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Red Hat Cloud Strategy

Peter Hollén
Cloud & IT Transformation Manager Nordics

I.T. CHALLENGES ARE DRIVING AN INDUSTRY TRANSFORMATION

DEMANDS

- I.T. EFFICIENCY
- DEVELOPER PRODUCTIVITY
- BUSINESS AGILITY

CUSTOMER DEMANDS DRIVING CHANGE

TRENDS

- CLOUD
- IaaS
- PaaS
- MOBILE
- BIG DATA

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BUSINESS UNDER PRESSURE

INCREASING EXPECTATIONS AND COMPETITION

LINE OF BUSINESS

Transform to digital business

Deliver services faster at scale with low incremental cost

DEVELOPERS

Deliver applications faster

Speed up code creation and environment updates with modern languages and frameworks

OPERATIONS

Compete with public cloud providers in scalability, reliability, and cost

Public cloud like infrastructure with enterprise management features

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CONFLICTING I.T. PRIORITIES

80%

of **I.T. budget** used for
maintenance and support
of existing infrastructure

Small budget for strategic business initiatives:
LIMITED INNOVATION

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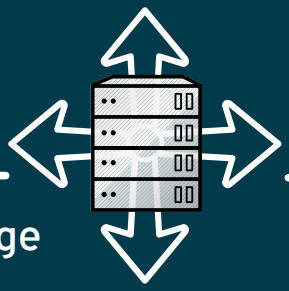
SEISMIC SHIFT IN ENTERPRISE I.T.

Driven by IT Consumerization



EXISTING

- Applications with predictable usage models
- Open source perceived as unknown and risky
- Compute-centric infrastructure
- Long innovation cycle
- IT as a cost center

EMERGING

- Dynamic applications that scale to meet demand
- Open source is well understood and widely adopted
- Software-defined infrastructure across compute, networking and storage
- Compressed innovation cycle
- IT as a competitive advantage

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“By 2017, 75% of IT organizations will have a bimodal capability”

Gartner

“People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction.”

Brian Halligan
CEO HubSpot

“If everything is under control, you are not moving fast enough.”

Mario Andretti, F1 legend

Bimodal IT = Marathon Runners + Sprinters

Think Marathon Runner

Mode 1		Mode 2
Reliability	**Goal**	Agility
Price for performance	**Value**	Revenue, brand, customer experience
Waterfall, V-Model, high-ceremony IID	**Approach**	Agile, Kanban, low-ceremony IID
Plan-driven, approval-based	**Governance**	Empirical, continuous, process-based
Enterprise suppliers, long-term deals	**Sourcing**	Small, new vendors, short-term deals
Good at conventional process, projects	**Talent**	Good at new and uncertain projects
IT-centric, removed from customer	**Culture**	Business-centric, close to customer
Long (months)	**Cycle times**	Short (days, weeks)

Think Sprinter

Gartner

AN IMPORTANT CHOICE

NEXT GENERATION IT IS AT A CROSSROADS

CLOSED

Innovation limited to a single vendor

Open source mixed with legacy proprietary tools

Selective community participation

OPEN

Open Innovation Model

Fully Open Source Solution

Community in DNA

According to the Linux Foundation's Global 2013 Survey, 76% of clouds are built on open source technologies

