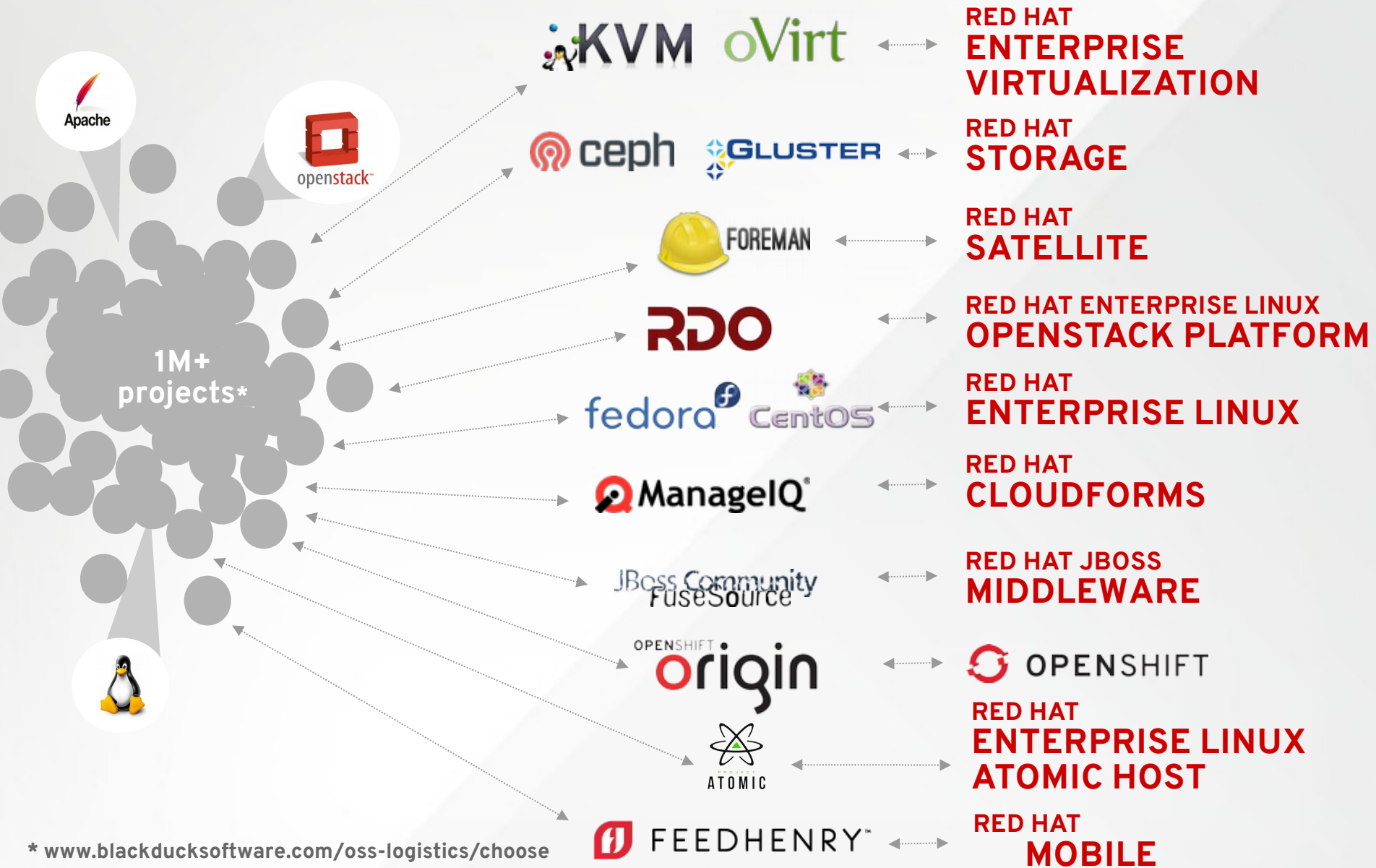
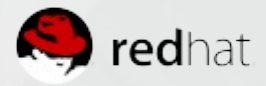
We enable software and hardware partners, customers, and academia to participate at every stage of development.

