

Market Dynamics and The Role of Open

Zagreb Jun 9th 2016

Chris Rocki
Senior Regional Manager
Red Hat CEE

Mobile device diversity
and management

Mobile apps
and applications

Hybrid cloud and IT
as a service broker

Cloud/client architecture

The era of personal cloud

Smart machines Internet of Things

Web-scale IT Software-defined anything

3D printing Digitization

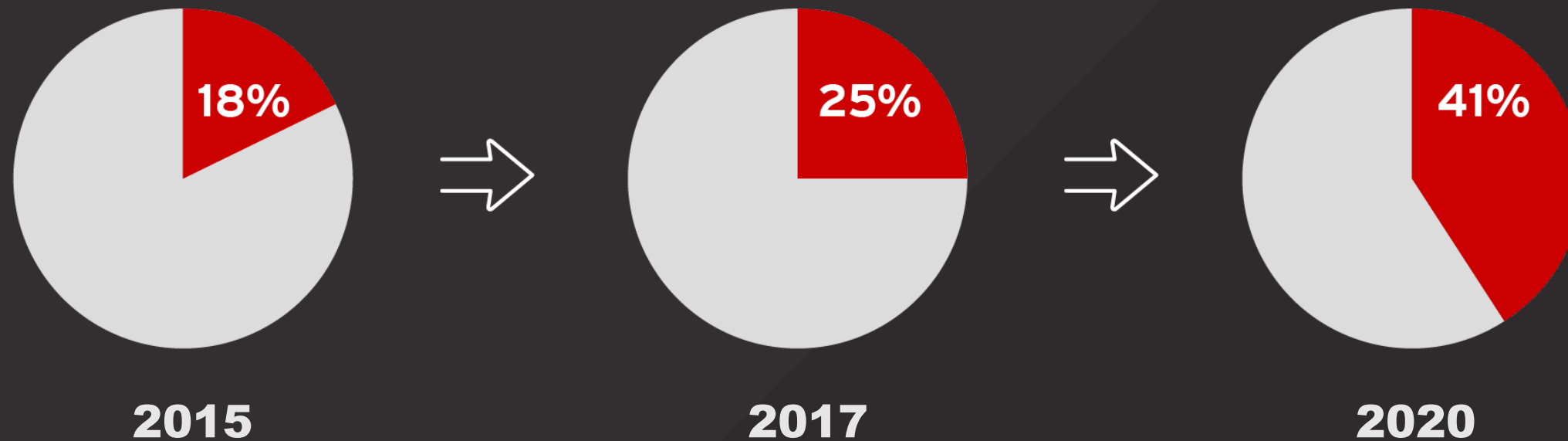
Your World is Changing . . .



IT is more **RELEVANT** than ever



AVERAGE EXPECTED PERCENTAGE OF REVENUES ATTRIBUTED AS DIGITAL BUSINESS SALES REVENUE



Source: © 2015 Gartner, Inc. and/or affiliates

DIGITAL TRANSFORMATION IS A CEO PRIORITY IN EUROPE

“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

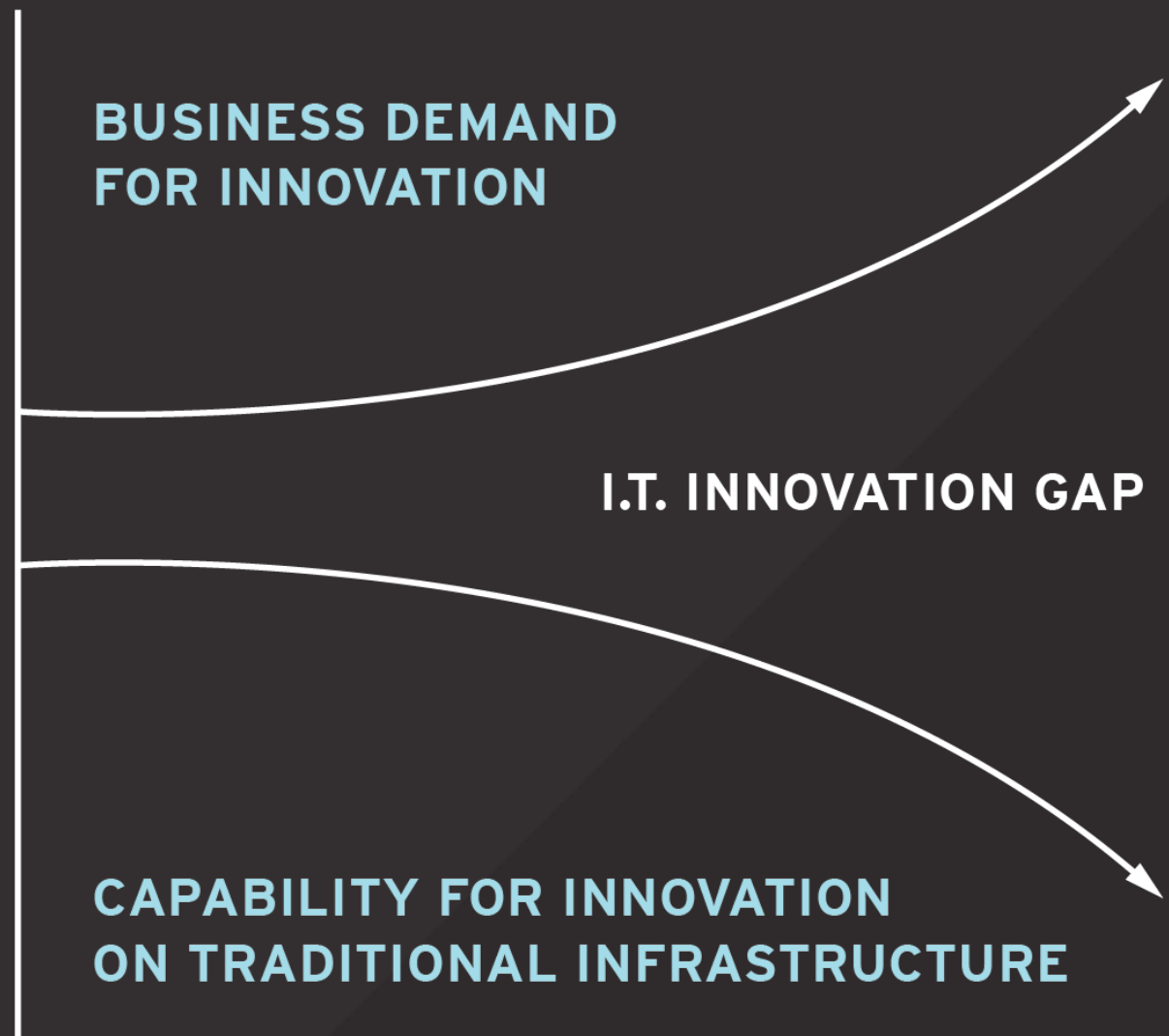
“WE FELT WE HAVE TO GO DIGITAL IN A MUCH MORE PROACTIVE WAY”