AN IMPORTANT CHOICE

NEXT GENERATION IT IS AT A CROSSROADS

UN-INTEGRATED

Manual development of operations practices

Complex lifecycle management

Unable to correlate between platforms

INTEGRATED

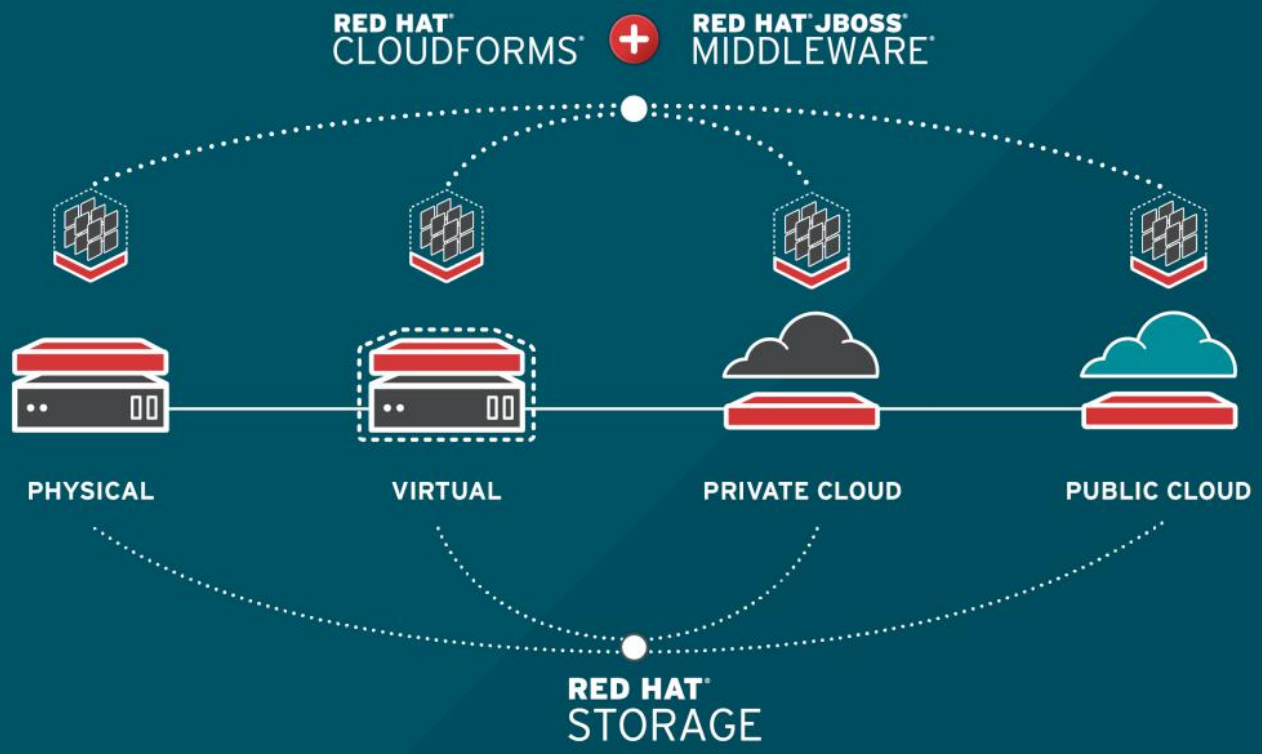
Proven operations framework

Unified lifecycle management

Deep insight from hardware to apps

According to Information Week's 2014 Private Cloud Survey, 54% indicated that integrating and protecting their cloud infrastructure is their primary challenge

RED HAT'S VISION: OPEN HYBRID CLOUD



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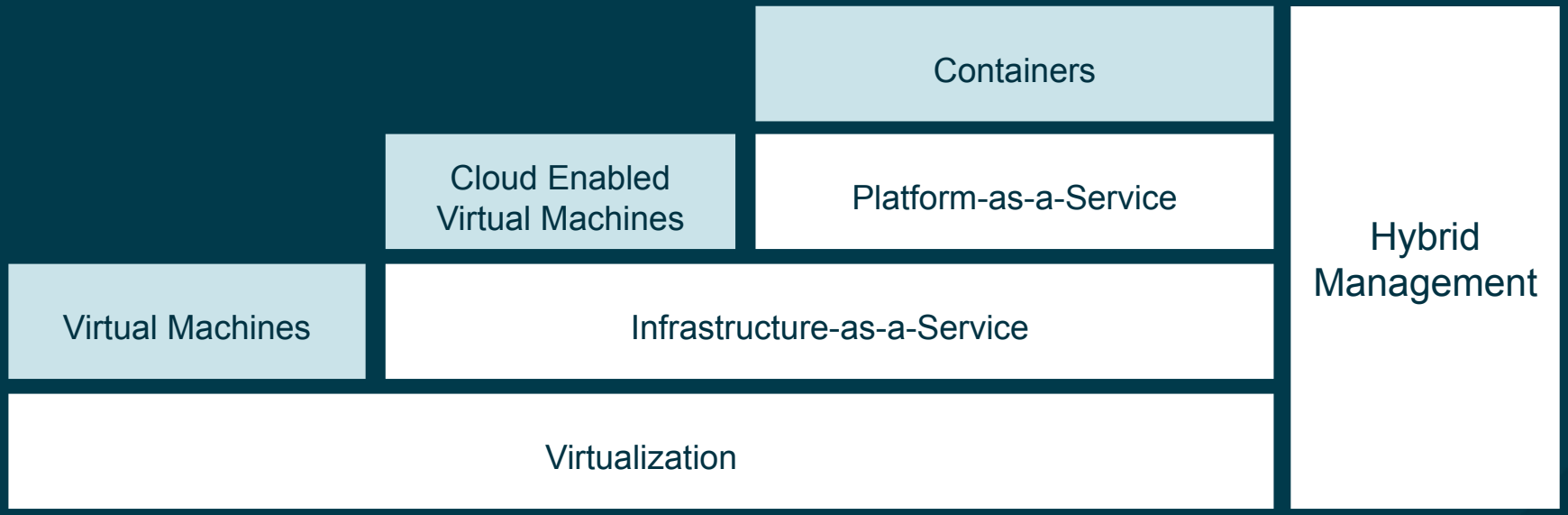
RED HAT CLOUD SUITE FOR APPLICATIONS

