RED HAT
FORUM
Beijing

# A PLATFORM WITHOUT BOUNDARIES

## RED HAT ENTERPRISE LINUX 7

Marty Wesley
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Red Hat Inc

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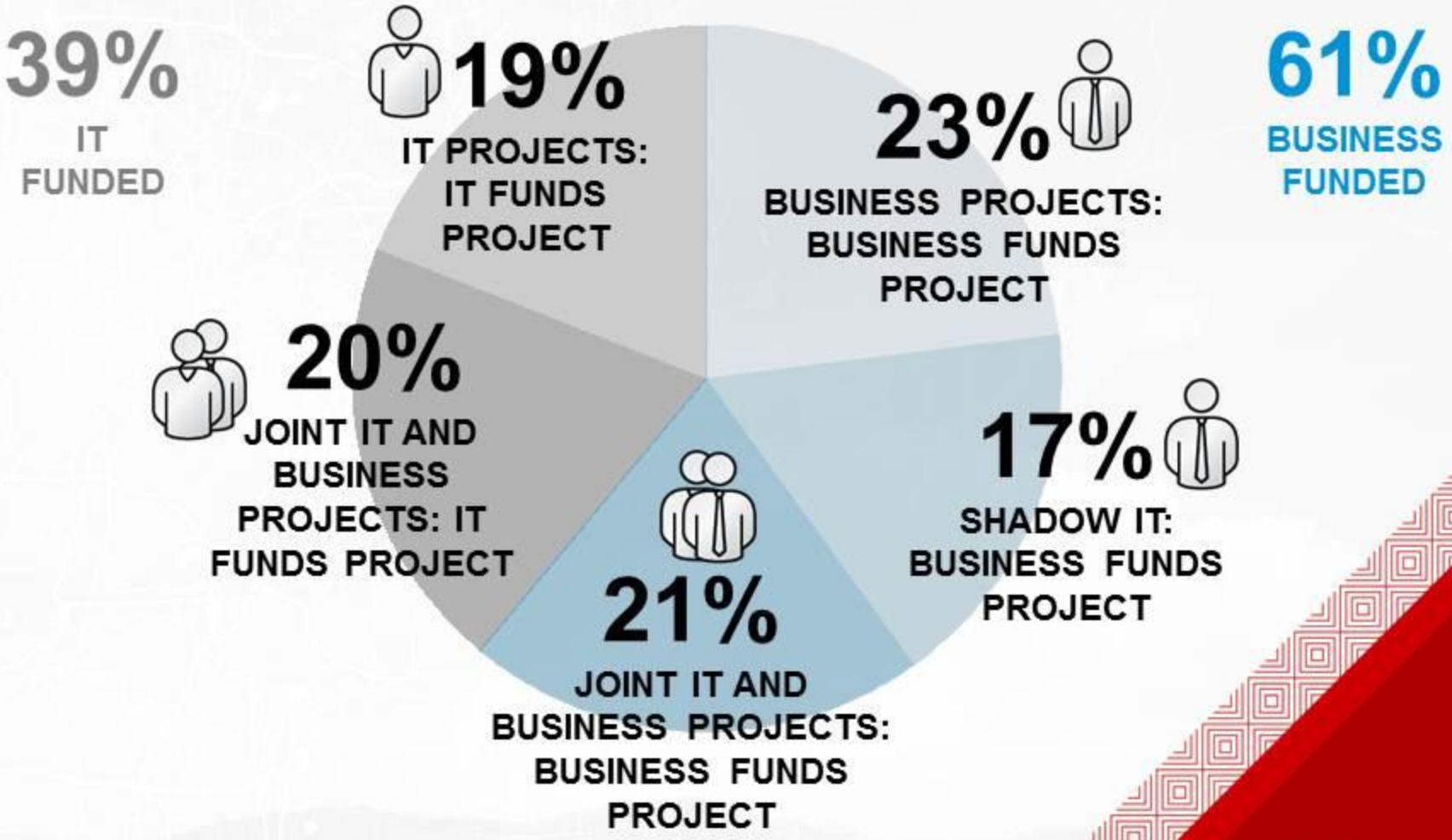
# 61% of tech project funding comes from business




