



RED HAT  
**FORUM**  
Asia Pacific

# RED HAT STRATEGY AND VISION

Alessandro Perilli  
General Manager, Open hybrid cloud

**WHAT HAPPENS IF YOU DON'T ACT NOW**



# THE RISK IS EXTINCTION

photo credit: flickr.com/photos/kubina



# TOWARDS A FRICTIONLESS I.T.

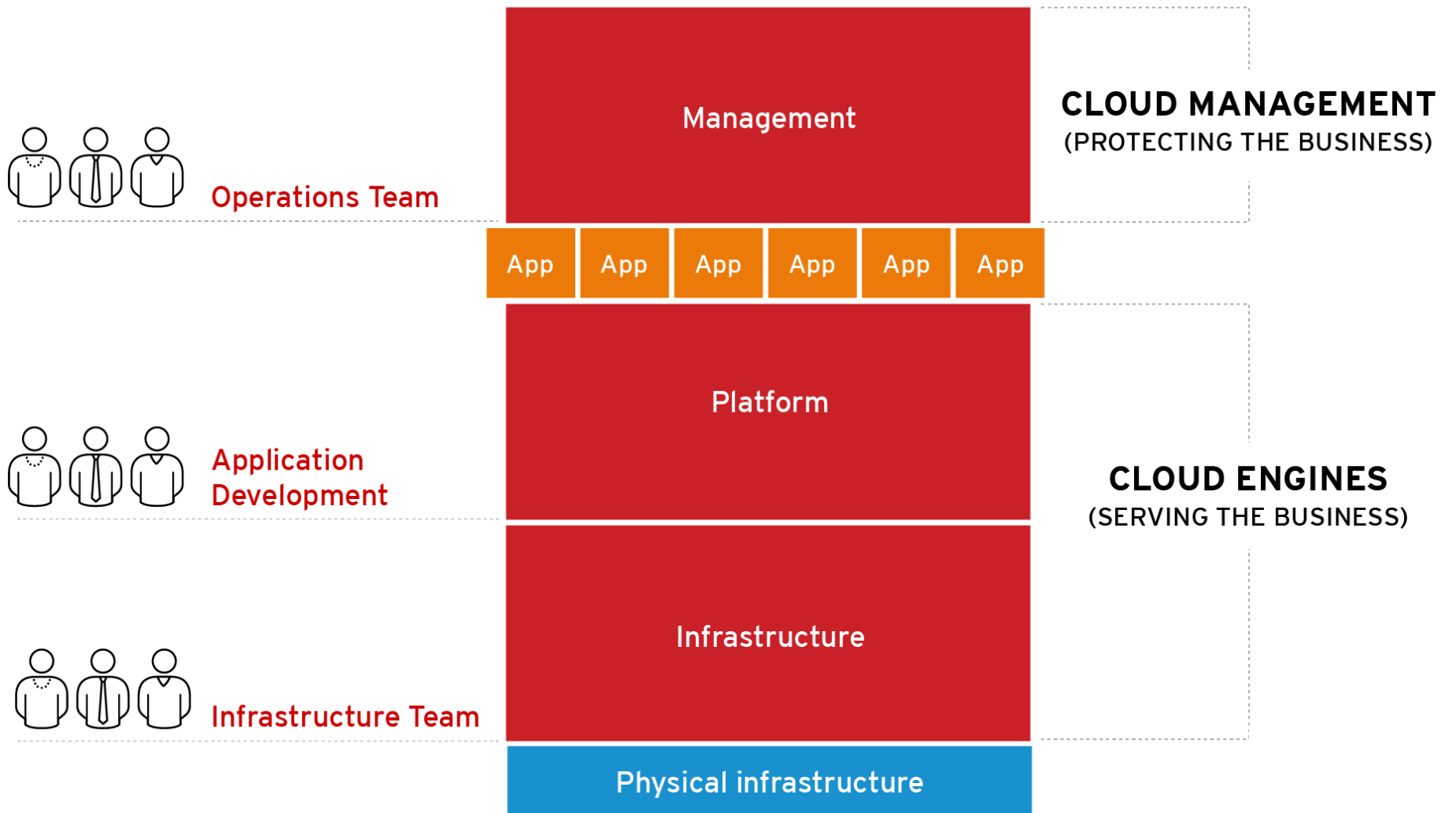




# SERVING & PROTECTING THE BUSINESS



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# INGREDIENTS FOR A FRICTIONLESS IT