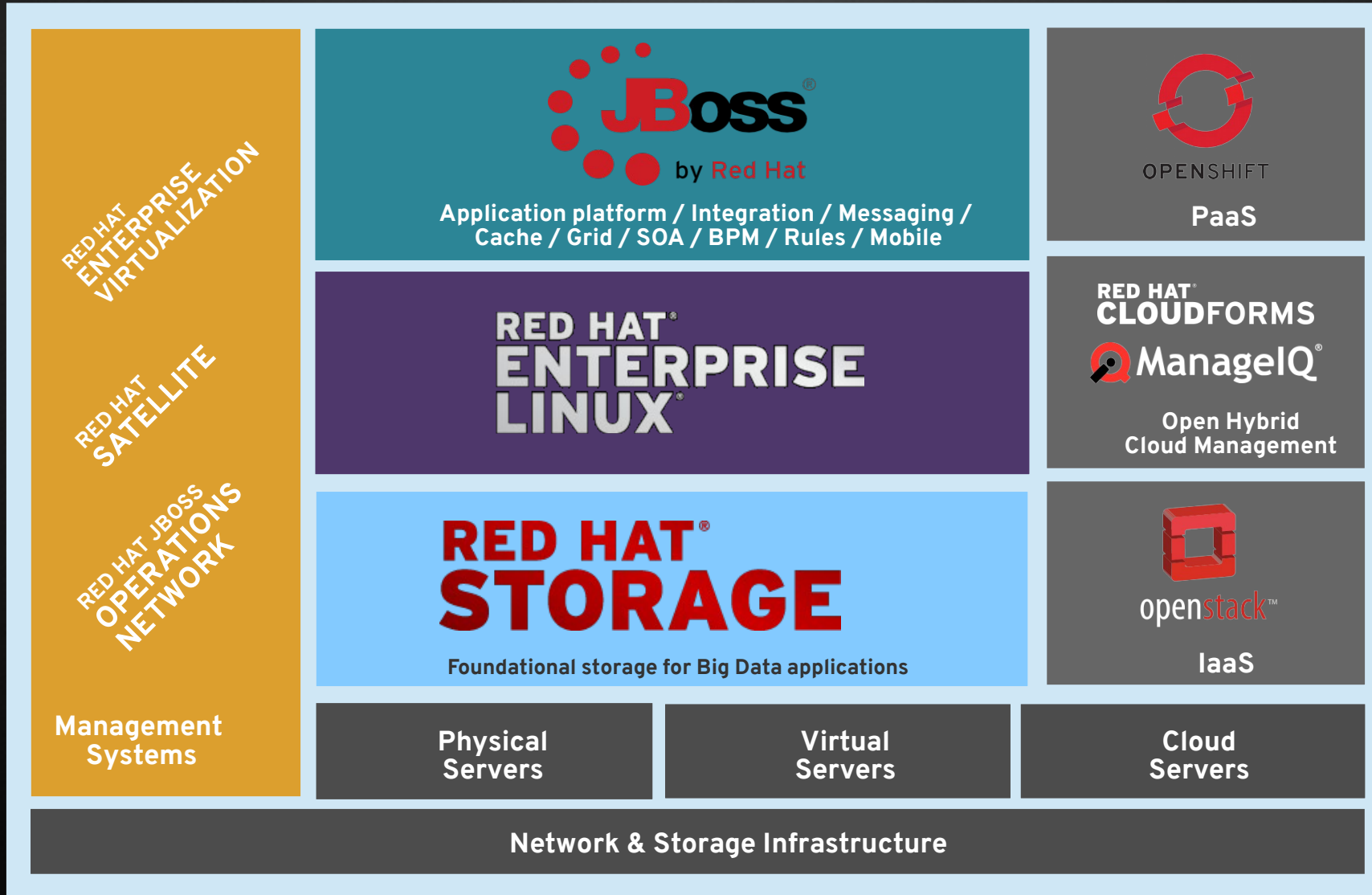


“ The combination of Red Hat Enterprise Virtualization and the Cisco UCS platform allows us to provide financial service providers with a highly available, scalable, and secure SAP environment in the cloud. —MARIO BRUGNERA, head of SAP Competence Center, FI-TS

finanzinformatik
technologie service

OPEN SOURCE TO THE ENTERPRISE

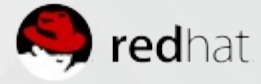




“ I wouldn't be in the SaaS business if it weren't for Red Hat. If we'd had to make the capital investment in infrastructure that HP-UX or Solaris required, the margins for achieving profitability [...] just wouldn't be there.

—MARK TIRSCHWELL, CTO

THE CIO'S ALTERNATIVE



	Microsoft Windows Server, Oracle Solaris, IBM AIX, HP/UX, SUSE Linux Enterprise Server, FusionSphere, Ubuntu >	Red Hat Enterprise Linux
PaaS	Pivotal Cloud Foundry, Microsoft Azure, Amazon Web Services, Google App Engine, Salesforce Heroku >	OpenShift by Red Hat
Cloud orchestration	VMware vRealize Suite, RightScale Cloud Management, BMC Cloud Lifecycle Management, Microsoft System Center 2012 R2 >	Red Hat CloudForms
IaaS	VMware vCloud Suite, HP Helion, Rackspace, VMware vCAC, VMware Integrated OpenStack (VIO), Mirantis >	Red Hat Cloud Infrastructure, RHEL OpenStack Platform, Red Hat Satellite
Virtualization	VMware vSphere, Microsoft Hyper-V 2012 >	Red Hat Enterprise Virtualization
Storage	NetApp, EMC (Isilon, ScaleIO, ECS, ViPR), VMware Virtual SAN, Scality >	Red Hat Gluster Storage, Red Hat Ceph Storage
Application server	Pivotal tc Server, VMware vFabric, Oracle WebLogic Server >	Red Hat JBoss Enterprise Application Platform, Red Hat JBoss Web Server
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, Pivotal GemFire, Software AG Terracotta >	Red Hat JBoss Data Grid
ESB and application integration	IBM Integration Bus, Oracle SOA Suite and ESB, MuleSoft AnyPoint Platform, Sonic ESB, Tibco ActiveMatrix >	Red Hat JBoss Fuse
Data virtualization and data services	IBM InfoSphere Federation Server, Progress DataXtend SI, Composite Information Server, Denodo >	Red Hat JBoss Data Virtualization
Business rules and process automation	IBM Operational Decision Manager and IBM Business Process Manager, Oracle SOA Suite and BPM Suite, Pegasystems Pega BPM, FICO Blaze Advisor >	Red Hat JBoss BRMS, Red Hat JBoss BPM Suite
Messaging	IBM WebSphereMQ, Pivotal RabbitMQ, VMware vFabric, Tibco Enterprise Message Service >	Red Hat JBoss A-MQ
Systems management	HP Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager >	Red Hat Satellite
Mobile	IBM MobileFirst, SAP Mobile Platform, Kony Mobility Platform, Telerik Platform, AnyPresence >	Red Hat Mobile Application Platform