FULLY OPEN SOURCE SOLUTION FROM BARE METAL TO APPLICATIONS



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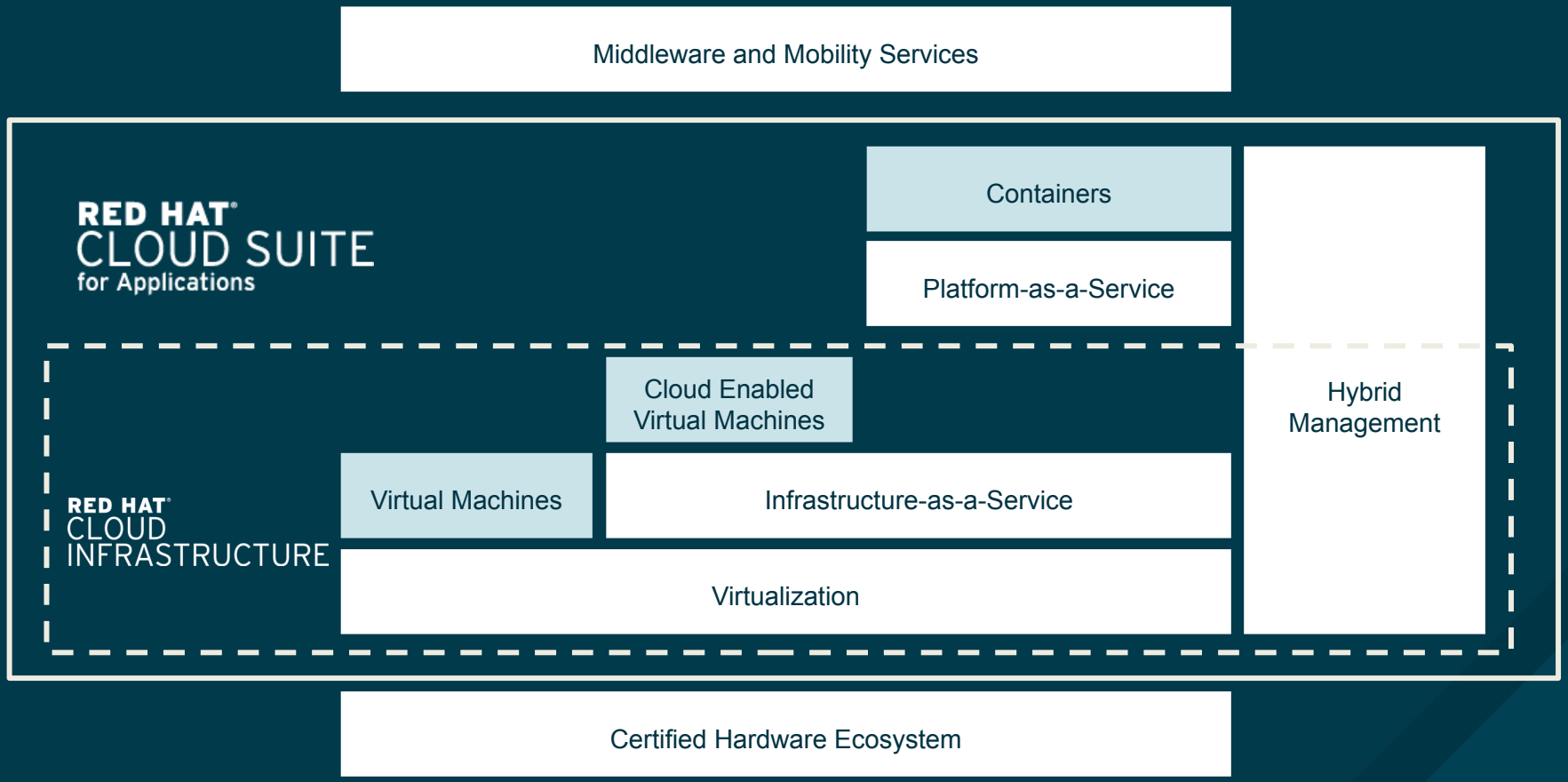
RED HAT CLOUD SUITE FOR APPLICATIONS

