



Unlock more value from Your hybrid cloud strategy

1

Bring big ideas to life with the hybrid cloud platform
open to any app, team, or infrastructure

Witold Zukowski
Senior Manager, CEE



Innovation

Machine learning

5G

Containers

Cloud-native

DevOps

Digital transformation

Security

Internet of things

Open source communities

Open organization

Kubernetes

Hybrid cloud

Automation

AI

Big ideas drive... **business innovation**

.....

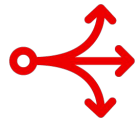
Every organization in every geography and in every industry can innovate and create more customer value and differentiation with open source technologies and an open culture.

But **innovating** isn't always easy



Innovation

Innovate at speed.



Flexibility

Flexibility to adapt to market changes.



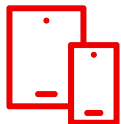
Growth

Grow new customer experiences
and lines of business.

In the **banking** industry, tech is initiating a new wave of disruption, forcing banks to **innovate at speed**



Open banking
transforms how
institutions need to think
about tech and security.¹



Everything is mobile:
89% of customers use
mobile banking regularly.²

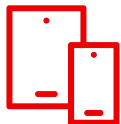
¹ Srinivas, Val, Jan-Thomas Schoeps, Tiffany Ramsay, Richa Wadhwani, Samia Hazuria, and Aarushi Jain. ["2020 banking and capital markets outlook: Fortifying the core for the next wave of disruption."](#) *Deloitte Insights*, Dec. 2019.

² Meola, Andrew. ["Digital trends disrupting the banking industry in 2020."](#) *Business Insider*, Aug. 2019.

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Everything is mobile: **89% of customers** use mobile banking regularly.²



ANZ Bank deployed a container application platform to speed development to keep pace with business growth.³



Accelerated deployment time by 98%



Improved **developer productivity** and collaboration

¹ Srinivas, Val, Jan-Thomas Schoeps, Tiffany Ramsay, Richa Wadhvani, Samia Hazuria, and Aarushi Jain. ["2020 banking and capital markets outlook: Fortifying the core for the next wave of disruption."](#) Deloitte Insights, Dec. 2019.

² Meola, Andrew. ["Digital trends disrupting the banking industry in 2020."](#) Business Insider, Aug. 2019.

³ Red Hat video. ["ANZ Bank reduces deployment time by 98% with container platform."](#) YouTube, April 2019.

Flexibility to adapt has become mandatory for the **shipping** industry as demand explodes



eCommerce, cloud infrastructure, digital media, pharmaceuticals, and some transportation and telecom services will see increased demand.”¹

Andrew Bartels
Forrester

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UPS built a new open application platform for stability and availability



Gained high scalability and **availability** to support peak demand²

Data, the “new fuel” of the **automotive** industry, is driving **new customer experiences and lines of business**¹



Auto manufacturers are becoming **IoT platform and device companies**



Real-time data analysis through AI/ML is key to successful **autonomous driving systems**

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Real-time data analysis through AI/ML is key to successful **autonomous driving systems**

BMW GROUP

The BMW Group ConnectedDrive platform scales as the data scales



12 million
connected cars



1 billion
requests per week

¹ Meola, Andrew. “[How 5G and IoT are driving the connected smart vehicle industry.](#)” *Business Insider*, March 2020.

