



redhat.

# FROM OPEN INNOVATION TO DIGITAL TRANSFORMATION

.....

Johnny Westerlund  
Solutions Architect  
2018

# INNOVATION?

## innovation

/ɪnə'veɪʃ(ə)n/

*noun*

the action or process of innovating.

"innovation is crucial to the continuing success of any organization"

synonyms: change, alteration, revolution, upheaval, transformation, metamorphosis, reorganization, restructuring, rearrangement, recasting, remodelling, renovation, restyling, variation; More

a new method, idea, product, etc.

# THE CHANGING ROLE OF I.T.

**“IT doesn’t matter.”**

Nicholas G. Carr

Harvard Business Review, May 2003

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**“IT doesn’t matter.”**

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Harvard Business Review, May 2003

**“Every company [is] now a technology company.”**

Joe McKendrick

Forbes.com, April, 2015

# THE CHANGING ROLE OF I.T.

**"the current business environment requires all leaders to view their companies as software businesses — and think like software executives"**

Vijay Gurbaxani,  
Harvard Business Review, April 2016

<https://hbr.org/2016/04/you-dont-have-to-be-a-software-company-to-think-like-one>

# THE DISNEY MAGIC TIMER APP

CELEBRATING  
1 MILLION  
DOWNLOADS



ADD A LITTLE MAGIC  
TO BUILDING  
HEALTHY HABITS

Download the App



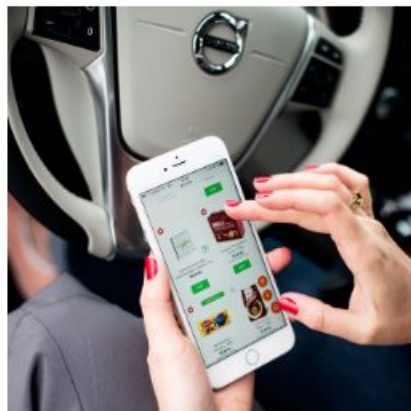
With the FREE Disney Magic Timer™ app by Oral-B, powered by DREAMPLAY, 98% of kids brush longer. To unlock the fun, all you need is a Crest or Oral-B Pro-Health Stages or Jr. product.

Available for free on the App Store™ or Google Play® online stores. Apple, the Apple logo, iPhone, and iPad are trademarks of Apple, Inc., registered in the U.S. and other countries. App store is a service mark of Apple Inc. ©Disney, ©Disney Jr., ©Disney/Pixar, ©MARVEL & ©Lucasfilm Ltd. All rights reserved.





# VOLVO IN-CAR DELIVERY - IN SHORT



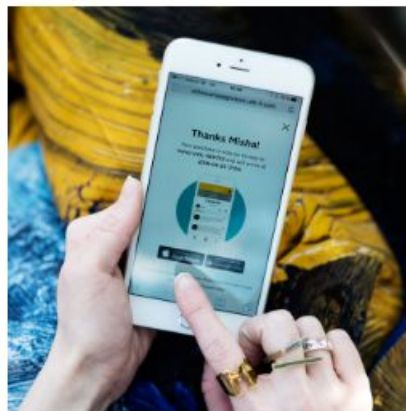
## 1. Order online

Register your Volvo ID with us.  
Shop online with our partners.  
Choose the delivery option  
"Volvo In-car Delivery".



## 2. Get the goods delivered to your car

You decide the time and place of delivery. Our delivery partners receive a temporary digital key and drop off the delivery in the boot of your car without you needing to be there.



## 3. Get notified directly

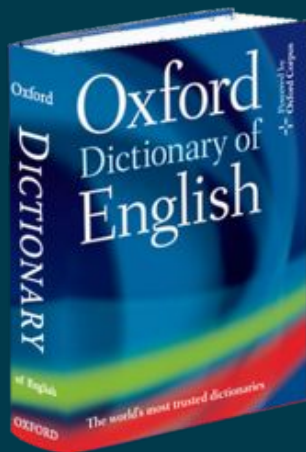
You can track every step of your delivery directly in our portal. As soon as the delivery is completed we will notify you by e-mail or SMS. The goods are already in your car.