PAUL BULCKE,
CEO NESTLE

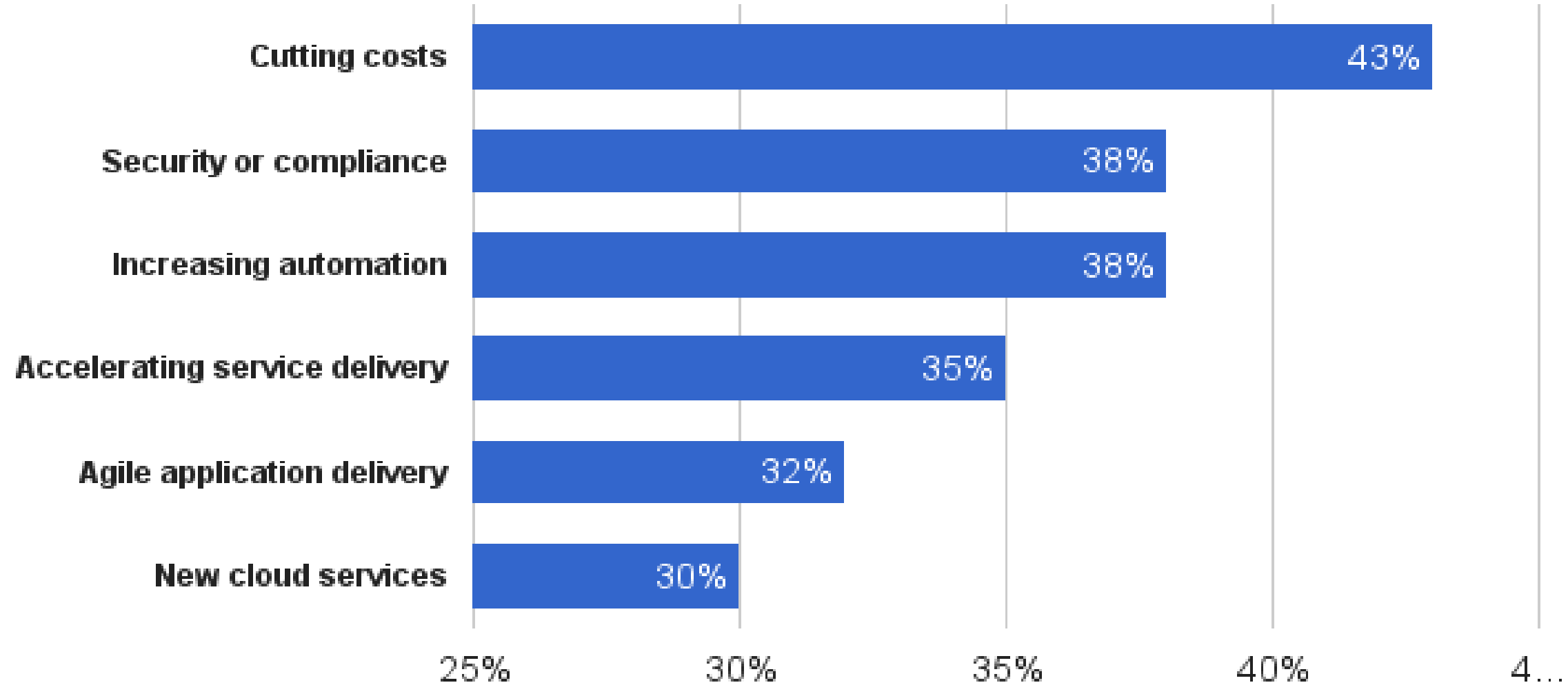
But you must Innovate!





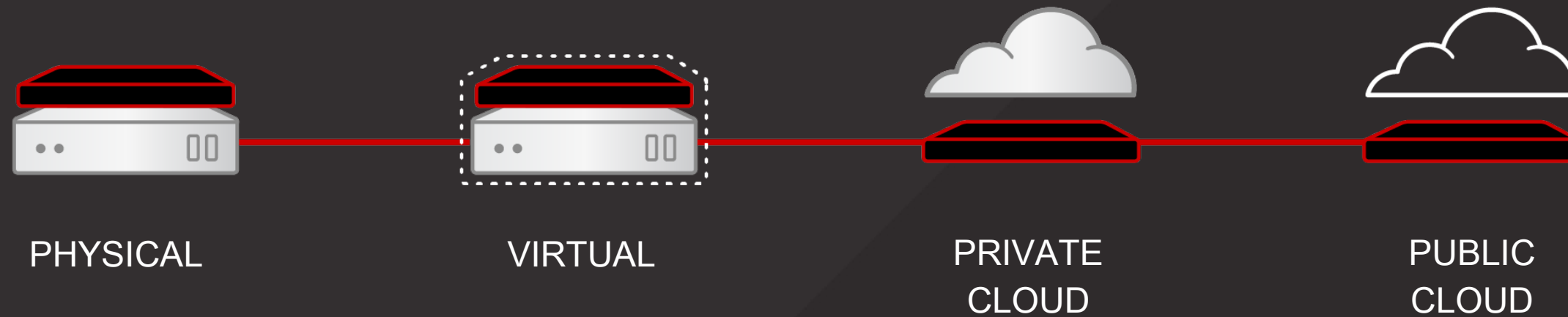
Not to mention security and cost pressures