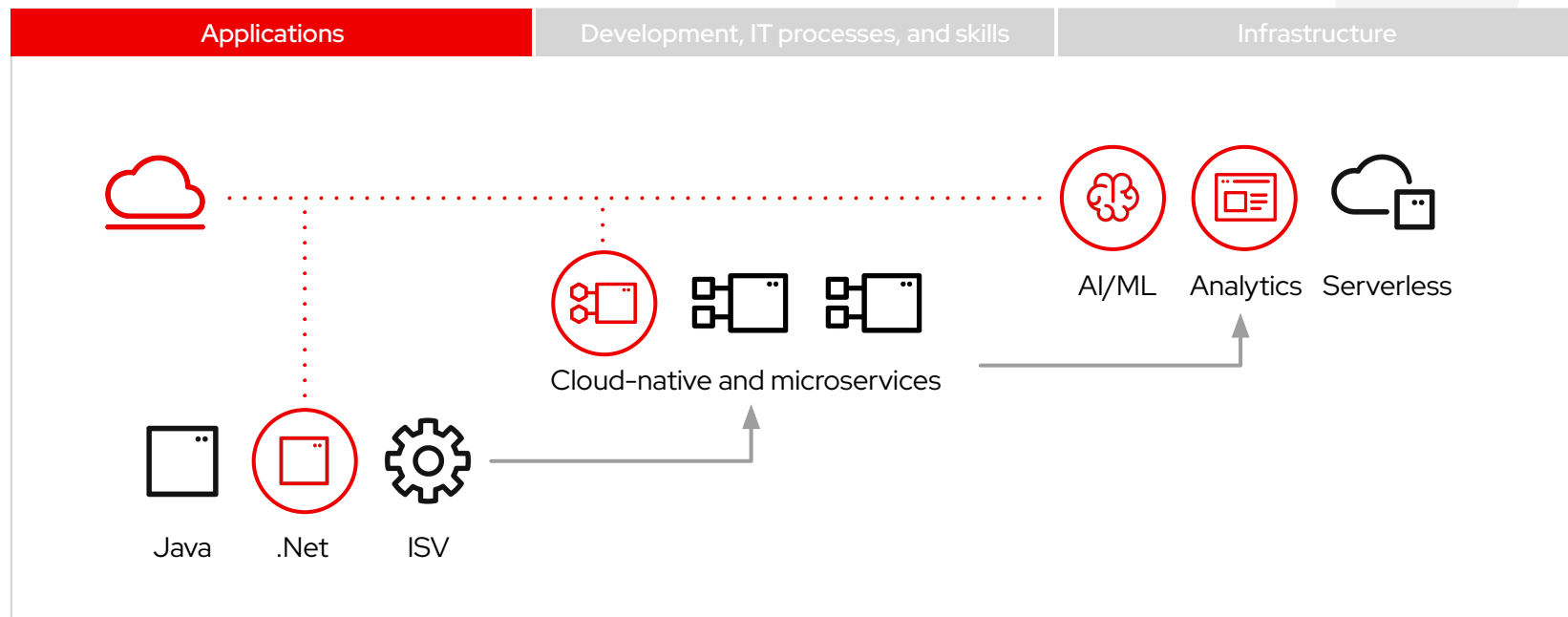
² [Red Hat Summit 2019 keynote](#), 9 May 2019;

³ [Red Hat Forum DACH](#), 14 Jan. 2020.

Innovation at speed.
Flexibility to adapt.
New customer experiences.
That's what hybrid cloud can
deliver.

Hybrid is more than a strategy

It's a way to bring together your existing hybrid mix of new and old...



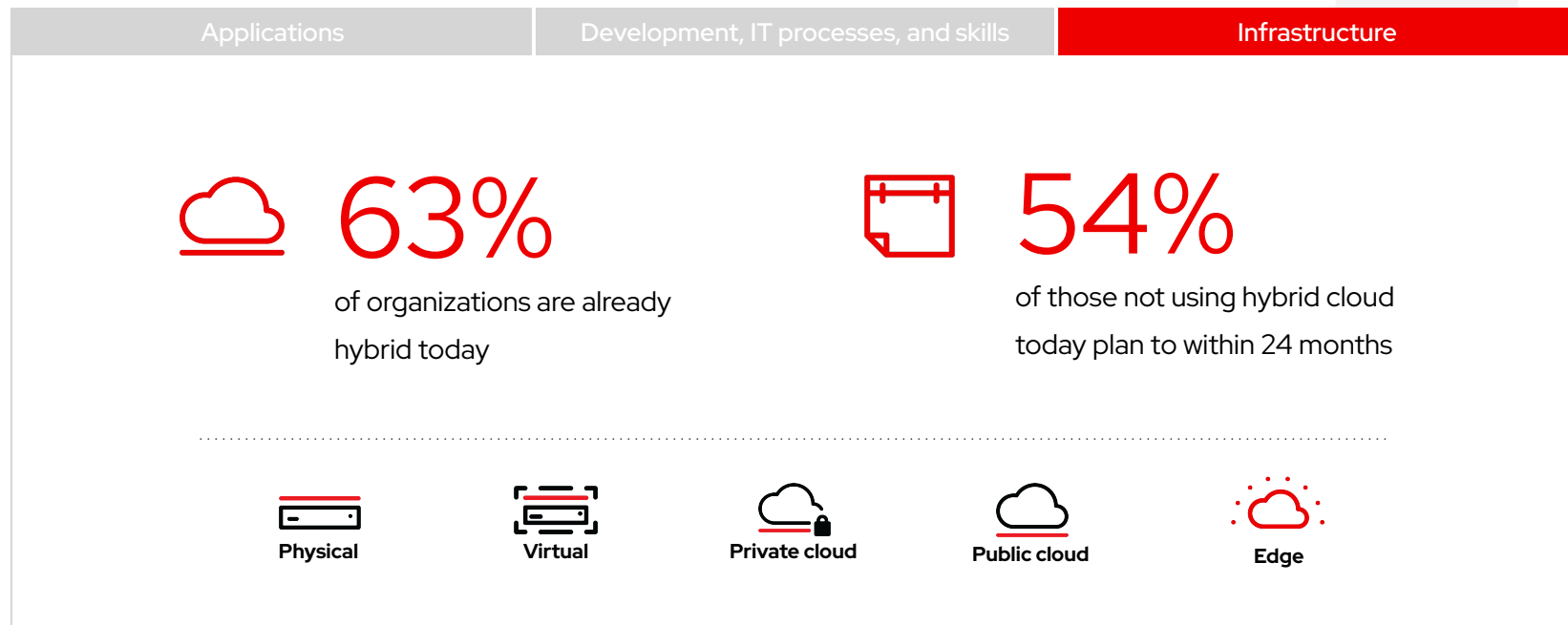
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Hybrid delivers the agility to innovate