## 4. Save time - avoid hassle

Use your Volvo to save time and avoid planning your day around a delivery. Making your life easier.

# BUILD PLATFORMS FOR DIGITAL BUSINESS



More than 500 companies already trust Oxford Dictionaries...



Oxford provided data customizations to embed four of its best-selling bilingual dictionaries on Amazon's Kindle. Users can now access French, Italian, German, and Spanish translations and definitions anywhere they read Kindle e-books.



Oxford customized and extracted large wordlists, from trusted sources, to create extensive, clean, and accurate wordlists in six of the world's most popular languages.



Oxford utilized its global network of lexical experts and publishing partnerships, to provide customized foreign language data that would meet the needs of Google's global user-base.

What's possible with our dictionary data?



### Learning

Benefit from the rich tagging of subject, register, and region to make your app appropriate for many different users.



### Augmented Reality

Use our definitions, audio pronunciations, and translations to add an extra dimension to your Augmented Reality app.

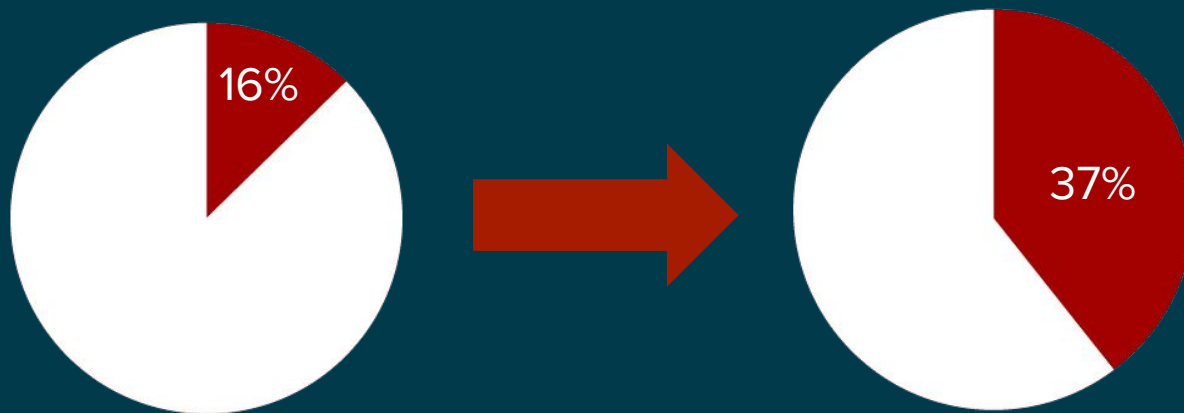


### Artificial Intelligence

Push the boundaries of future applications with powerful, semantically-linked language data.



# 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](http://www.gartner.com/imagesrv/cio/pdf/cio_agenda_insights_2016.pdf)

# THE CHANGING ROLE OF I.T.

Develop innovation that  
creates differentiation leading  
to customer preference

**BUILD**

**BUY**

Commercial Off The Shelf  
everything else, not a  
source of differentiation

# THE CHANGING ROLE OF I.T.

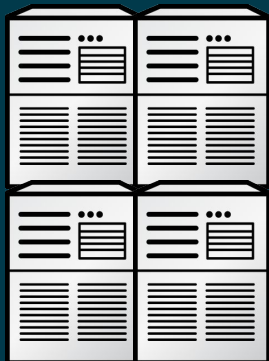
BY 2020 **75%** OF APPLICATION PURCHASES  
SUPPORTING DIGITAL BUSINESS WILL BE  
“BUILD” NOT “BUY”

GARTNER Forecast analysis <http://www.gartner.com/newsroom/id/3119717>

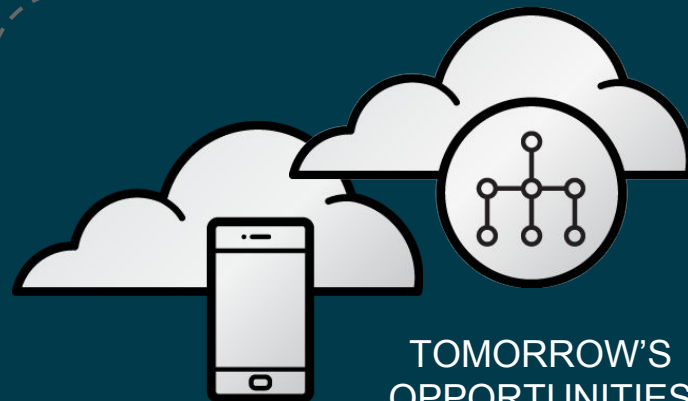
HOW DO I GET  
FROM HERE TO  
THERE?