- Ease of use
- Integration
- Innovation

# EASE OF USE

ENGINE  
START

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Products

Red Hat Enterprise Linux OpenStack Platform

Learn More About the Open Virtual Appliance

# OPEN VIRTUAL APPLIANCE FOR RED HAT® ENTERPRISE LINUX OPENSTACK PLATFORM

[Overview](#)[Get Started](#)[OVA-R](#)[Knowledgebase](#)[Videos](#)[Discussions](#)[Training &  
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## GET STARTED TODAY WITH RED HAT ENTERPRISE LINUX OPENSTACK PLATFORM.

Open Virtual Appliance for Red Hat Enterprise Linux OpenStack Platform (OVA-R) enables organizations with VMware-based infrastructures to easily and rapidly deploy and evaluate Red Hat Enterprise Linux OpenStack Platform for proof of concept deployments. Designed to meet the growing interest in Red Hat Enterprise Linux OpenStack Platform, OVA-R allows users to have a working deployment of OpenStack in mere minutes.

### DOWNLOAD

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OVA-R requires an evaluation or active subscription.  
[Start an evaluation >](#)

### DOCUMENTATION

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# INTEGRATION

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Service Catalogs

- All Services
  - Apps
    - Apache (Container)**
  - Red Hat OpenShift Enterprise 2.1
    - OpenShift All-In-One
    - OpenShift Enterprise Multi Node

Catalog Items

Catalogs



## Service "Apache (Container)"



Order

Name	Apache (Container)
Description	Docker based Apache
Long Description	<h3>Cloudforms with Kubernetes &amp; Docker</h3> <p>This demonstration shows how Red Hat Cloudforms can deliver Docker Images using the Kubernetes Cluster manager.</p> <p>We are delivering to a <b>Red Hat Virtualization</b> platform, but this can easily be switched to any of the following:</p> <ul style="list-style-type: none"><li>Red Hat OpenStack</li><li>Amazon EC2</li><li>VMware vSphere</li><li>Microsoft HyperV (SCVMM)</li></ul>