RED HAT & YOUR BUSINESS: SUBSCRIPTION MODEL



TECHNICAL SUPPORT

- 24 HOURS / 7 DAYS A WEEK
- UNLIMITED INCIDENTS
- MULTI-LINGUAL
- MULTI-VENDOR CASE OWNERSHIP
- MULTI-CHANNEL

ONGOING DELIVERY

- STABILITY WITH A PRODUCT LIFE CYCLE OF UP TO 10 YEARS
- PATCHES
- UPDATES
- UPGRADES
- SECURITY RESPONSE TEAM

EXPERTISE

- CUSTOMER PORTAL & FORUMS
- KNOWLEDGEBASE
- ACCESS LABS
- TRAINING CURRICULA (OPTIONAL)

COMMITMENTS

- HARDWARE CERTIFICATION
- SOFTWARE CERTIFICATION
- CLOUD PROVIDER CERTIFICATION
- SOFTWARE ASSURANCE

AWARD-WINNING SUPPORT



YEARS AWARDED:

2011 2013 2015
2012 2014



“ If we had used proprietary, licensed products from Red Hat competitors, we would have to shell out up to five times the current subscription costs toward one-time licensing in every deployment.

– VINAY ANAND, chief operating officer, Enhancesys Innovations

enhancesys™

“Linux is the hype du jour.”

– Gartner, 1999

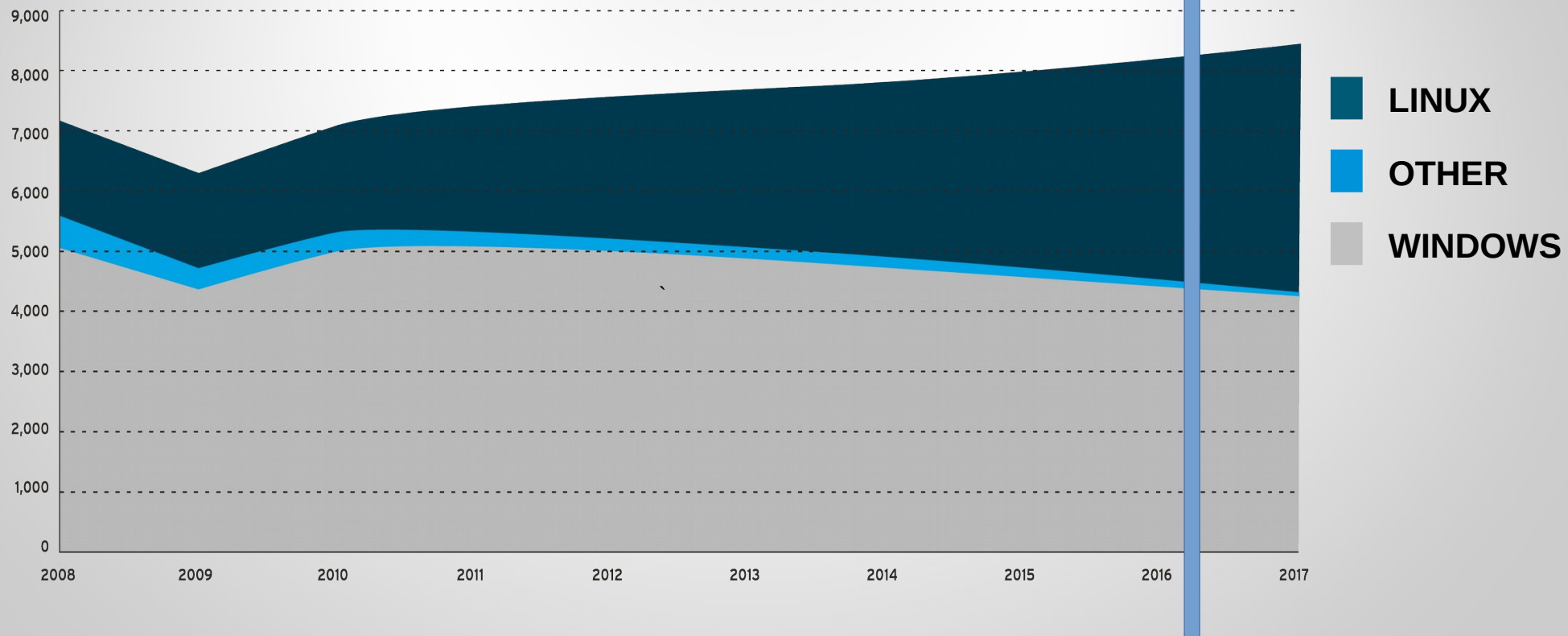
“We think of Linux as a competitor in the *student and hobbyist market* but I really don't think in the commercial market we'll see it in any significant way.”