## THE IT INNOVATION GAP



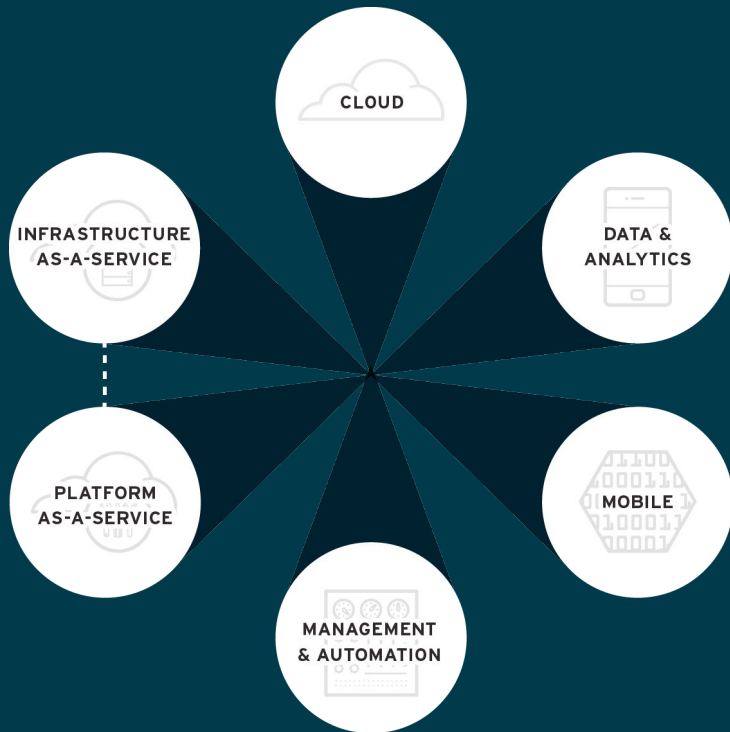
TODAY'S CHALLENGES



TOMORROW'S  
OPPORTUNITIES

# TECHNOLOGY IS MAKING A DIFFERENCE

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



# THE NEW CONSTANT IS “CHANGE”

“The only sustainable advantage you can have over others is agility, that’s it. Because nothing else is sustainable, everything else you create, somebody else will replicate.”

**Jeff Bezos** | Amazon founder



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“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change”