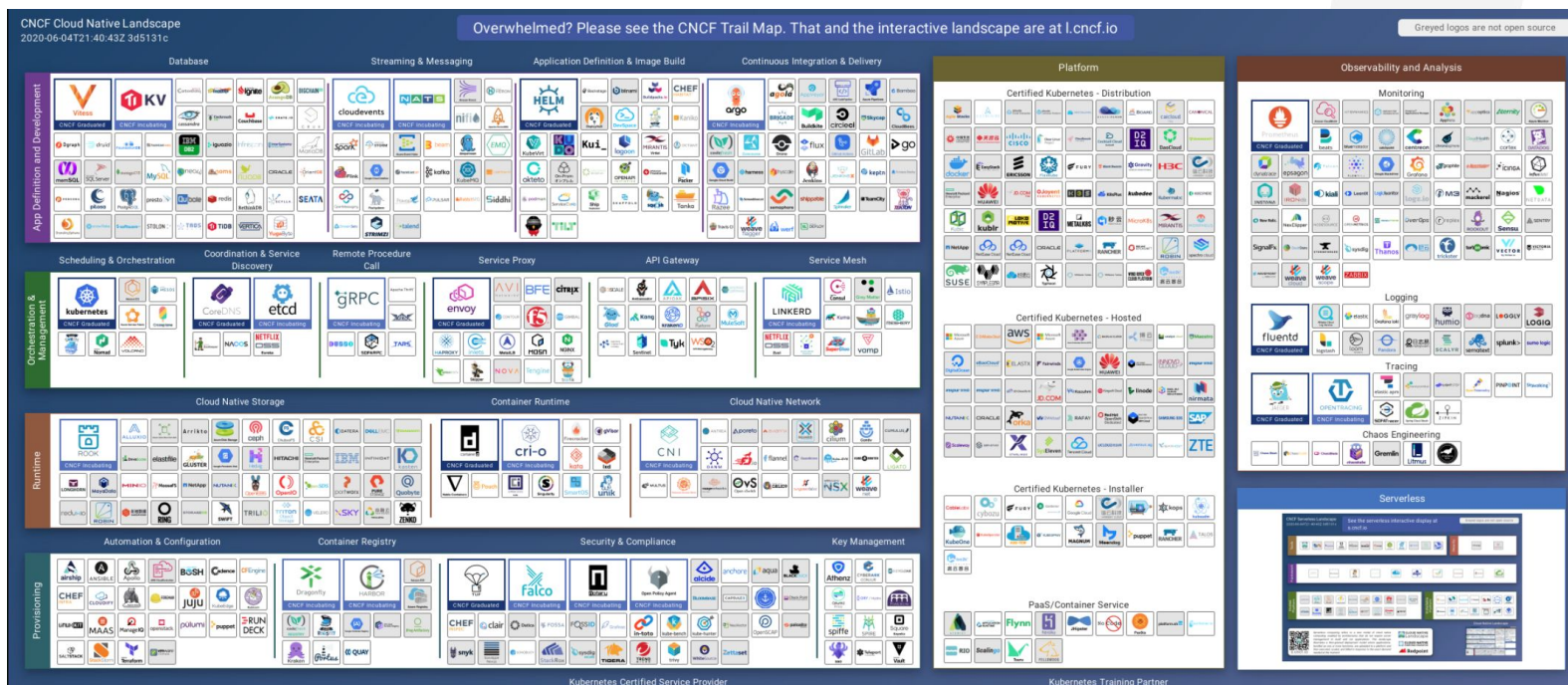
1. Create and deploy new code, faster
2. Securely connect operations with development
3. Adopt new global delivery models