BUILDING ON THE FOUNDATION OF RED HAT CLOUD INFRASTRUCTURE



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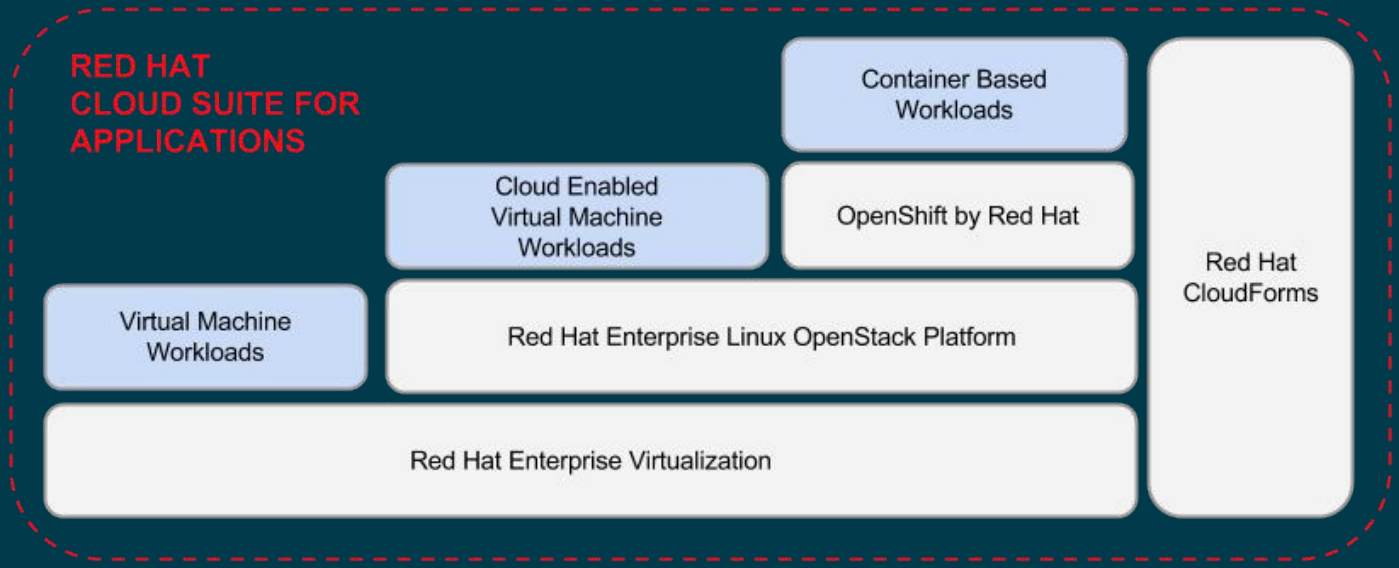