**Charles Darwin** | English Naturalist and Geologist

# 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

# BALANCING INNOVATION AND OPTIMIZATION

YOUR PEERS SAY THESE ARE THEIR TOP PRIORITIES AND CHALLENGES



Optimize the IT  
you have



Integrate apps, data,  
and processes



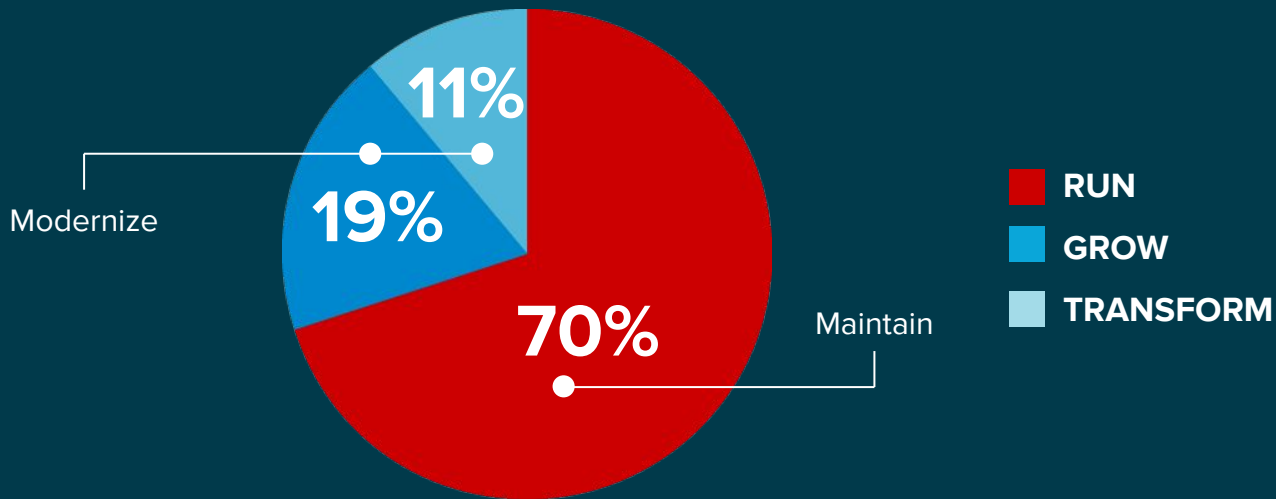
Add and manage cloud  
infrastructure



Build more modern  
applications

# MAINTAIN AND MODERNIZE

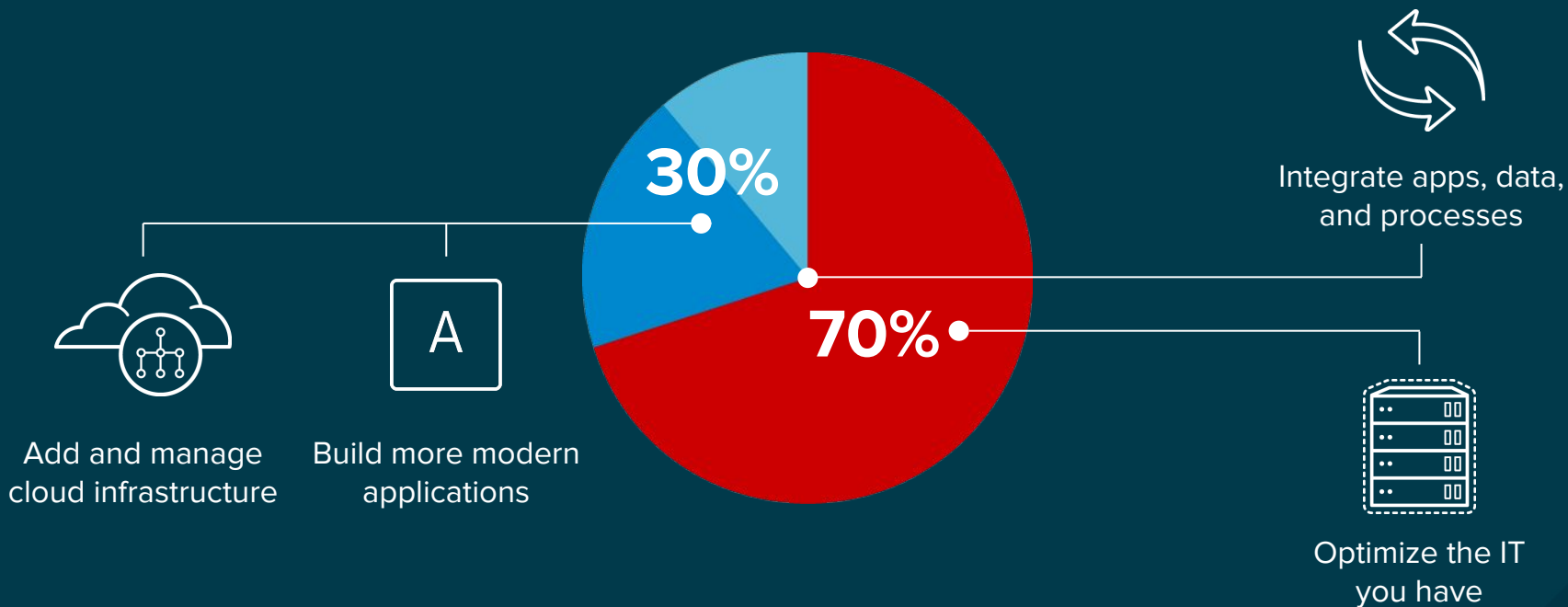