– Bill Gates, 2001



Realita 2016

WORLDWIDE SERVER OPERATING ENVIRONMENT PAID NEW LICENSE SHIPMENTS/SUBSCRIPTIONS AND DEPLOYMENTS (000)



Linux Revenue & Shipments - 2013

	LINUX CLIENT/SERVER OS REVENUE			LINUX SERVER OS SHIPMENTS (PAID)		
	REVENUE (\$M)	SHARE (%)	2012-13 GROWTH (%)	SHIPMENTS (000)	SHARE (%)	2012-13 GROWTH (%)
Red Hat	980.2	72.9	18.6	1,733	66.2	13.7
SuSE	243.1	18.1	0.0	624	23.8	14.2
Oracle	90.4	6.7	4.7	70	2.7	18.9
Other	31.3	2.3	9.9	191	7.3	13.3
TOTAL	1,345	100	13.5	2,618	100	13.9

Source: Worldwide Linux Client and Server Operating Environments 2014-2018 Forecast and 2013 Vendor Shares. Doc #253012. December 2014

	W/W NEW SERVER SHIPMENTS BY OS		
	UNITS	SHARE (%)	2013-18 CAGR (%)
Windows	5,598,533	62.5	3.3
Linux	3,219,885	36.0	6.2
Unix	128,292	1.4	-5.5
Other	8,994	0.1	1.4
TOTAL	8,955,704	100	4.3

Source: Worldwide Virtual Machine 2014-2018 Forecast. Doc #252841. December 2014

Worldwide New Server Shipments by Operating System - 2013



Source: IDC, 12/2014

“ Red Hat Enterprise Linux provides a robust, efficient, and safe solution at a low cost and, when combined with other Red Hat offerings, has helped us provide better services to our customers.

—EFRAÍN CARBALLO, director of technology services, Banco Azteca



Banco Azteca



Co je Open Source?

- **Model vývoje SW**

- Komunita firem, organizací a nadšenců spolupracuje na společných problémech. Open source přináší inovace při nízkých nákladech pro všechny zúčastněné.

- **Způsob licencování SW**

- Open sourcové licence umožňují kód vidět, měnit a distribuovat tyto změny. To má za následek flexibilitu, svobodnou volbu a prevenci “vendor lock-in”

- **Strategie investování do SW**

- Open source umožňuje udržet zdravé konkurenční prostředí mezi dodavateli SW



Kolaborativní inovační framework

- **Open Content/Otevřený obsah**
- přístup ke znalostem
- (Creative Commons, Wikipedia)
- **Open Source**
- **přístup ke zdrojovým kódům**
- **(Fedora, Software Patents Issue)**
- **Open Standards/Otevřené standardy**
- umožňuje přístup k datům
- (ODF, Royalty Free Standards)