# INNOVATION

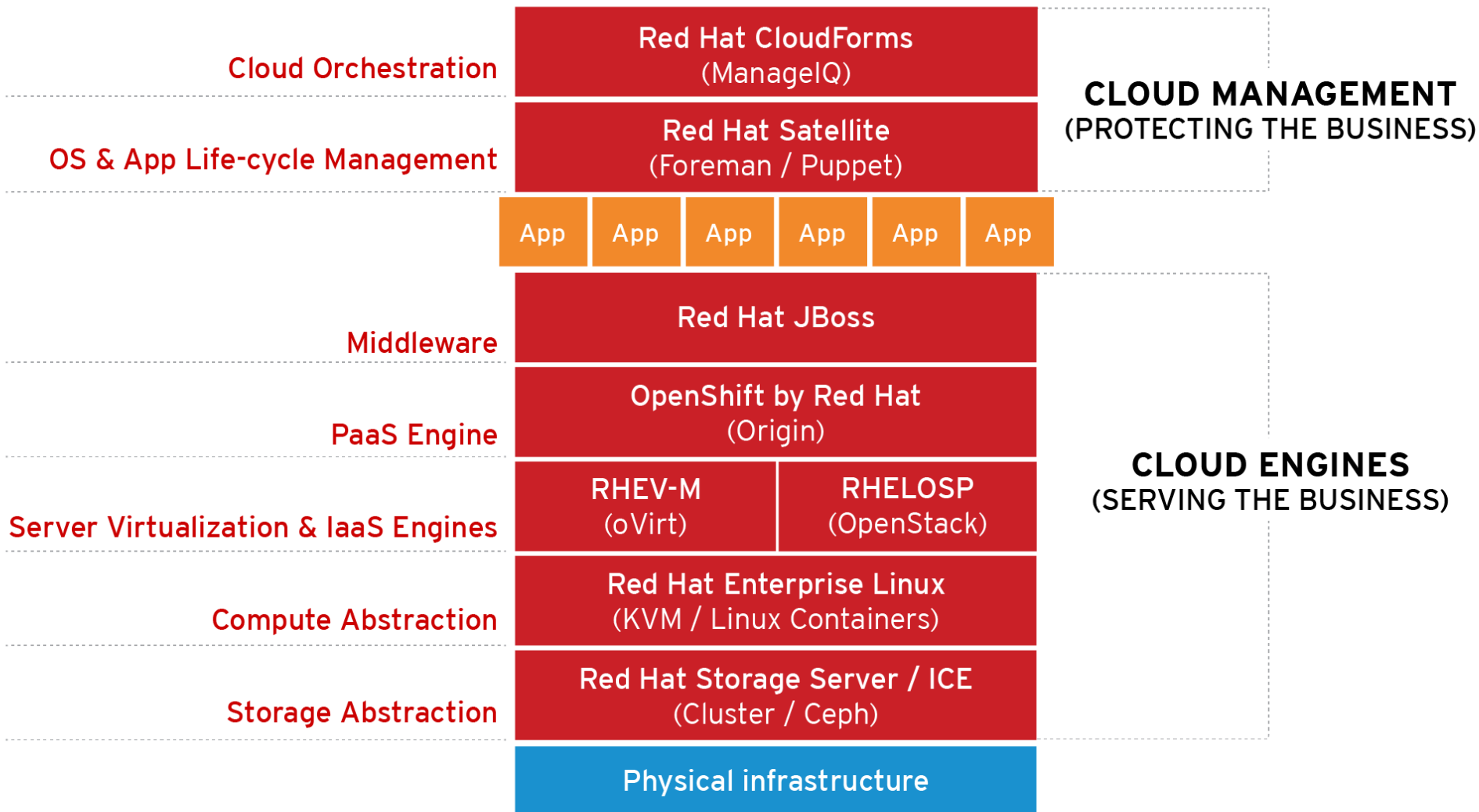


photo credit: flickr.com/photos/tribehut



# ISSUES WITH INNOVATION

- How can I be certain that innovating keeps coming?





# ISSUES WITH INNOVATION

- How can I be certain that innovating keeps coming?
- **How to introduce innovation?**