I.T. SPENDING TO RUN, GROW, AND TRANSFORM THE BUSINESS, CROSS-INDUSTRY



**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

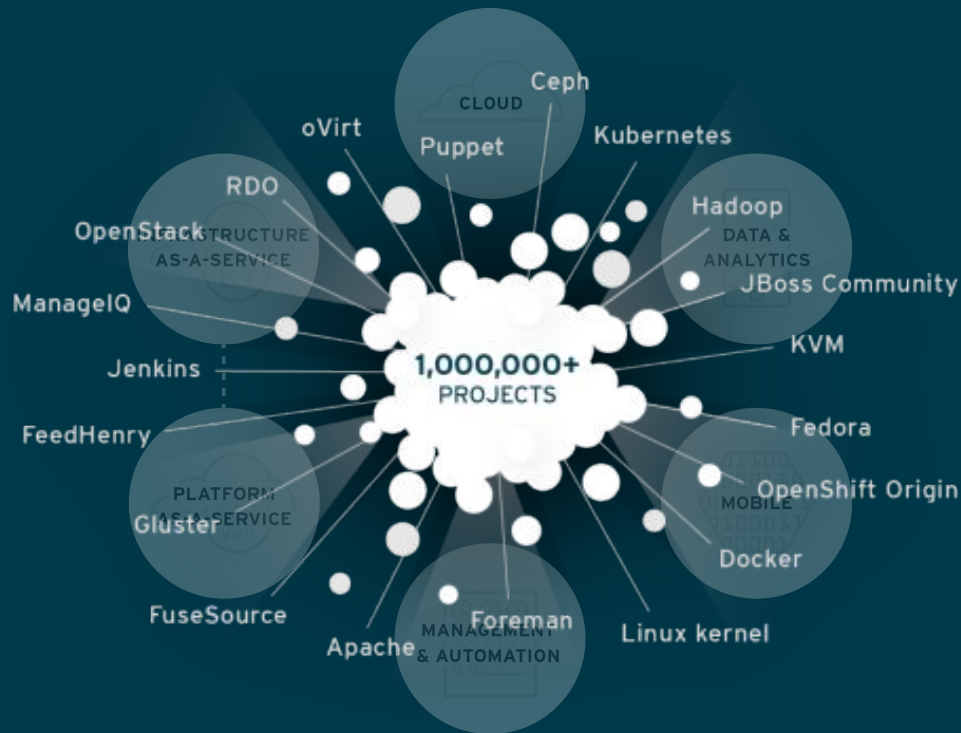


Source: Graph created by Red Hat based on Gartner research. Potter, Kurt, Sanil Solanki, and Ken McGee, *Run, Grow and Transform the Business IT Spending: Approaches to Categorization and Interpretation*. Gartner G00308477, 27 June 2016