IDC Analyze the Future

Source: The Six Implications of the 3rd Platform on IT Staffing (IDC Doc # 243452, September 2013)

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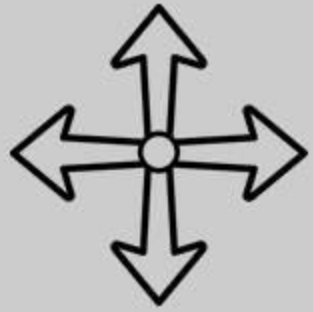
# Top priorities for IT managers

# What if you could build a platform for growth?

- Maintain a secure operating environment
- Respond rapidly to increasing LOB demands
- Drive efficiency up and reduce costs
- Prepare for cloud and next generation IT services

# Your journey to a platform without boundaries

| MODERNIZE | STANDARDIZE | VIRTUALIZE | REALIZE |
| --- | --- | --- | --- |
| Legacy systems and proprietary software | Multiple operating systems | Sprawling infrastructure | Ready for the future |



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# A platform without boundaries

Competitive advantage through trusted, secure IT innovation at every stage of the journey

# Ready for the cloud?

Agility and innovation are leading the way to cloud computing

29% of companies are anticipating that the majority of their IT operations will be in the cloud within the next five years.
(IDG Enterprise Cloud Study 2013)

Within the next two years, over half of the capital allocated to IT budgets will be spent on cloud computing.
(IDG Enterprise Cloud Study 2013 )

The use of cloud computing as an increasingly business-critical technology is quickly changing how companies and institutions evaluate, procure, and deploy IT assets.
(IDC)

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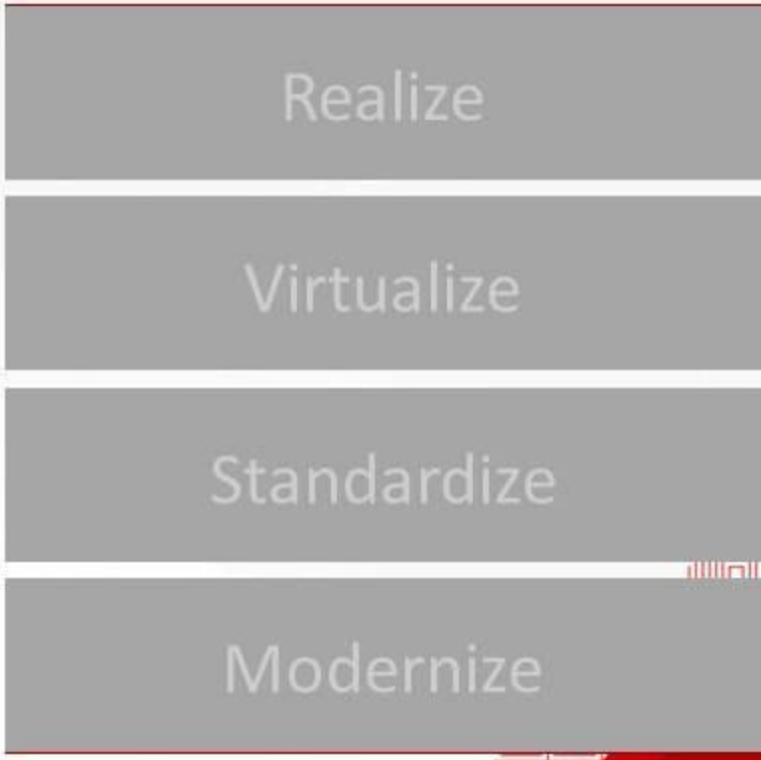
# Building a platform for the future

Across your datacenter journey, your investment builds on itself as you expand your use of Red Hat infrastructure solutions and build a platform for the future

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# IDC on the role of Linux in the modern datacenter

**"Linux has emerged as one of the key elements to a modernization program for a datacenter. The role Linux plays is one of cross-architecture standardization to a single operating system (OS) as well as the target platform for migrated workloads from Unix and other operating systems."**

- Al Gillen, IDC #242485

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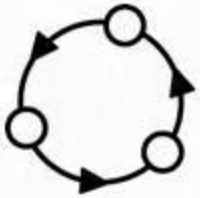
# Modernize for lower costs