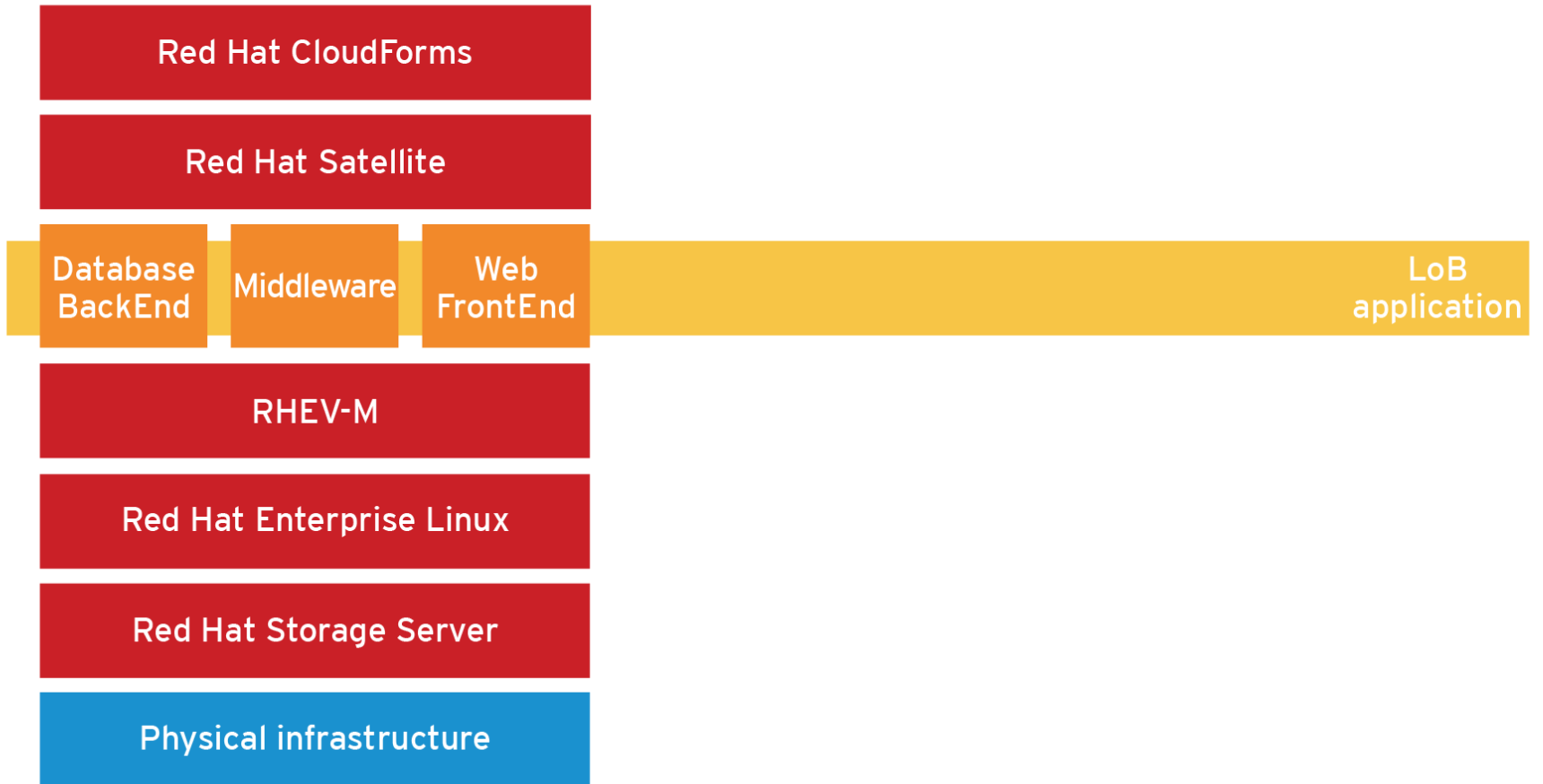


photo credits: teslamotors.com

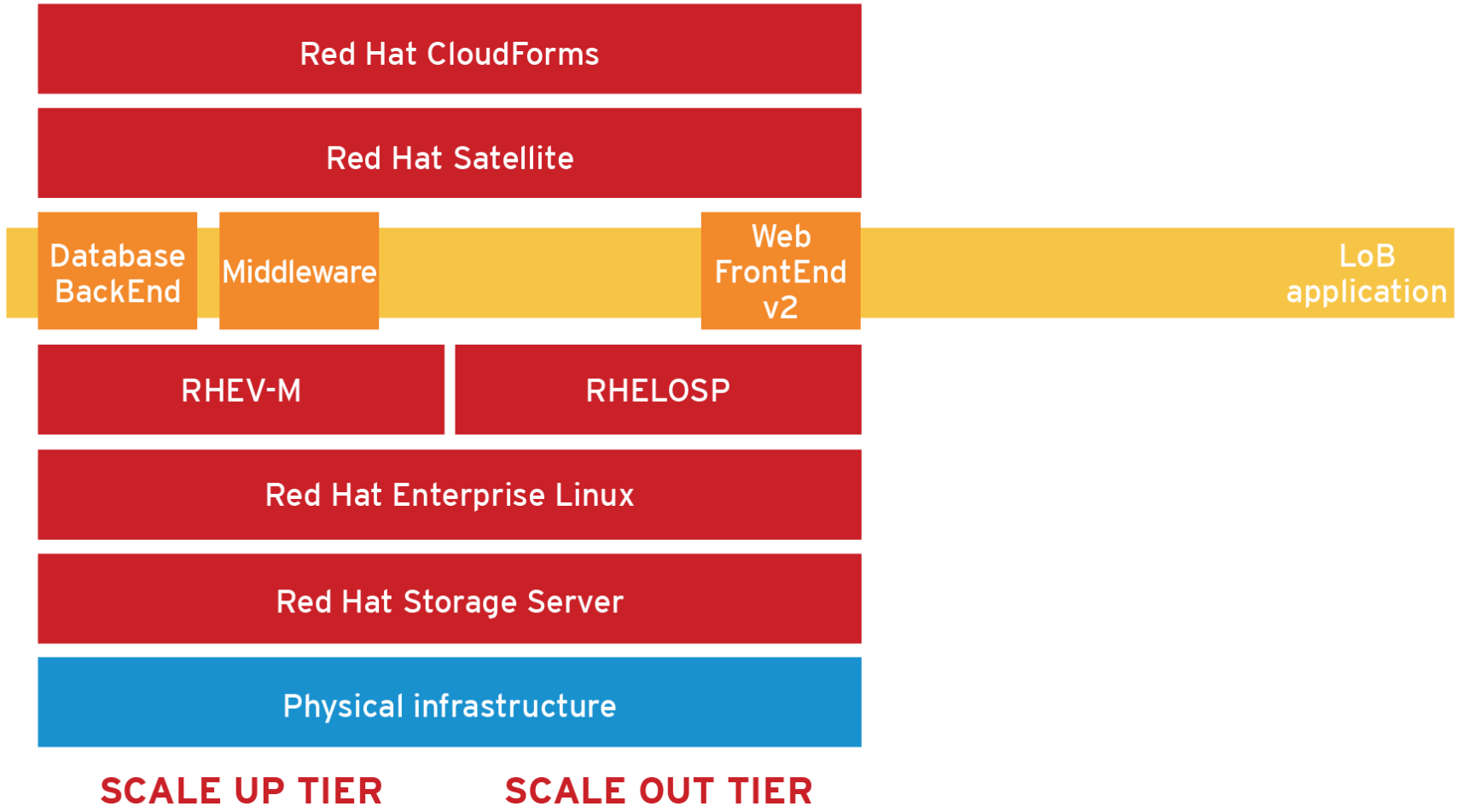