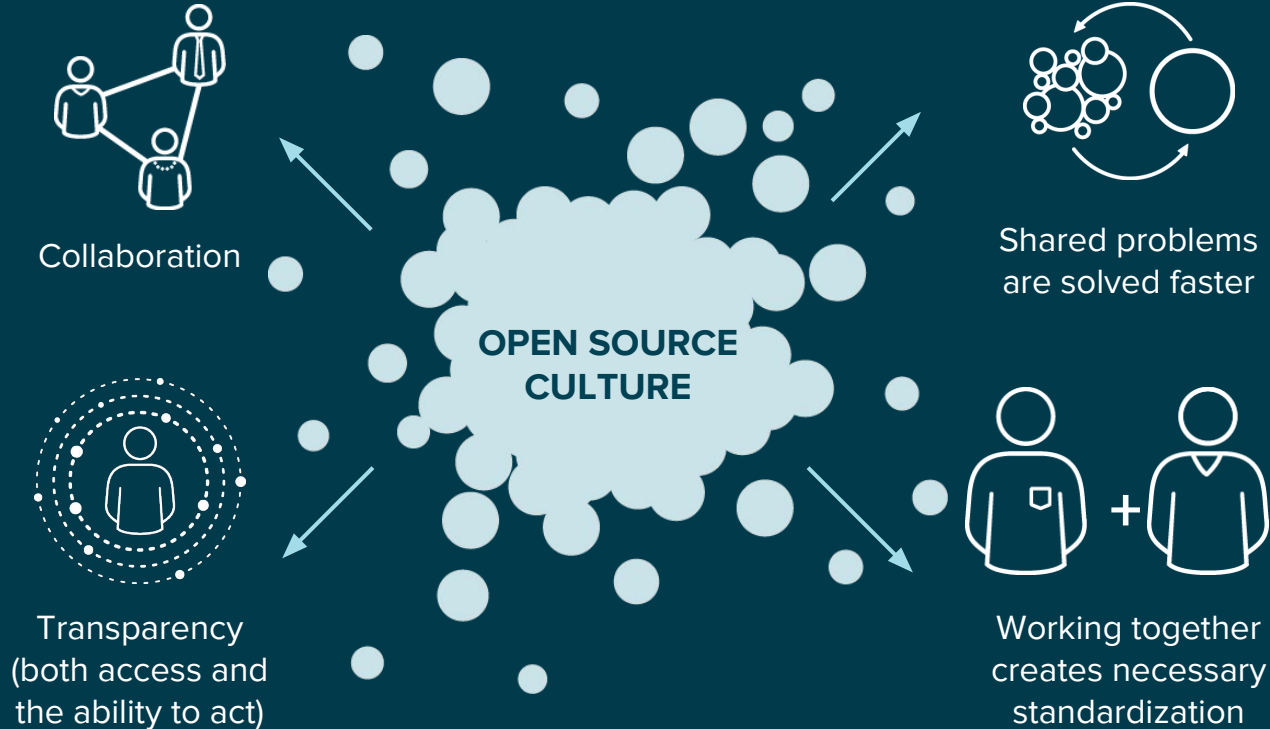
# WHY OPEN SOURCE?



# OPEN SOURCE DEVELOPMENT DRIVES RAPID INNOVATION



# IT'S NOT JUST CODE; IT'S CULTURE



# CONSIDER OPEN SOURCE

INNOVATE FASTER AND BREAK OUT OF THE PROPRIETARY LOOP

*"An organization that does not fully consider open source options alongside the proprietary offerings they have traditionally procured is missing out on sound technologies, access to vibrant communities, and the opportunity to tap innovative new ways of working. Today, **failure to fully consider open source options is unwise.** Within a few short years, it will be unforgivably negligent."*

**FORRESTER**

April 2016

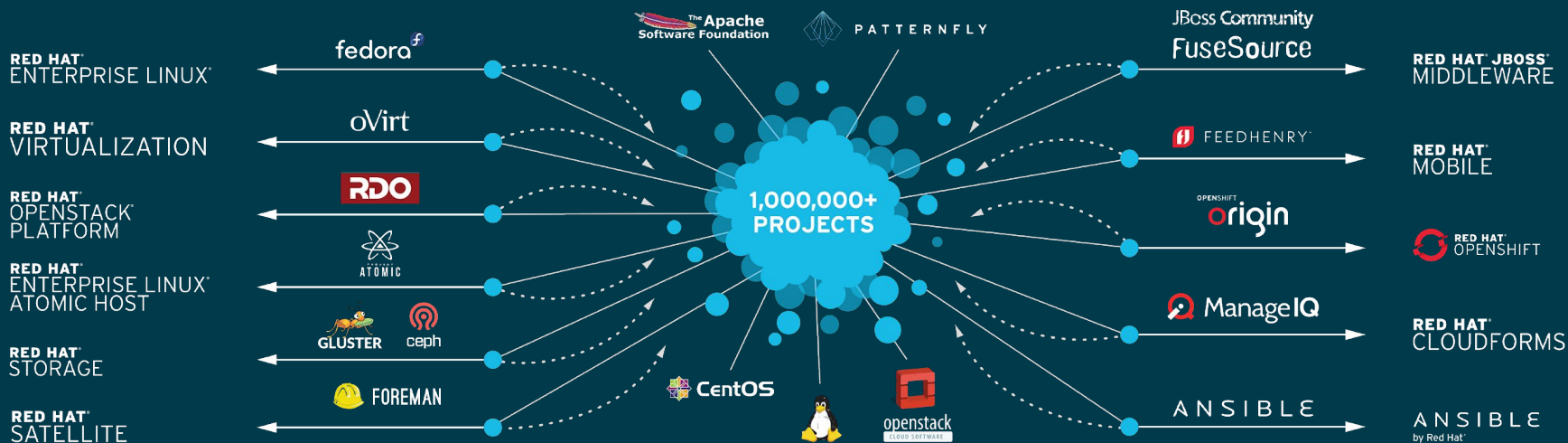
Source: Paul Miller and Lauren E. Nelson. Forrester, *Open Source Powers Enterprise Digital Transformation*, April 2016. 133302.