Greatest IT Challenges for 2016



EVOLUTION OF THE TECHNOLOGY

Infrastructure



EVOLUTION OF THE TECHNOLOGY

Development



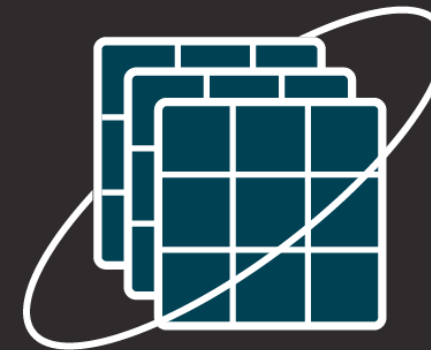
MONOLITHIC



CONNECTED

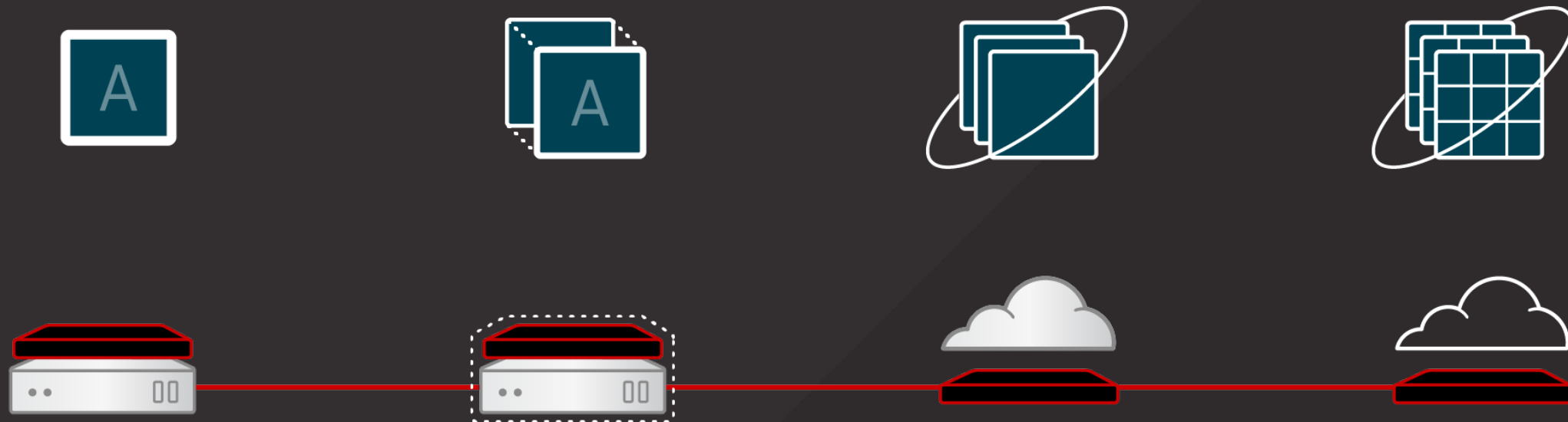


MODERN WEB



MICROSERVICES