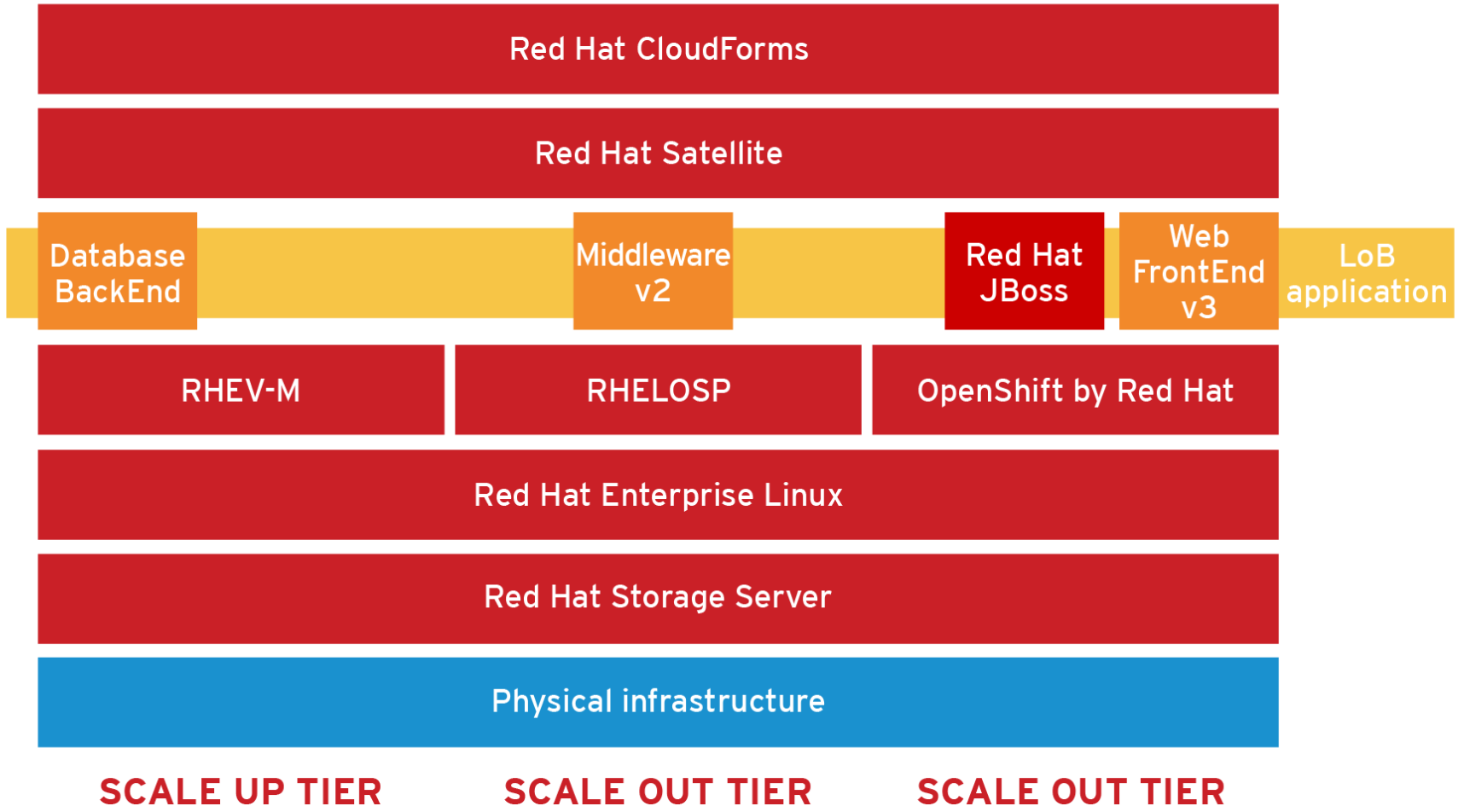


photo credits: terrafugia.com











# ISSUES WITH INNOVATION

- How can I be certain that innovating keeps coming?
- How to introduce innovation?
- **How to consume innovation?**