**RED HAT**

# IT'S ABOUT MORE THAN OPEN SOURCE



# FROM COMMUNITY TO ENTERPRISE



RH0064-3



# OPEN SOURCE IS EATING THE WORLD

“In terms of being the most strategic IT vendor three years from now, **Google**, **Amazon** and **Red Hat** are expected to be the biggest winners - IBM, SAP and Oracle are expected to be the biggest losers...”

*Goldman Sachs*  
*July 2016*



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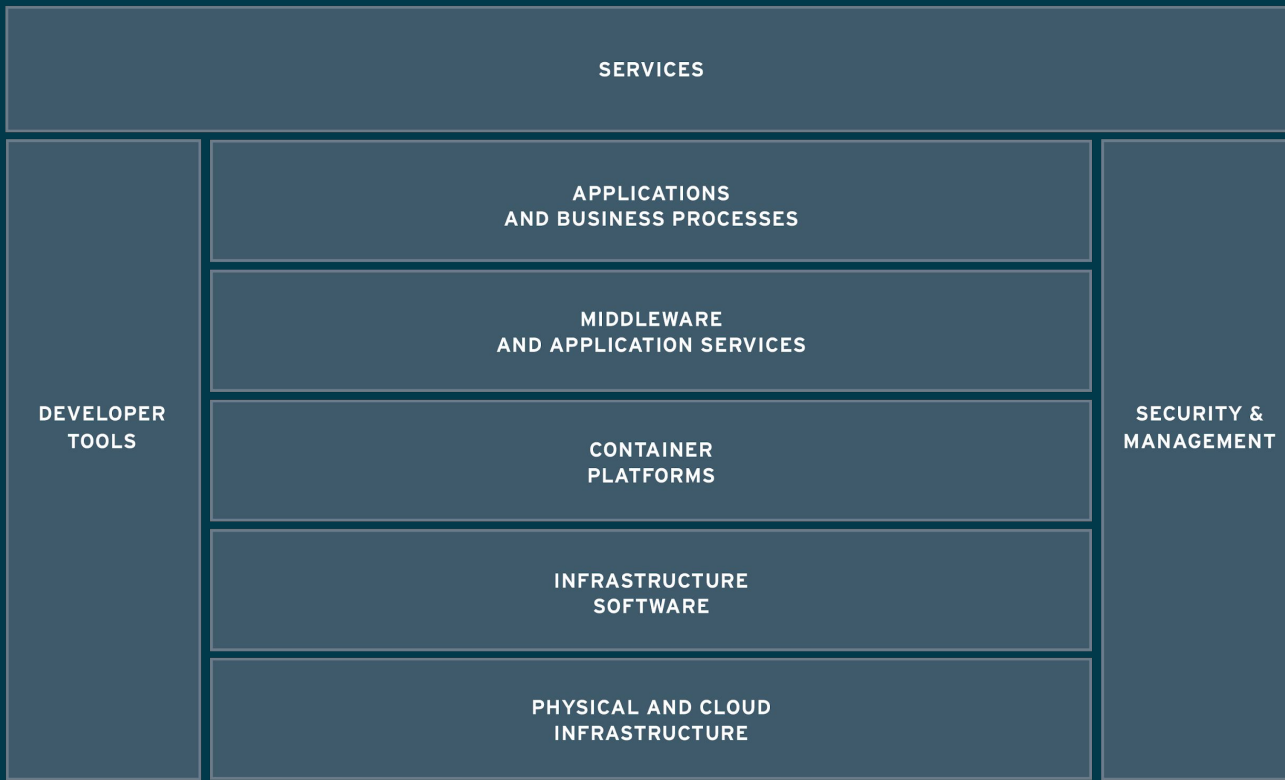
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## #23 Red Hat