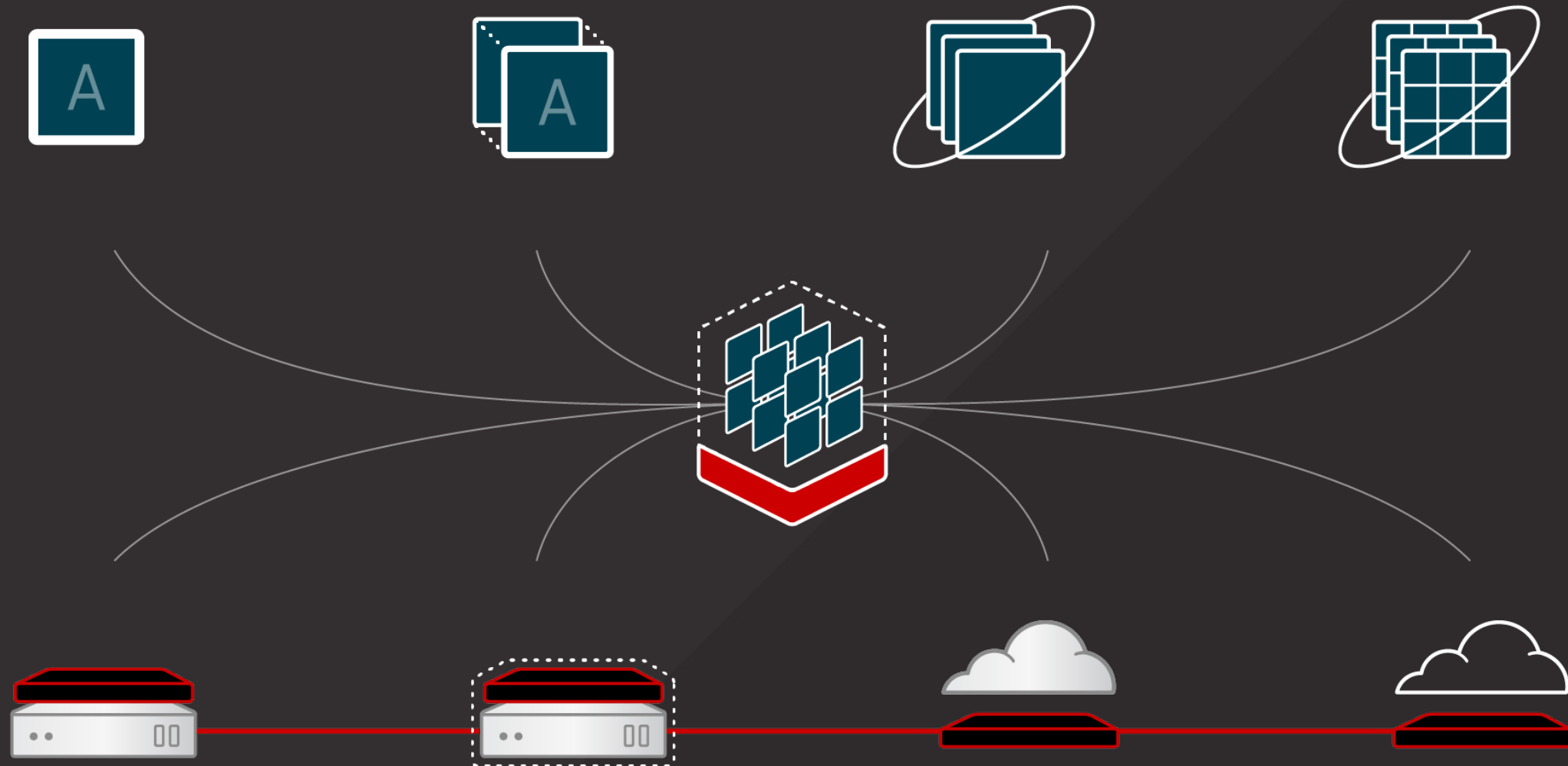
APPLICATION PORTABILITY ACROSS THE FOUR FOOTPRINTS



While modernizing your legacy IT



BRINGING CONTAINERS TO THE ENTERPRISE

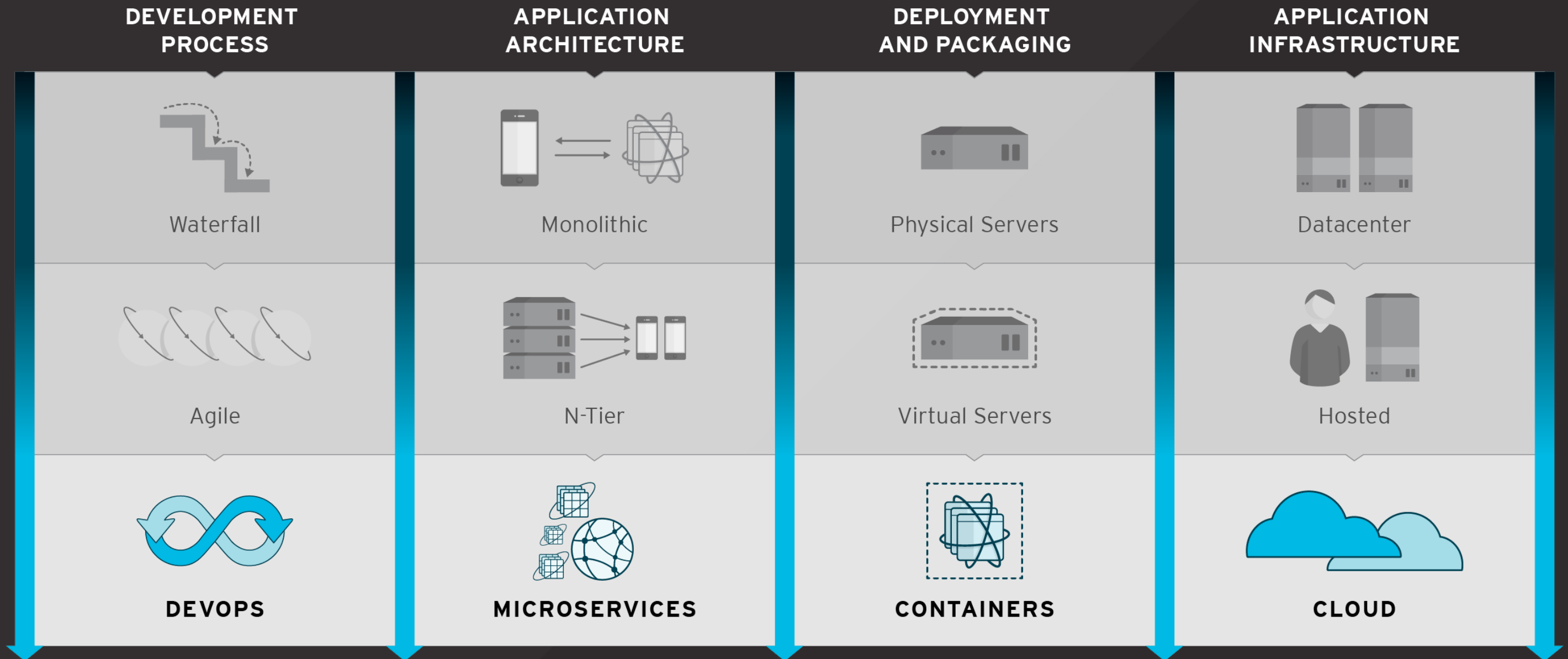


The business needs you to deliver value!