We built **Red Hat OpenShift**
to allow **any** organization
to benefit from hybrid cloud

Hybrid cloud and cloud native development challenge

New projects, products, requirements appear daily ...



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CNCF Cloud Native Landscape
2020-06-04T21:40:43Z 3d5131c

Overwhelmed? Please see the CNCF Trail Map. That and the interactive landscape are at l.cncf.io

Greyed logos are not open source

Deployment

Database

Streaming & Messaging

Application Definition & Image Build

Continuous Integration & Delivery

Platform

Observability and Analysis

Monitoring

Red Hat tests, validates and integrates all necessary components of the whole stack for you

Automation & Configuration

Container Registry

Security & Compliance

Key Management

Provisioning

PaaS/Container Service

Kubernetes Certified Service Provider

Kubernetes Training Partner

Your choice of OpenShift

Self-managed Red Hat OpenShift editions



Red Hat OpenShift Kubernetes Engine

Essential enterprise
Kubernetes Infrastructure

Includes:

- Enterprise Kubernetes runtime
- Red Hat Enterprise Linux CoreOS immutable container OS
- Administrator console
- OpenShift Virtualization



Red Hat OpenShift Container Platform

Opinionated application
development platform

Adds:

- Developer console
- Log management and metering/cost management
- Red Hat OpenShift Serverless (Knative)
- Red Hat OpenShift Service Mesh (Istio)
- Red Hat OpenShift Pipelines & Red Hat OpenShift Gitops (Tekton, ArgoCD)



Red Hat OpenShift Platform Plus

Manageability and consistency across
hybrid and multi cloud with advanced
security for DevSecOps

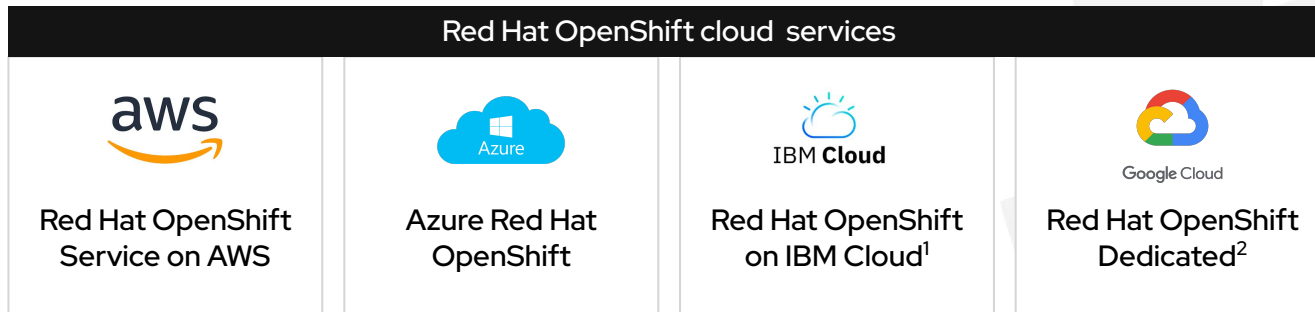
Adds:

- Red Hat Advanced Cluster Management for Kubernetes
- Red Hat Advanced Cluster Security for Kubernetes
- Red Hat Quay

Supporting hybrid usage and buying patterns

A consistent platform no matter how or where you run

Start quickly, we manage it for you



You manage it, for control and flexibility



And the services and partners to guide you to success

RED HAT OPEN INNOVATION LABS



EXPERIMENT

Rapidly build prototypes, do DevOps, and be agile.



CATALYZE INNOVATION

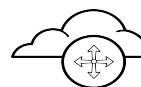
Bring modern application development back to your team.



IMMERSE YOUR TEAM

Work side by side with experts in a residency-style engagement.