**Improve efficiency** and
**reduce operating costs**
while maintaining
**security** and **reliability**

Reduce TCO



Increase efficiency

Ensure compliance

Realize

Virtualize

Standardize

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# Red Hat Enterprise Linux

**34%**

lower TCO per user[1]

Better TCO = better business results

Indonesia Stock Exchange cut their infrastructure costs in half and has zero application downtime during trading hours.[2]

1 "Doing more with less:How Red Hat Enterprise Linux shrinks TCO compared to Windows". Red Hat Whitepaper, #11453867_0913

2 http://www.redhat.com/en/resources/indonesia-stock-exchange-halves-its-hardware-investment-cost-with-red-hat-solution

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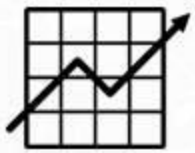
# Standardize for maximum productivity

**Simplify** your infrastructure to **streamline operations** and **maximize stability**



Increase productivity

Reduce downtime

Improve agility

Realize

Virtualize

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# Do more with less

"I would recommend to try, from the very beginning, to provide a highly **standardized** environment. It pays off in the long term. You can decrease your **operational costs** over time. We have 35 guys operating over **2,000** Linux instances **24x7**. You can't do that if you have 1,000 different ways of setting up a cluster and 2,000 different ways of setting up a backup."

— Linux Platform Manager

Source: IDC, "RED HAT ENTERPRISE LINUX IN USE: SERVICES COMPANY HELPS AIRLINES TAKE OFF USING LINUX," NOVEMBER 2012

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# Ping An meets expansion needs with Red Hat

## CHALLENGE

- Support expanding portfolio from insurance to also include banking, investments, and other financial service offerings
- Increased demand on IT platform to scale and roll out new services while providing high availability in a cost-effective way

## SOLUTION

- Migrate to a more stable and open platform – a PC-based server network running on Red Hat Enterprise Linux - that can adapt to evolving needs
- Red Hat Satellite Server for rapid and automatic deployment, system software version management, and updates

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## BENEFITS

- Efficient system management and maintenance through Red Hat Satellite
- Reduced costs of operations, maintenance, and management
- Faster deployment of new products and services
- Minimized downtime

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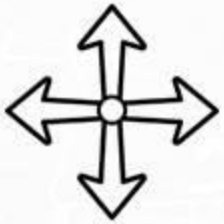
# Virtualize to prepare for the cloud

Use a **cost-effective** virtualization platform to **maximize performance** and **get ready for cloud**



Increase flexibility

Reduce virtualization costs

Improve security

Realize

RED HAT ENTERPRISE VIRTUALIZATION

RED HAT SATELLITE

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# Lower TCO than with VMware


- 10 physical hosts (2 sockets each)
- Same density across both

- Simple subscription pricing ($999/ $1499 per socket-pair per year)
- Single comprehensive edition with all features
- Lower acquisition cost accelerates ROI