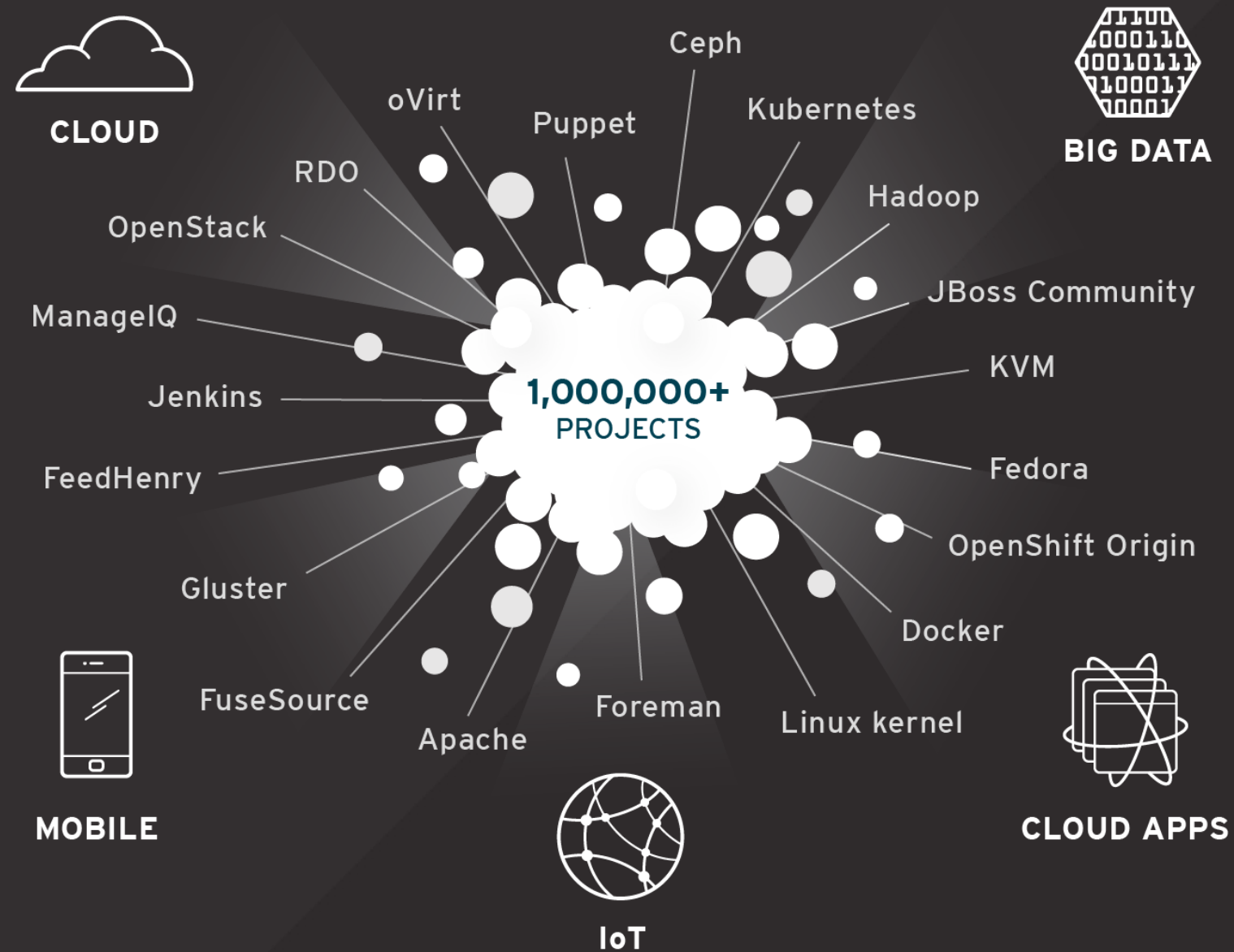


“What we really need in IT
is someone who has super powers.”

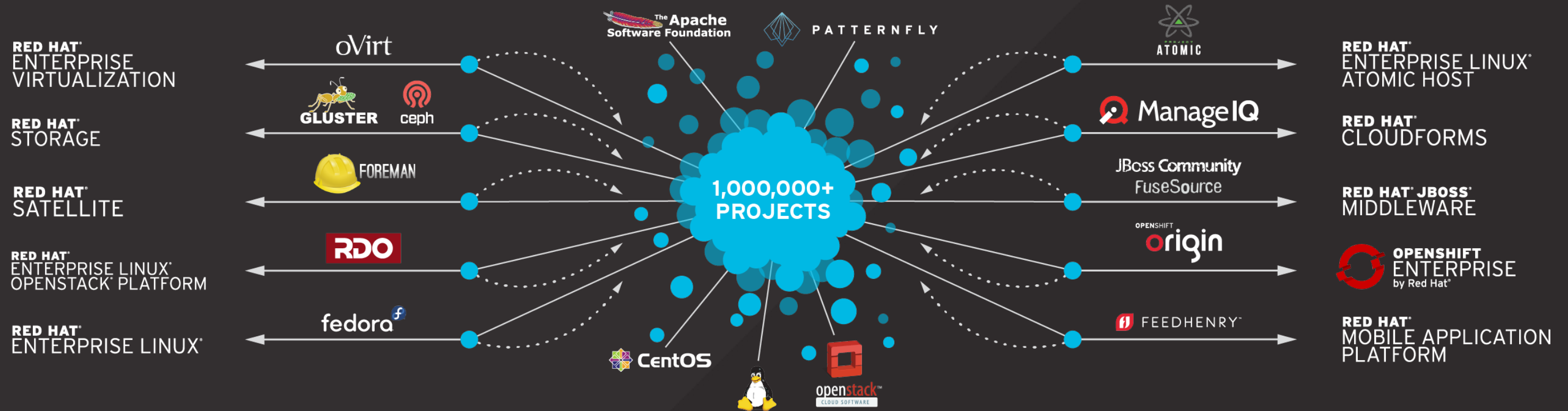
I.T. MUST EVOLVE TO STAY AHEAD OF DEMANDS