MASSIVE IT CHANGE



Nástup cloudových technologií je nezvratný



Otevřený cloud je nutností

PROPRIETARNÍ

Prostor pro inovace je omezen na možnosti jediného dodavatele

Mix open source, zastaralých a proprietárních technologií

Nesystematická spolupráce s komunitou

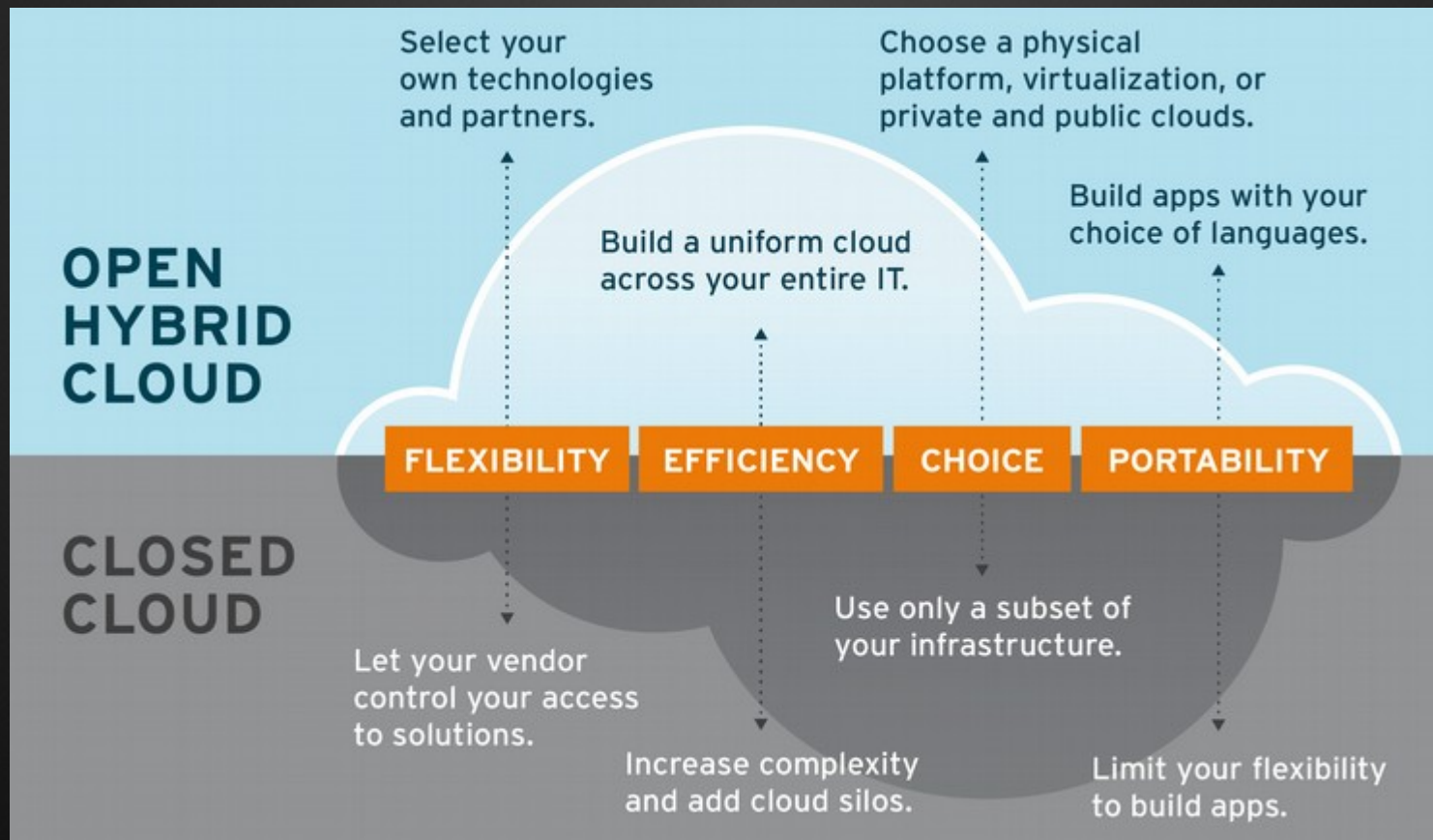
OTEVŘENÝ

Otevřený inovační model

Čisté open source řešení

Komunitní spolupráce v DNA

Linux Foundation's Global 2013 Survey: 76% Cloudových řešení na světě je postaveno na Open Source technologiích



“Cloud integration strategies must be hybrid in nature, linking solutions and architectures for application, data, identity and infrastructure integration.