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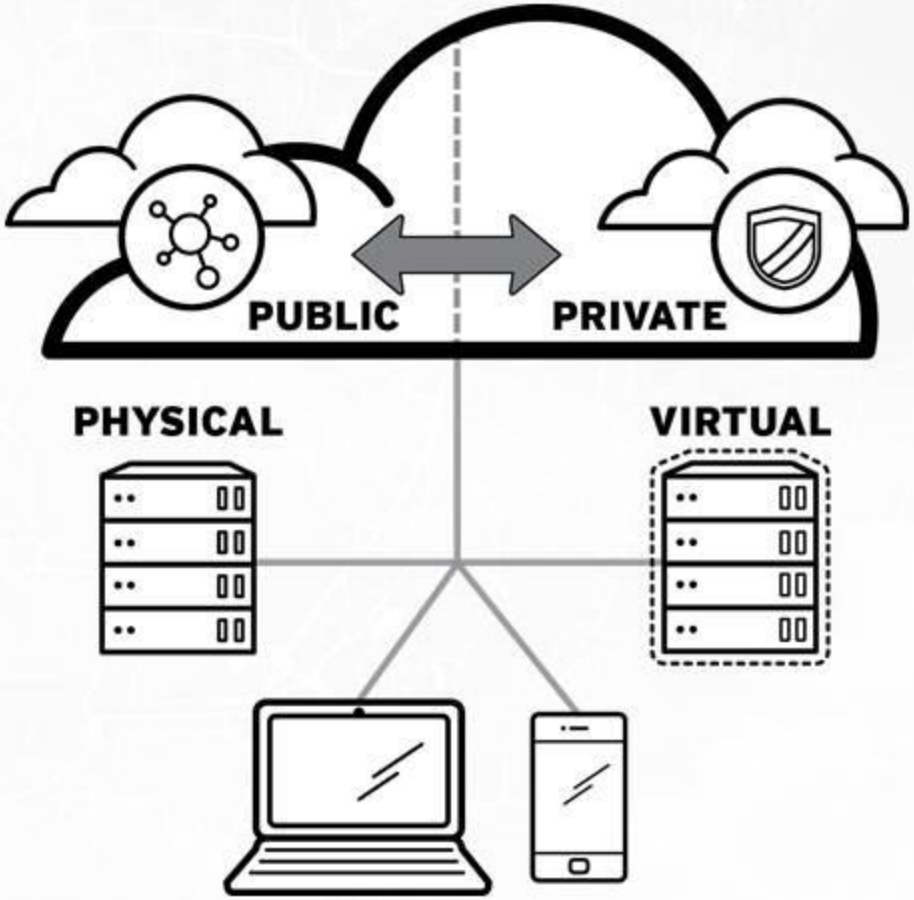
# Future-proof your infrastructure

Virtualizing allows you to:

- Seamlessly deliver services
- Provision new environments
- Enable development of new products
- Store and use all types of data
- Analyze data
- Make decisions in near real time
- Recover quickly

# What does the future hold?




Needs:

- Multiple access points
- Storage for big data
- Processing speed
- Security and compliance
- Support and stability
- Interoperability
- No vendor lock-in
- Future-proof

Solution:

**OpenStack**

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# Realize the benefits of open cloud

Build your private cloud using **open standards** to **maximize agility** and **interoperability**

End-to-end management

Enterprise features

Certified ecosystem

RED HAT ENTERPRISE LINUX OPENSTACK PLATFORM

RED HAT ENTERPRISE VIRTUALIZATION

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# Build a private cloud with OpenStack