OPEN SOURCE IS PROGRAMMING THE DIGITAL FUTURE



COMMUNITY TO ENTERPRISE



RED HAT IS THE #1 OPEN SOURCE LEADER



MORE THAN
90%
OF THE
FORTUNE
500

USE
RED HAT
PRODUCTS
AND
SOLUTIONS.*

* Red Hat client data, 2014

8,800
EMPLOYEES

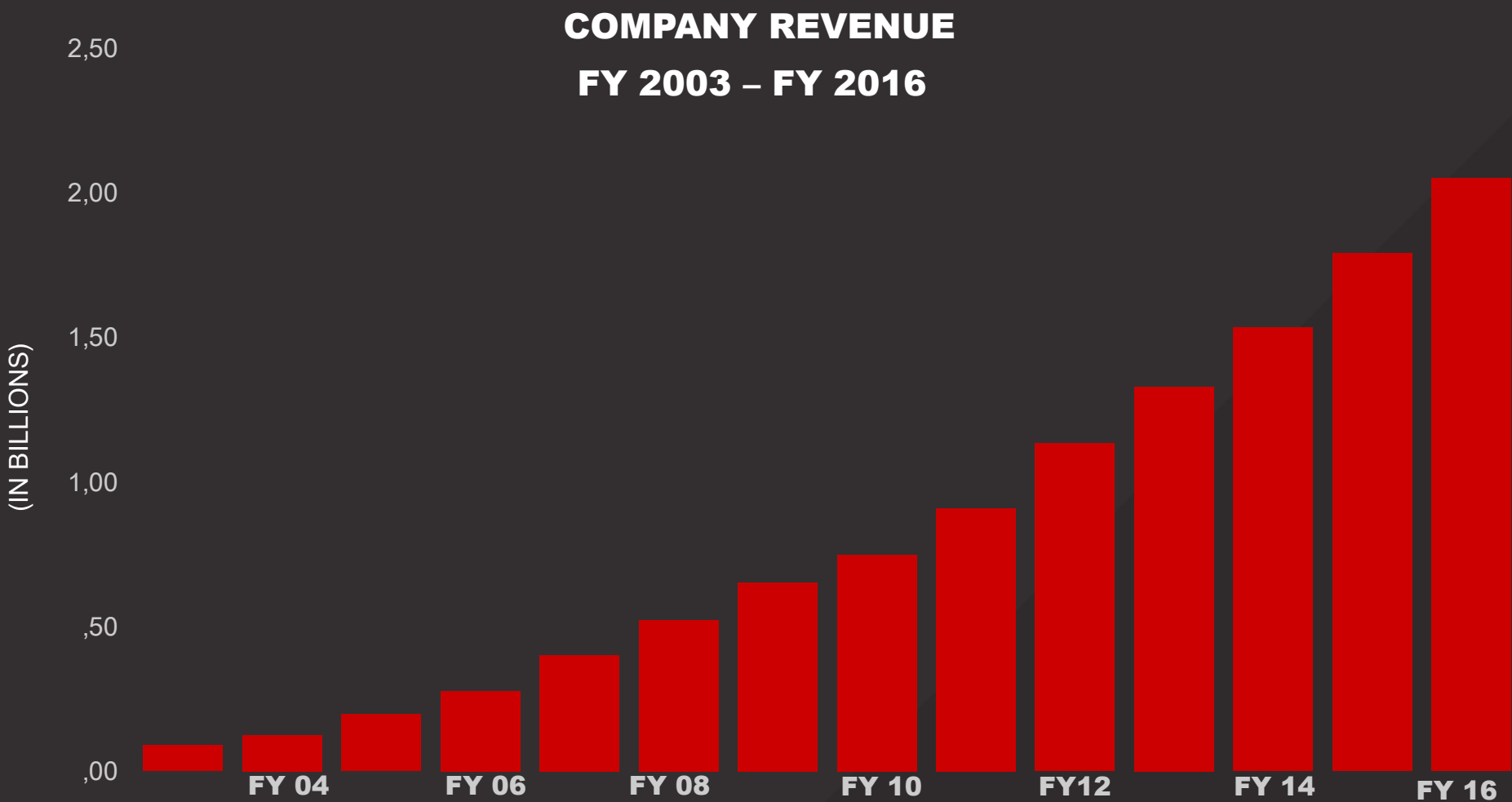


AWARD-WINNING
SOLUTIONS

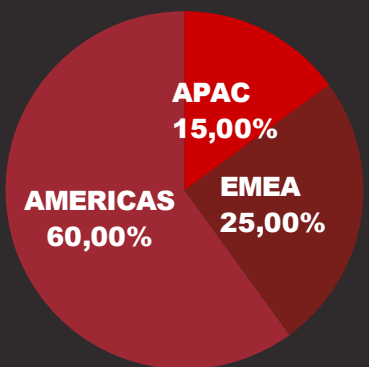
 **35**
COUNTRIES
85
WORLDWIDE
OFFICES

S&P
500
COMPANY
NYSE:
RHT

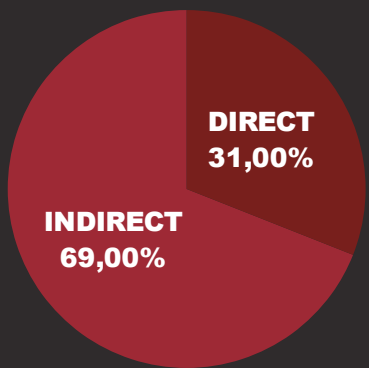
The First \$2 Billion Open Source Company in the World