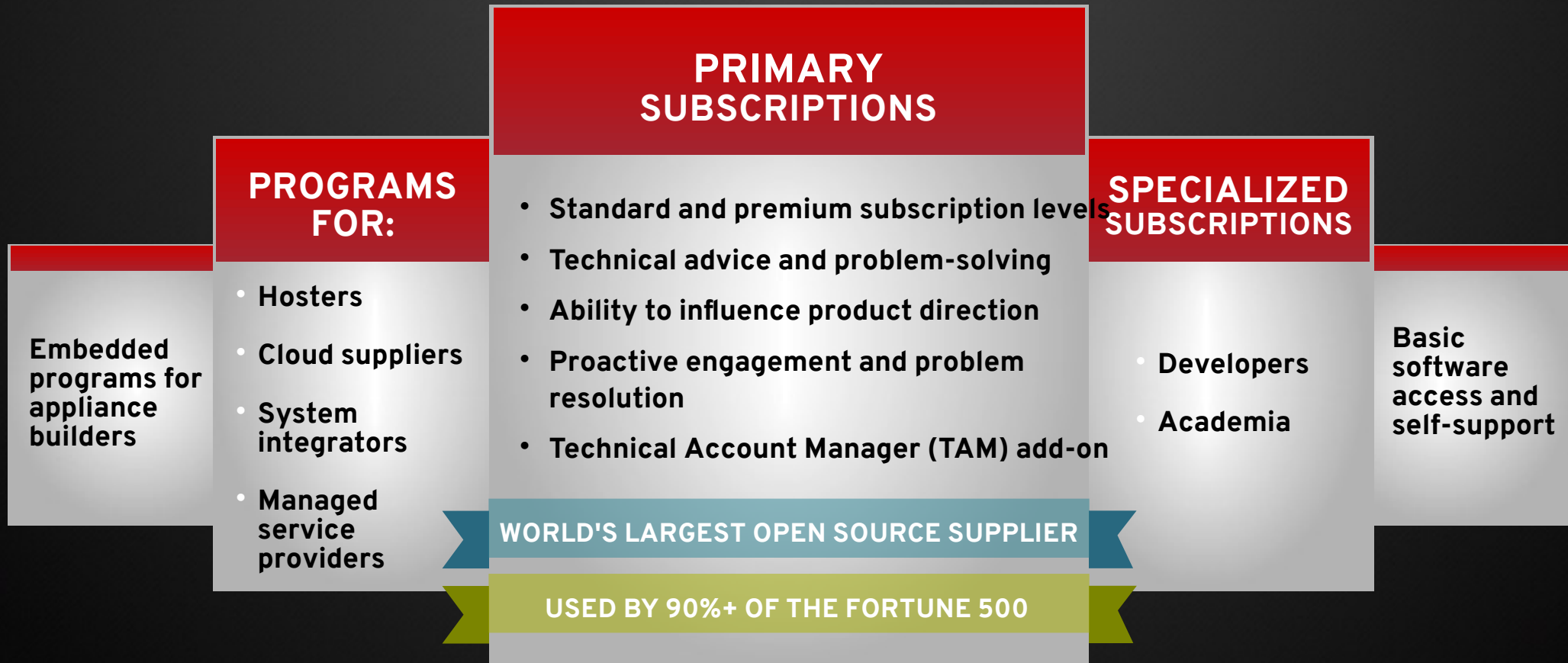
Architects across these disciplines need a coordinated strategy that must address competing needs for rapid delivery and long-term modernization.”

Gartner: Solution Path - Implementing a Hybrid Strategy for Cloud Integration - G00270696 - 22-Oct-14

“ The flexibility provided by the open architecture of Red Hat Cloud Infrastructure enabled us to enhance our virtual environment’s performance without having to overhaul current physical resources.

–YENG CHAI SOH, founding director, High Performance Computing Centre, Nanyang Technological University

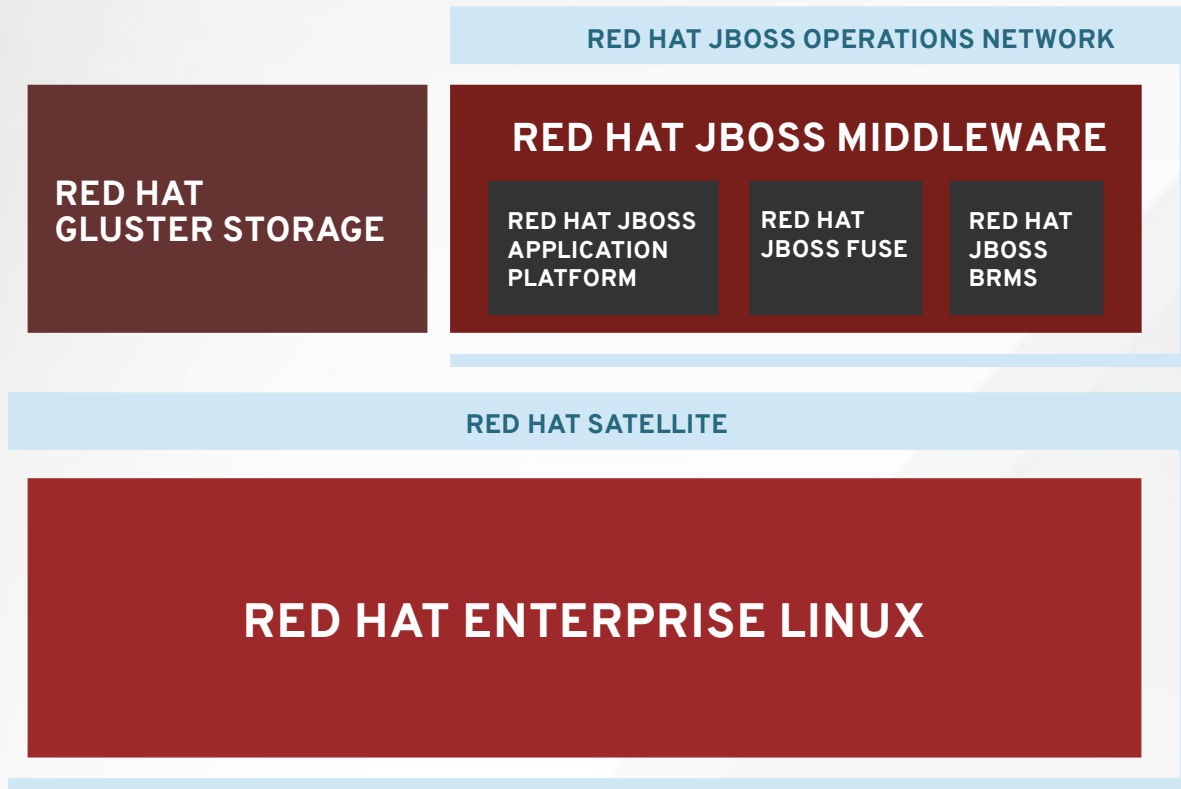
CHOOSING YOUR RED HAT RELATIONSHIP



“ In Red Hat, we have found a partner capable of working with us and supporting us on all our technology requirements, while also being open to discussion and always ready to collaborate.