The World's 100 Most Innovative Companies

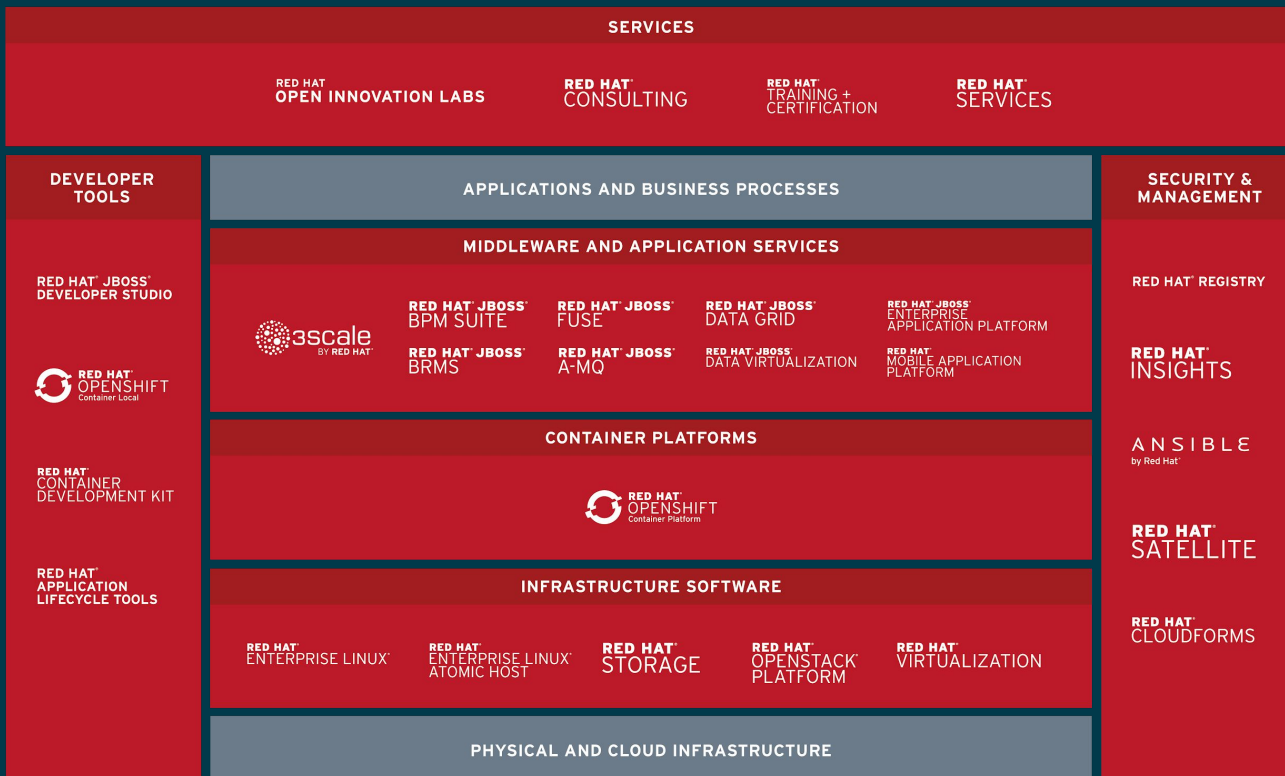
*Forbes Magazine  
2017*

# A COMPLETE TECHNOLOGY STACK



RH0075-02

# IT'S ALL HERE



RH0075-02



# THANK YOU



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