Build a massively scalable cloud operating system

Create private Infrastructure-as-a-Service (IaaS) cloud applications

Control through a central dashboard

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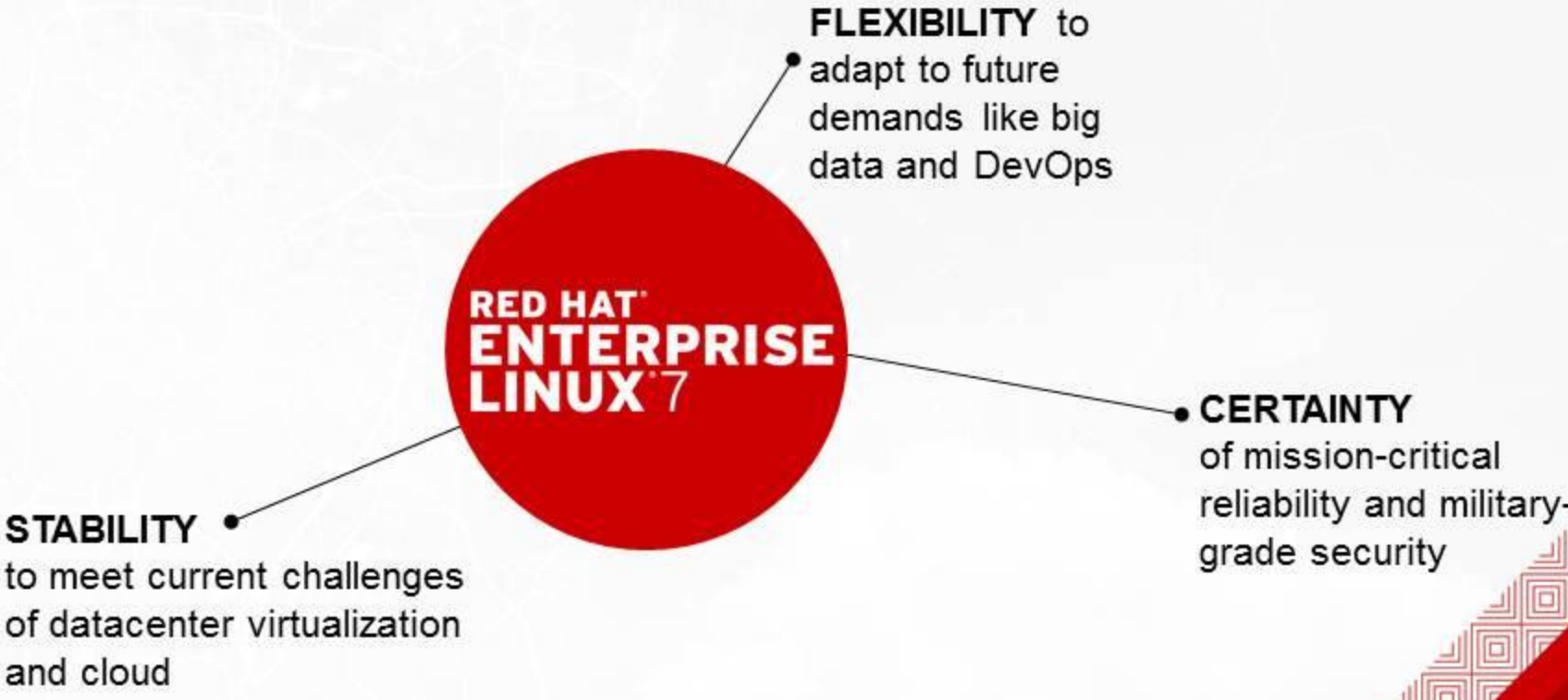
# CERN's infrastructure

- 2400 compute nodes
- 60 000 cores, target 300 000
- Starting/stopping ~250VMs in ~5min
- http://openstack-in-production.blogspot.fr/

openstack™

# RED HAT ENTERPRISE LINUX 7
# RETHINK YOUR ENTERPRISE OS




**90% OF FORTUNE 500 COMPANIES TRUST RED HAT ENTERPRISE LINUX FOR THEIR CRITICAL BUSINESS INFRASTRUCTURE.**



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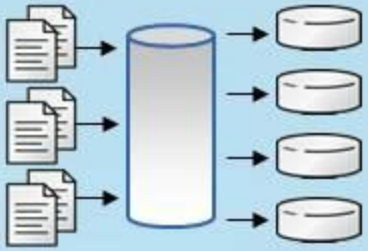
# Red Hat Enterprise Linux 7 highlights

FLEXIBLE

LIGHTWEIGHT APP ISOLATION (LINUX CONTAINERS)

WINDOWS INTEROPERABILITY

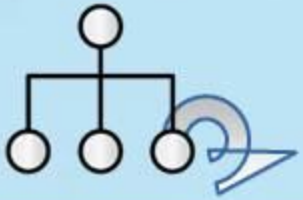
SCALABLE FILE SYSTEMS



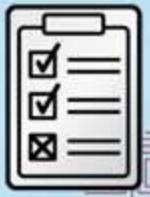
STABLE AND EFFICIENT

OPTIMAL PERFORMANCE VIA PROFILES

STREAMLINED INSTALLATION AND DEPLOYMENT



SYSTEM MANAGEMENT VIA OPENLMI



CERTAINTY OF MISSION-CRITICAL RELIABILITY AND MILITARY-GRADE SECURITY

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# Your journey begins with Red Hat

## MODERNIZE

Reduce **operating costs** with a **modern** infrastructure

## STANDARDIZE

Improve **productivity** with a **standardized** operating environment

## VIRTUALIZE

**Prepare** for the cloud with **powerful, cost-effective** virtualization technologies

## REALIZE

Build an **open cloud** with the **agility** you need for the **future**

Red Hat open-standard-based technologies

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# THANK YOU