GLOBAL BOOKINGS
FY2015



BOOKINGS BY CHANNEL
FY2015



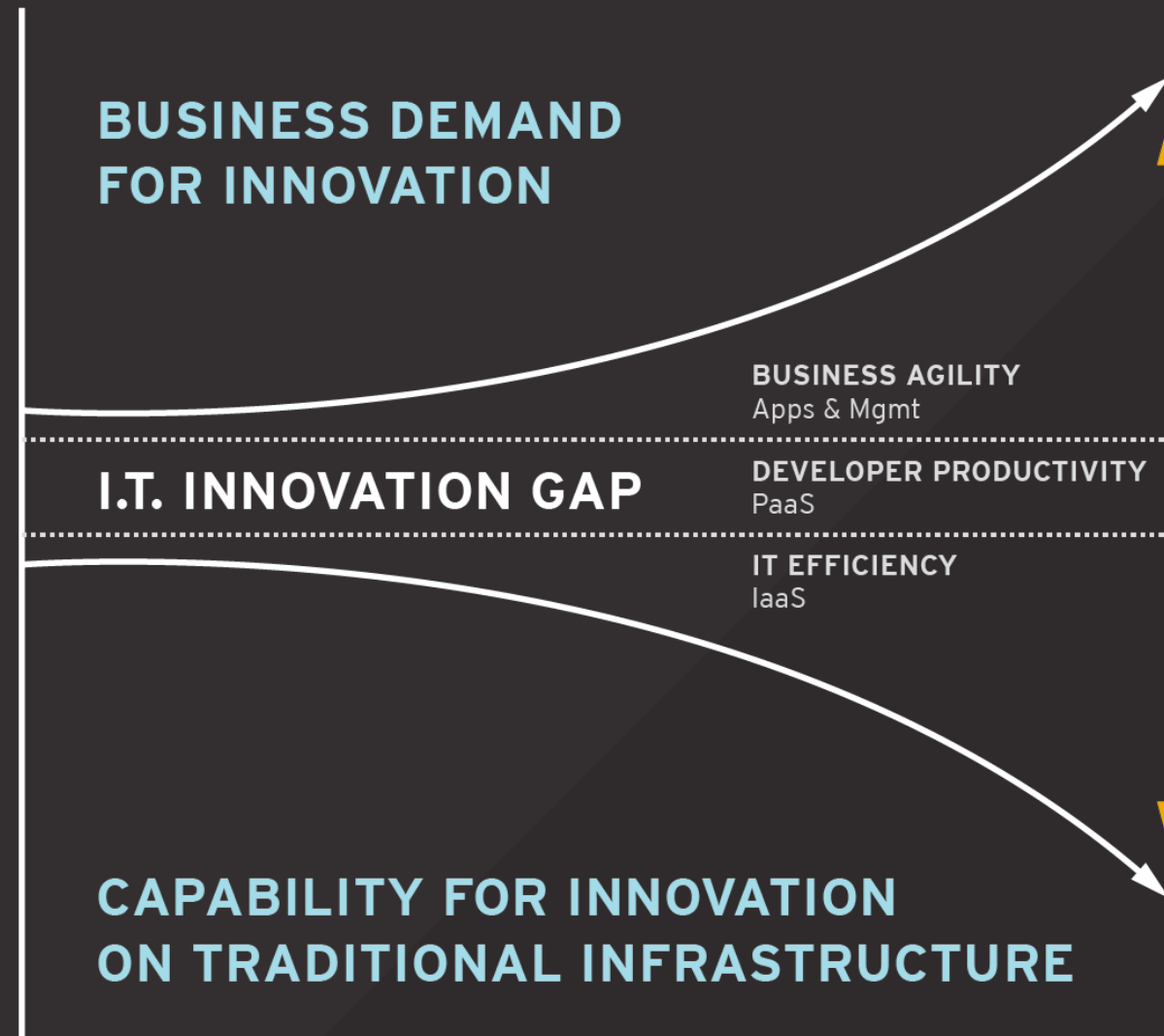
In terms of being the most strategic vendor
three years from now,

Apple, Google, Red Hat, and Cisco
are expected to be the biggest gainers,

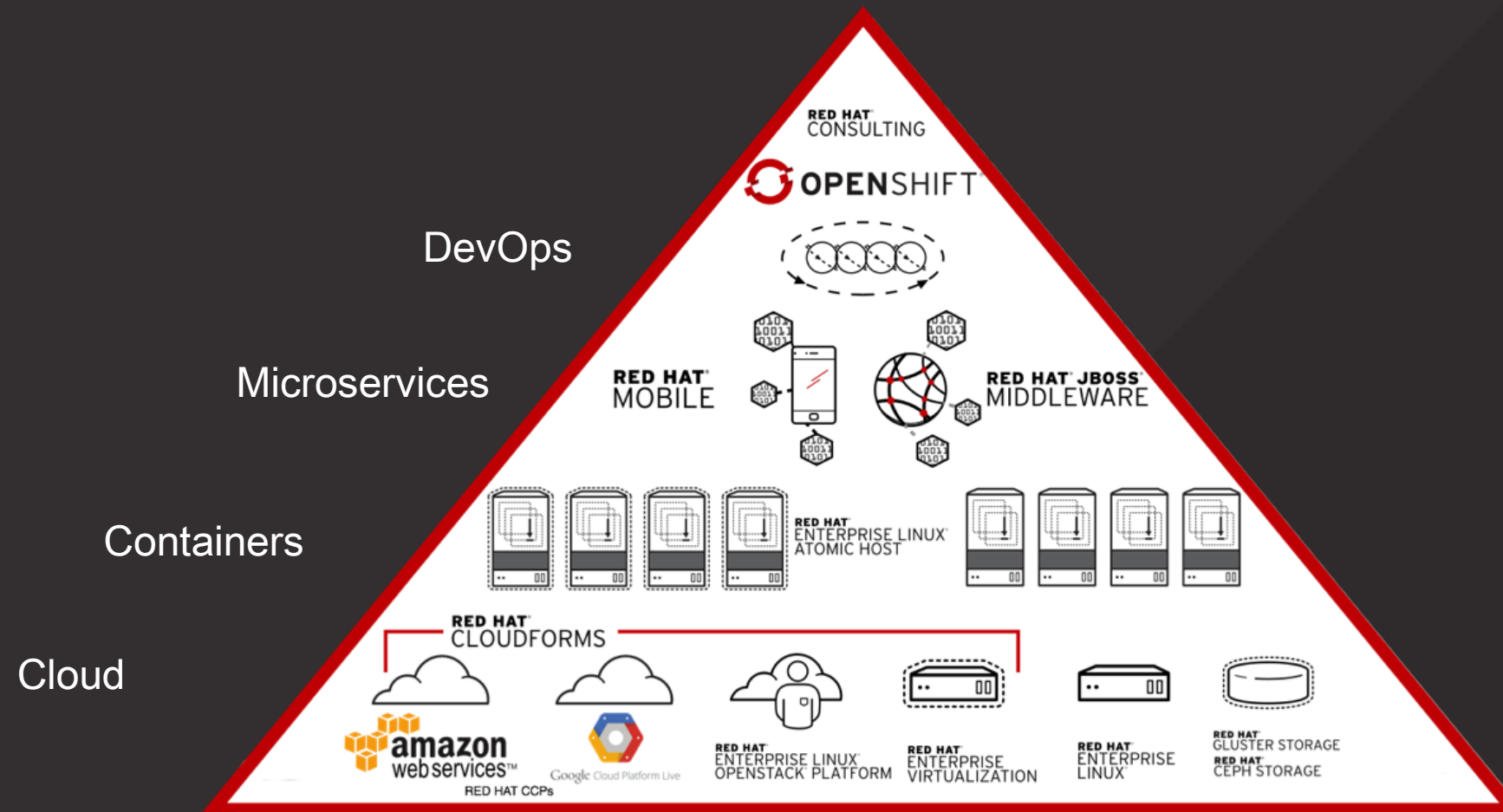
and **Microsoft** and **IBM** are expected to be the biggest losers
relative to their current position.