—FABIO GRIGNANI, senior vice president, SIA





“Red Hat Gluster Storage allowed us to satisfy our current and future backup space requirements while being reliable, scalable, economical, and easy to use.”

–Oskar Pienkos, server and storage architect,
Simon Fraser University



SIMON FRASER UNIVERSITY
ENGAGING THE WORLD

“Red Hat has played a fundamental role in implementing our solutions. OSDE’s decision to base its technology architecture and business support on open source technologies demanded products with large market participation and first-level enterprise support.–GUSTAVO AGUIRRE, CIO, OSDE Binario



RED HAT JBOSS MIDDLEWARE

RED HAT JBOSS
ENTERPRISE
APPLICATION
PLATFORM

RED HAT
JBOSS FUSE

RED HAT
JBOSS
BRMS

RED HAT MOBILE

RED HAT MOBILE
APPLICATION
PLATFORM

RED HAT ENTERPRISE LINUX

RED HAT SOFTWARE COLLECTIONS

PYTHON

RUBY

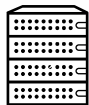
JAVA

...

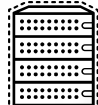
DOCKER CONTAINERS



OPENSIFT BY RED HAT



BARE METAL



VIRTUALIZED



PRIVATE CLOUD

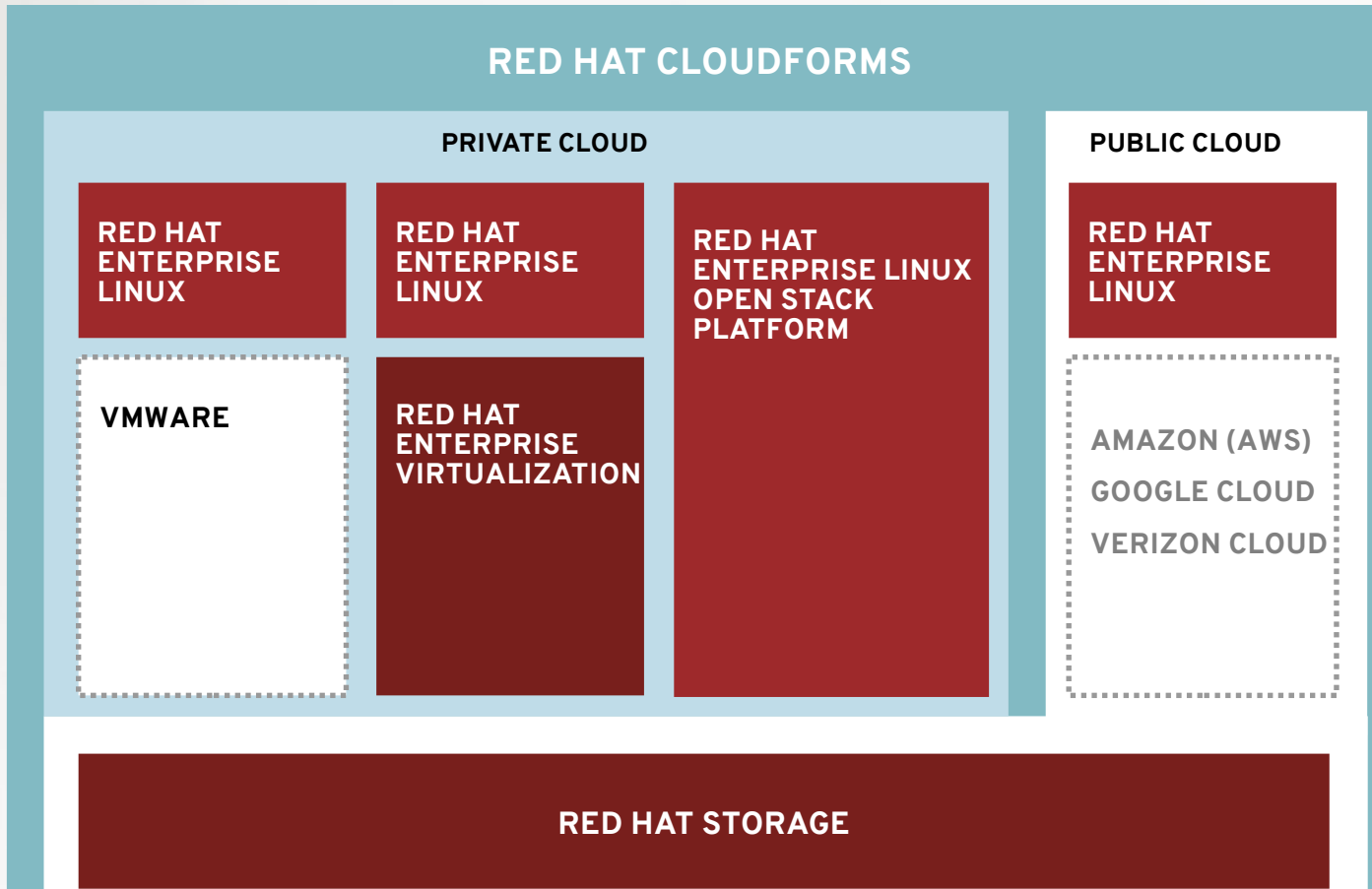


PUBLIC CLOUD

“We chose OpenShift as the PaaS foundation for cloud offerings thanks to its flexible, open source architecture, its minimal-overhead application programming model, and its excellent support for DevOps. Our teams are finding OpenShift to be enterprise-grade, scalable, stable, and productive.”

—Brett Adam, senior vice president,
Platform, CA Technologies





“We chose Red Hat for our internal cloud roll-out because it's the only multi-platform cloud solution currently in the market that is genuinely multi-vendor... Red Hat offers us a cloud solution that can be integrated with our previous infrastructure, without the need to demount what we already had in place to carry on moving ahead.”

–Sara Isabel Rubio, global platforms operation and security, Telefónica Global Solutions

Telefonica