**SUPPORT, SERVICES,  
AND CONSULTING**

SUPPORTED  
**10**  
YEARS

RED HAT®  
**ENTERPRISE  
LINUX®7**

SUPPORTED  
**3**  
YEARS

RED HAT®  
**ENTERPRISE LINUX®  
OPENSTACK® PLATFORM 5**

SUPPORTED  
**3**  
YEARS

RED HAT®  
**ENTERPRISE  
VIRTUALIZATION**



**CONSULTING  
SERVICES**

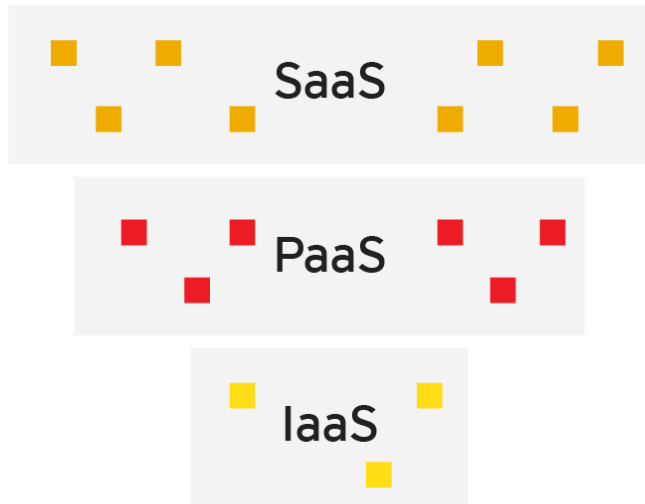




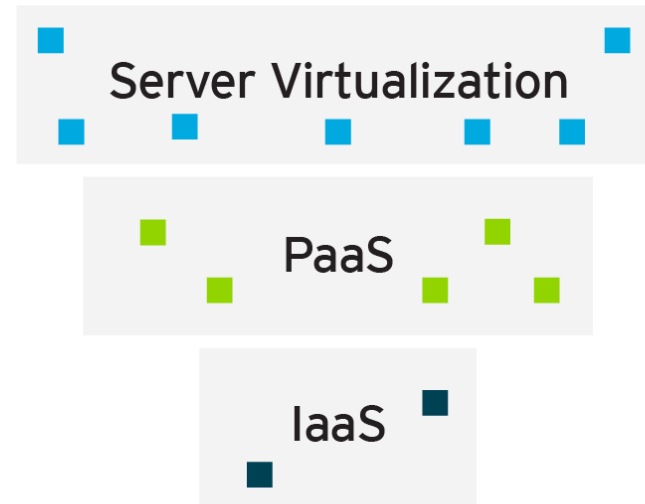
**AND THIS IS JUST THE BEGINNING...**

# THE WORLD IS ALREADY HYBRID: TODAY

## Public Providers



## On-Premise IT

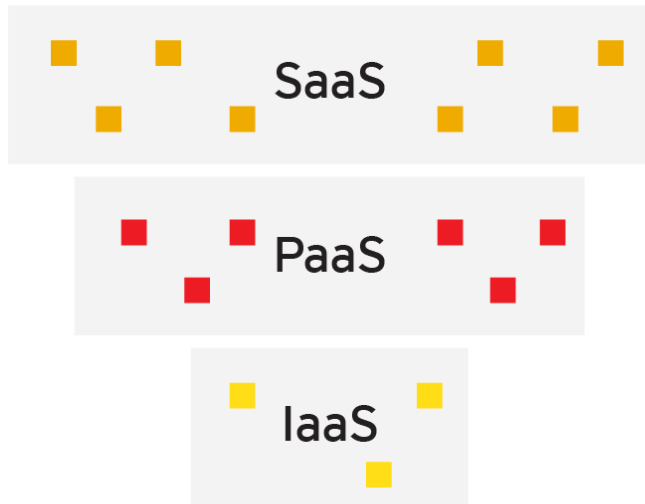


Enterprise Application Portfolio

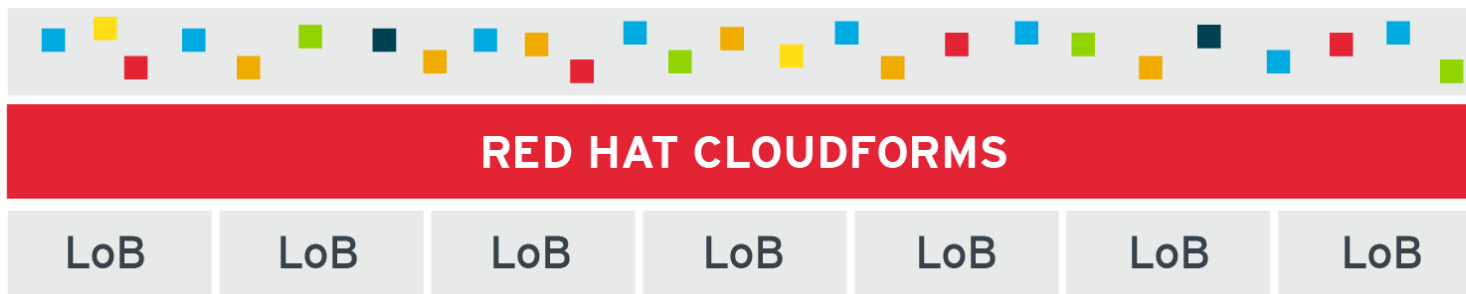
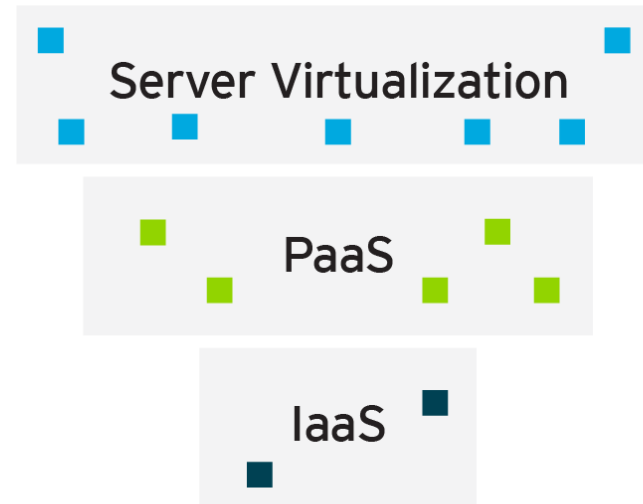


