FROM OPEN INNOVATION TO DIGITAL TRANSFORMATION

Johnny Westerlund
Solutions Architect
2018
innovation

/ɪnəˈvɛrɪʃ(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.
“IT doesn’t matter.”

Nicholas G. Carr
Harvard Business Review, May 2003
THE CHANGING ROLE OF I.T.

“IT doesn’t matter.”
Nicholas G. Carr
Harvard Business Review, May 2003

“Every company [is] now a technology company.”
Joe McKendrick
Forbes.com, April, 2015
"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

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.

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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...

- **Amazon**
  - 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.

- **Zynga**
  - 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.

- **Google**
  - Oxford utilizes 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.
In the private sector, CIOs expect digital revenue to grow from 16% to 37% in the next 5 years.

Develop innovation that creates differentiation leading to customer preference

BUILD

BUY

Commercial Off The Shelf everything else, not a source of differentiation
By 2020 75% of application purchases supporting digital business will be “build” not “buy”

GARTNER Forecast analysis http://www.gartner.com/newsroom/id/3119717
THE IT INNOVATION GAP

HOW DO I GET FROM HERE TO THERE?

TODAY’S CHALLENGES

TOMORROW’S OPPORTUNITIES
TECHNOLOGY IS MAKING A DIFFERENCE

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

- Cloud
- Data & Analytics
- Mobile
- Infrastructure as a Service
- Platform as a Service
- Management & Automation
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
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

BEYOND TECHNOLOGY
INvolves transforming I.T. and 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

- **Maintain**: 70%
- **Modernize**: 19%
- **Grow**: 11%

**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

Add and manage cloud infrastructure
Build more modern applications
Optimize the IT you have
Integrate apps, data, and processes

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

Collaboration

Transparency (both access and the ability to act)

Shared problems are solved faster

Working together creates necessary standardization

OPEN SOURCE CULTURE
"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

RED HAT
IT’S ABOUT MORE THAN OPEN SOURCE

- User Interfaces
- Getting Changes Accepted Upstream
- Secure Value Chain
- Rapid Iteration
- Brilliant Innovation
- Community Development
- Solving Common Challenges Through Collaboration
- QA and Integration
- Predictable, Stable Life-Cycle Management
- Support
FROM COMMUNITY TO ENTERPRISE

1,000,000+ PROJECTS

- Red Hat Enterprise Linux
- Red Hat Virtualization
- Red Hat OpenStack Platform
- Red Hat Enterprise Linux Atomic Host
- Red Hat Storage
- Red Hat Satellite

- Fedora
- oVirt
- RDO
- Atomic
- Gluster
- Ceph
- Foreman
- CentOS

- JBoss Community
- FuseSource
- FeedHenry
- Origin
- ManageIQ
- Ansible
- Ansible by Red Hat

Red Hat JBoss Middleware
Red Hat Mobile
Red Hat OpenShift
Red Hat CloudForms
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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Goldman Sachs
July 2016

#23 Red Hat
The World's 100 Most Innovative Companies
Forbes Magazine
2017
A COMPLETE TECHNOLOGY STACK

- Services
  - Applications and Business Processes
  - Middleware and Application Services
  - Container Platforms
  - Infrastructure Software
  - Physical and Cloud Infrastructure

- Security & Management

INSERT DESIGNATOR, IF NEEDED
IT'S ALL HERE

SERVICES

RED HAT OPEN INNOVATION LABS
RED HAT CONSULTING
RED HAT TRAINING + CERTIFICATION
RED HAT SERVICES

DEVELOPER TOOLS

RED HAT JBOSS DEVELOPER STUDIO
RED HAT OPENSOURCE Developer Studio
RED HAT CONTAINER DEVELOPMENT KIT
RED HAT APPLICATION LIFECYCLE TOOLS

APPLICATIONS AND BUSINESS PROCESSES

MIDDLEWARE AND APPLICATION SERVICES

RED HAT JBOSS BPM SUITE
RED HAT JBOSS FUSE
RED HAT JBOSS BRMS
RED HAT JBOSS A-MQ
RED HAT JBOSS DATA GRID
RED HAT JBOSS DATA VIRTUALIZATION
RED HAT JBOSS ENTERPRISE APPLICATION PLATFORM
RED HAT JBOSS MOBILE APPLICATION PLATFORM

CONTAINER PLATFORMS

RED HAT OPENSOURCE Container Engine

INFRASTRUCTURE SOFTWARE

RED HAT ENTERPRISE LINUX
RED HAT ENTERPRISE LINUX ATOMIC HOST
RED HAT STORAGE
RED HAT OPENSTACK PLATFORM
RED HAT VIRTUALIZATION

PHYSICAL AND CLOUD INFRASTRUCTURE

SECURITY & MANAGEMENT

RED HAT REGISTRY
RED HAT INSIGHTS

ANSIBLE

RED HAT SATELLITE
RED HAT CLOUDFORMS

INSERT DESIGNATOR, IF NEEDED
THANK YOU

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linkedin.com/company/red-hat
youtube.com/user/RedHatVideos
facebook.com/redhatinc
twitter.com/RedHatNews