RED HAT CONTAINER ADOPTION PROGRAM



FRAMEWORK FOR SUCCESSFUL CONTAINER ADOPTION AND I.T. TRANSFORMATION

Mentoring, training, and side-by-side collaboration

SYSTEM INTEGRATORS

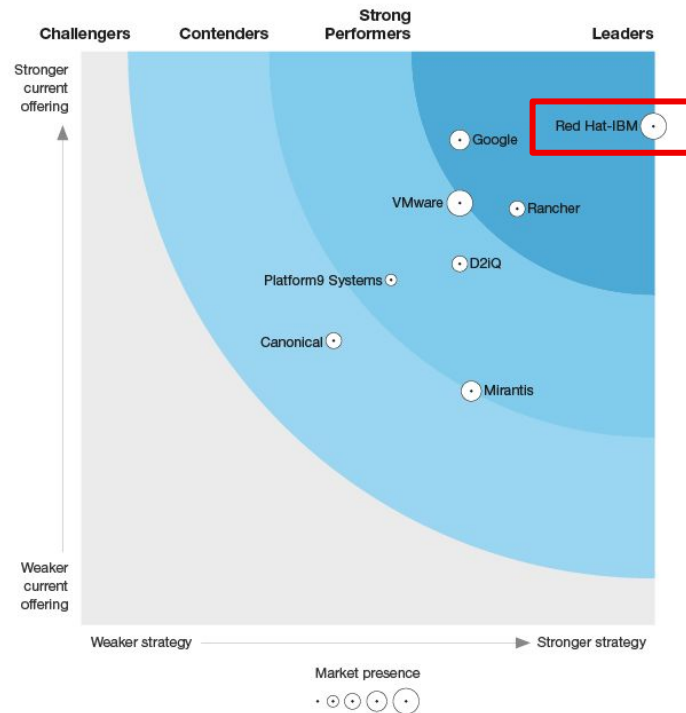
Or work with our ecosystem of certified systems integrators, including...



With a broad partner ecosystem



The Forrester Wave™: Multicloud Container Development Platforms, Q3 2020



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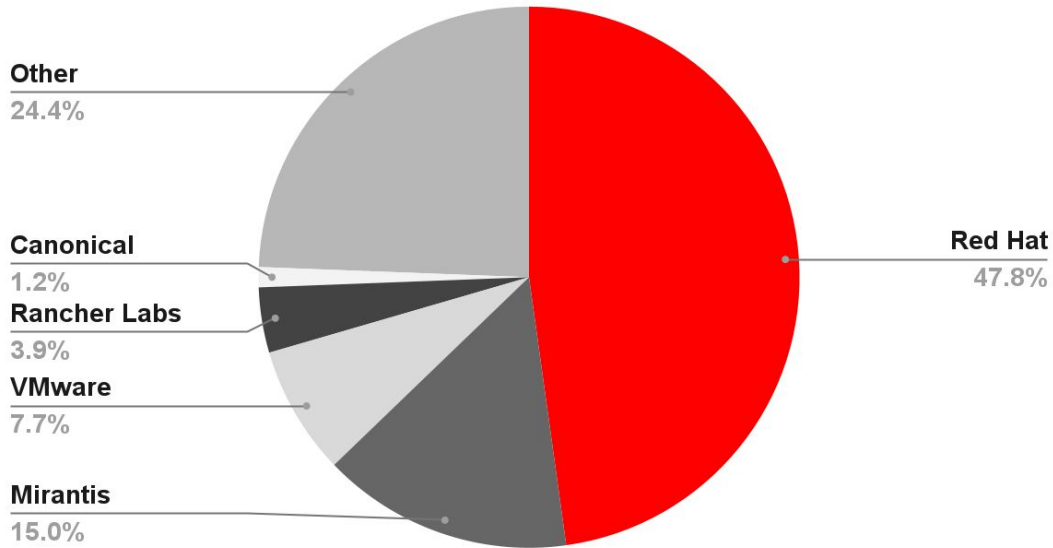
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Red Hat OpenShift market share

Market Share (%)



Bringing results to customers across industries and use cases





Red Hat OpenShift is for every innovator.



Ready for IT operators

- ▶ Automate processes. Reduce complexity.
- ▶ Operate more securely from end to end.



Empowering developers

- ▶ Code fast with familiar tools.
- ▶ Rapidly deliver without roadblocks.



Proven for business leaders

- ▶ Choose a platform to power business today.
- ▶ Create a cloud strategy for the future.