# THE WORLD IS ALREADY HYBRID: TOMORROW

Public Providers



On-Premise IT



Enterprise Application Portfolio



**WRITING APPLICATIONS FASTER.  
DEPLOYING APPLICATIONS FASTER.**



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# DEVOPS METHODOLOGY

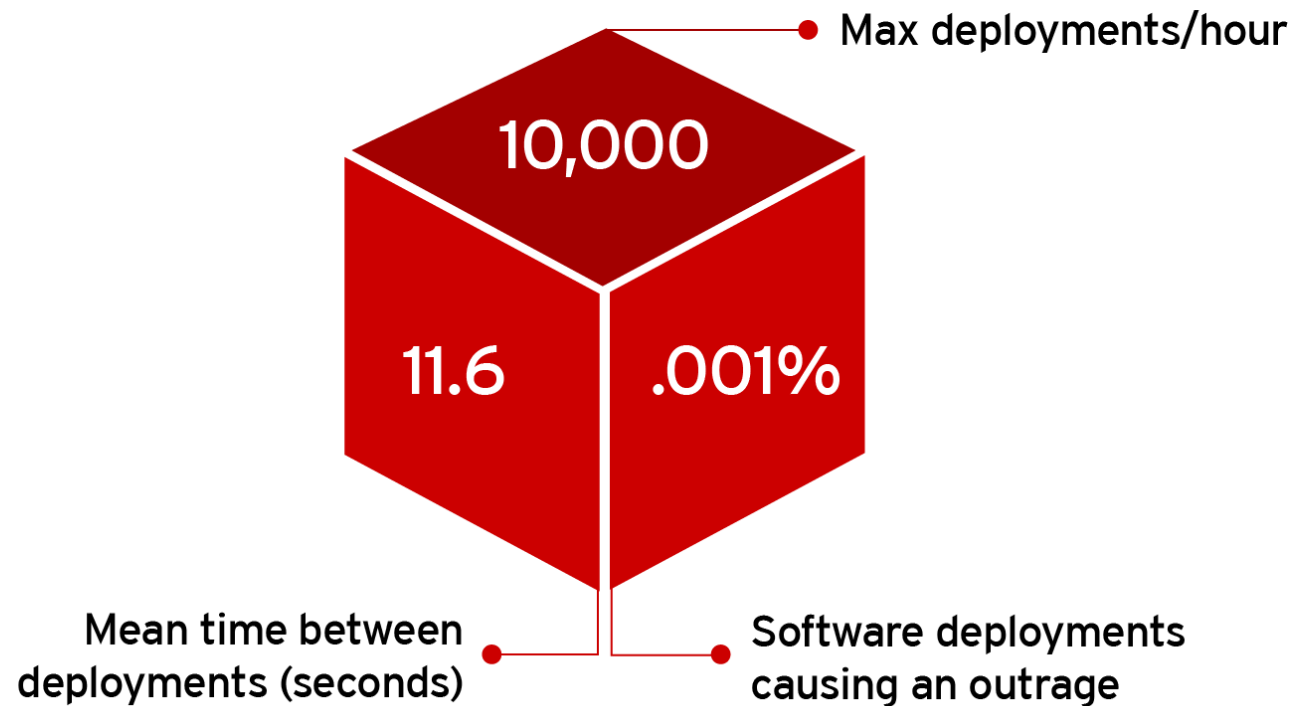


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# WRITING APPLICATIONS FASTER

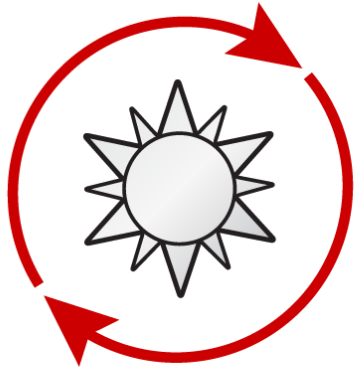
## DEVOPS VALUE IN ACTION: VELOCITY AT AMAZON AWS



Source: 2013 State of DevOps Report presented by Puppet Labs and IT Revolution Press

# DEPLOYING APPLICATIONS FASTER

27 HRS



PHYSICAL  
SERVER

12 MINS



VIRTUAL  
MACHINE

10 SECS



CONTAINER  
INSTANCE

# OPENSIFT BY RED HAT: UPCOMING

- Running on **RHEL Atomic**
- Serving **Docker** images
- Leveraging **Kubernetes** for application composition
- Integrating with **Jenkins** and **Maven** for continuous delivery



# WHERE WILL CUSTOMERS RUN YOUR APPS IN THE FUTURE?



photo credit: flickr.com/photos/lipstickproject

# THINGS TO THINK ABOUT

- What will happen if I cannot write and deploy my applications faster?
- What will happen if I cannot prepare for a hybrid world where my application portfolio is spread across a myriad of IaaS, PaaS, and SaaS clouds?
- What will happen if I cannot serve and protect the business at the same time?
- What will happen if the vendors I bet on cannot guarantee me a continuous stream of innovation, foundational for a frictionless IT?
- What will happen to my IT organization if I don't deliver a frictionless IT?