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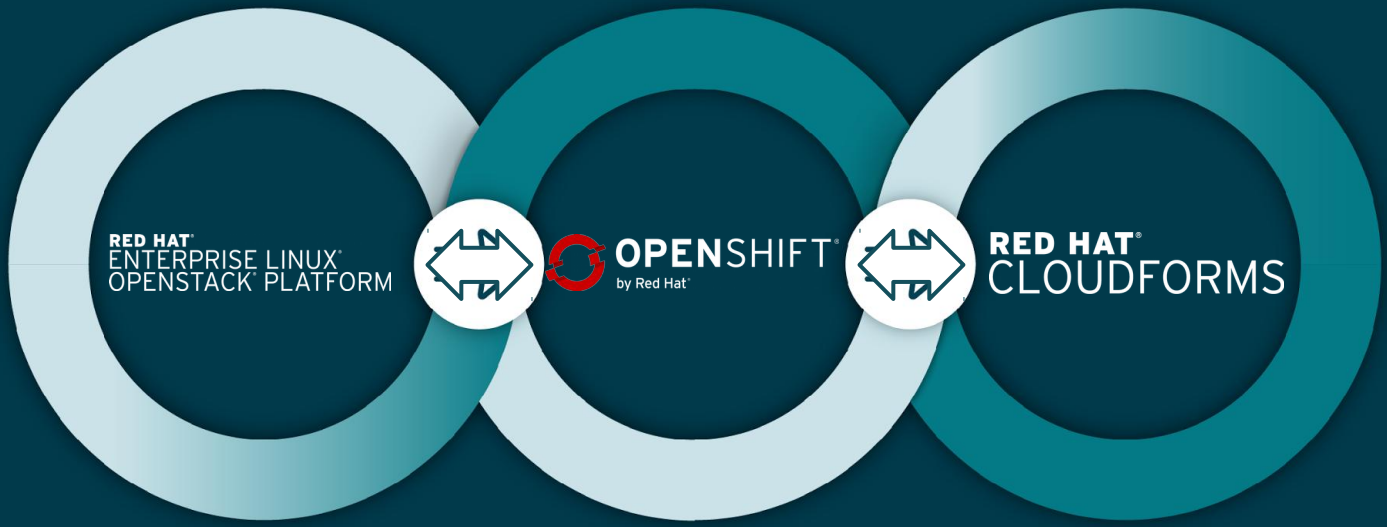
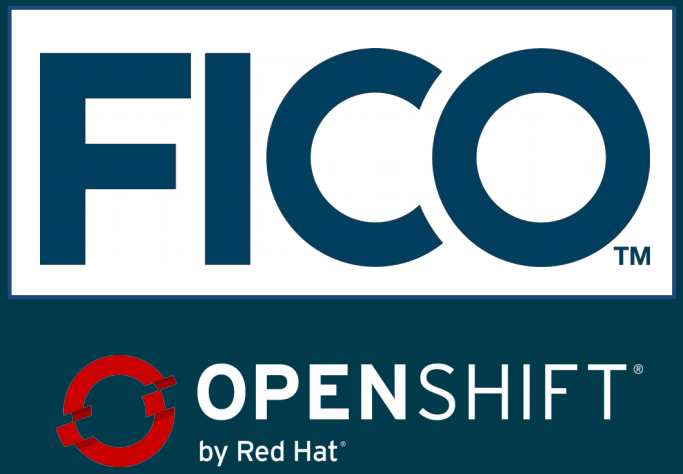


ACCELERATED APPLICATIONS

OPENSHIFT BY RED HAT



- Reduced Time to Value for developing analytic solutions by 70 percent
- Runs FICO Analytic Cloud in hybrid mode using OpenShift Enterprise and OpenShift Online
- Adopting OpenStack for Infrastructure

"Not only are we using OpenStack and OpenShift as the underlying engines for the FICO Analytic Cloud, we'll be building all of our internal PaaS offers around those two products. Our relationship with Red Hat almost spans our entire portfolio, and is a good example of what we consider value in a vendor. It's more than a partnership. It's a shared-goal, shared-vision, shared-outcome relationship where everybody's in it for exactly the same reason, and mutual goals produce outstanding outcomes."
Tony McGivern, CIO, FICO

https://www.redhat.com/en/about/press-releases/openshift-enterprise-red-hat-powers-fico-analytic-cloud-faster-more-versatile-delivery-automated-business-solutions

SCALABLE INFRASTRUCTURE

RED HAT ENTERPRISE LINUX OPENSTACK PLATFORM

RED HAT®
ENTERPRISE LINUX®
OPENSTACK® PLATFORM

- Using OpenStack within Network Functions Virtualization (NFV) Lab
- Defining common framework for Virtual Infrastructure Management (VIM), critical for driving open NFV standards
- Adopting CloudForms within Telefonica to automate deployments across hybrid environments

"For NFV we need to avoid closed and non-interoperable environments, which would hamper its widespread adoption"
Enrique Algaba
Network Innovation and Virtualisation Director
Telefónica I+D-Global CTO

http://www.redhat.com/en/about/press-releases/telef%C3%B3nica-work-red-hat-and-intel-set-ground-next-generation-telecommunications-virtualized-network-services
http://www.redhat.com/en/files/resources/en-rh-telefonica-global-solutions-chooses-red-hat-plan-cloud-future-11772377.pdf

Red Hat acquires Ansible

With Ansible, you can supercharge your Red Hat deployment, bringing Ansible's simple IT automation to all aspects of your business.

Whether it's hooking into Red Hat Satellite to provision and configure your systems with Ansible, using Ansible and Ansible Tower to deploy your applications to OpenShift, or using Ansible's simple automation to deploy, manage, and upgrade your OpenStack cloud, Ansible and Tower work seamlessly in a Red Hat environment to streamline your IT operations and cut your IT costs.

Red Hat acquires Ansible

Ansible's simple automation enables your existing infrastructure to plug-in to OpenShift Enterprise 3 for an end-to-end DevOps environment.

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