“We have looked at other vendors, but the experience we have with Red Hat and the quality of its consultants and architects is of a really high level. The relationship has developed into a partnership.

–DHARMINDER DEBISARUN, IT advisor concern director NOVAMEDIA

PROTECTING CUSTOMERS

OPEN SOURCE ASSURANCE PROGRAM

- Assurances for customers purchasing Red Hat subscriptions
- Designed to allow customers to use their chosen solutions without interruption

OPEN SOURCE LEADERSHIP

- Challenges flaws in systems related to software patents
- Support for patent law reform in Congress
- U.S. Supreme Court briefs in *Bilski*, *Global Tech*, and *i4i*
- Spoke out against chilling effects of U.S. SOPA and PIPA legislation on open source innovation

RED HAT PATENT PROMISE

Commitment not to enforce patents with respect to open source software

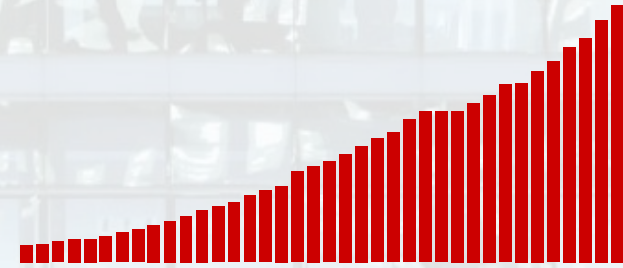
Proč zákazníci volí právě Red Hat pro otevřená řešení ?

- **Red Hat je spolehlivý a dlouhodobý partner – největší a nejstabilnější open-source poskytovatel globálně**
- **Kompletní technologický stack v enterprise kvalitě**
- **Dlouhé životní cykly podpory produktů (až 13 let)**
- **Transparentní otevřené mapy budoucího vývoje**
- **Eliminace rizik (CAPEX, vendor lock-in)**
- **Podpora otevřených standardů**
- **Nízká TCO**

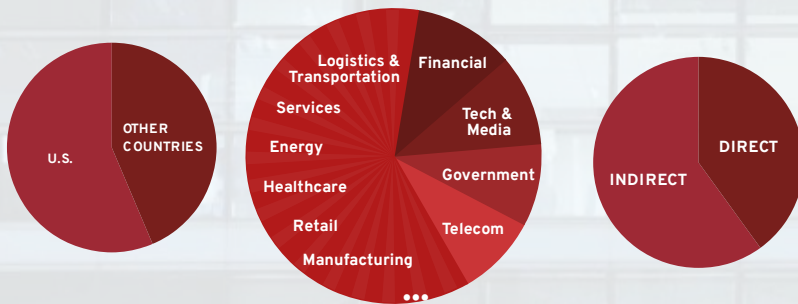
RED HAT IS:



... the world's leading developer & supplier of open source software for enterprise IT.



...a high-growth, billion dollar, S&P 500 index company.



...globally active in all major vertical markets, with strong channel & direct delivery models.



...offering a comprehensive portfolio of products and services.

AND DELIVERS

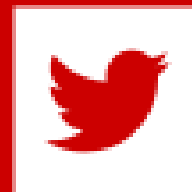
- Exceptional price/performance
- Operational flexibility
- Open source quality & innovation
- Alignment with customer requirements

THANK YOU.



Red Hat
on Facebook

facebook.com/RedHatInc



@RedHatNews
on Twitter

twitter.com/RedHatNews



RedHatVideos
on YouTube

youtube.com/RedHatVideos



Red Hat
on LinkedIn

linkedin.com/company/3545