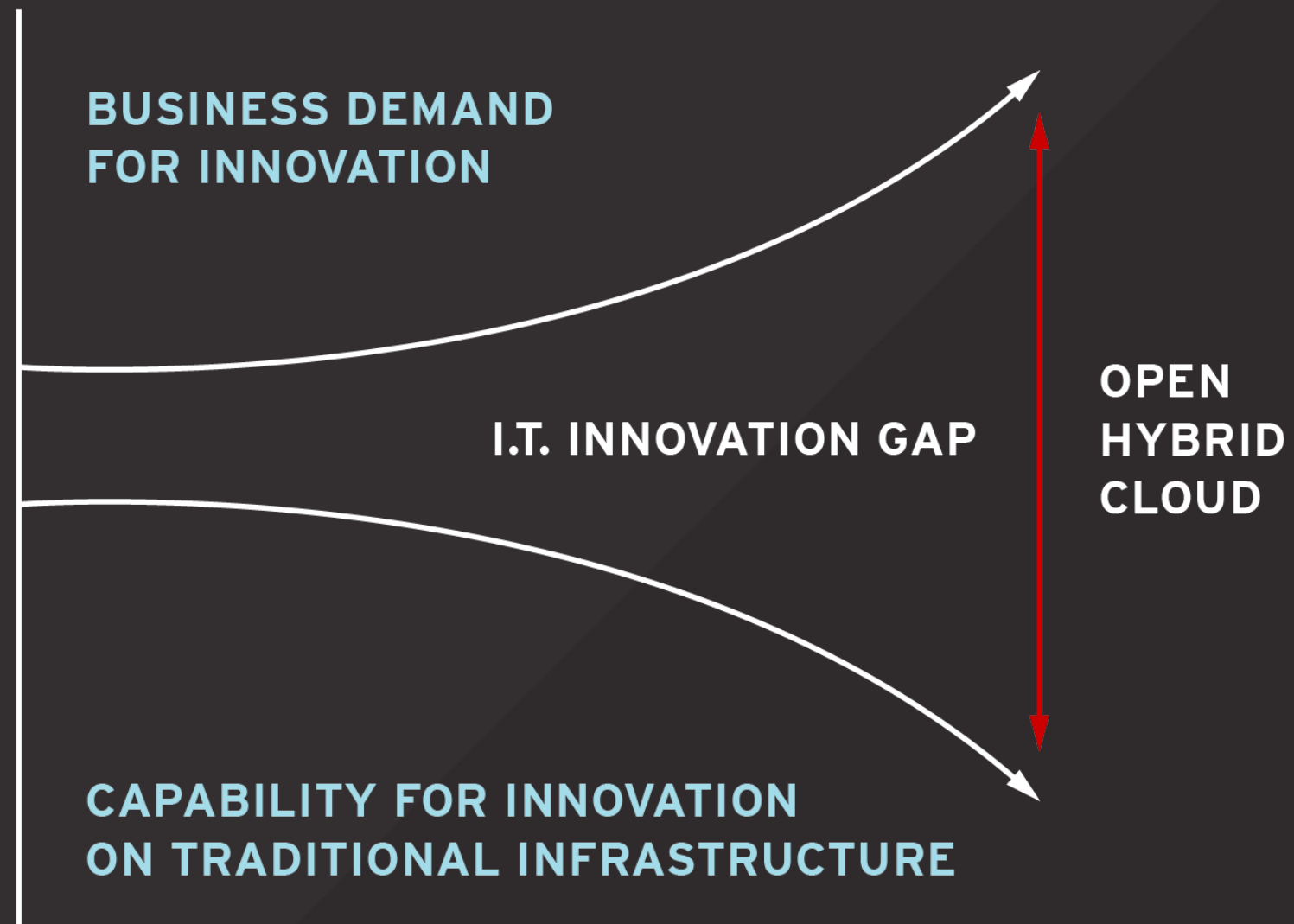
Source: IT Spending Survey 2016 – Goldman Sachs, January 12, 2016

Cloud: The New Platform for Your Digital Business



RED HAT BRINGS IT ALL TOGETHER





We'd love to help you !



**The future
has never
been so OPEN**

Thank you !

Zagreb, Jun 9th 2016

Chris Rocki
Senior Regional Manager
Red Hat CEE