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**SUMMIT**

# Delivering Innovation and Value Through Customer-Centric Development

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# Objective

- Share how a focus on customer centric development shapes the construction of Red Hat Enterprise Linux (RHEL)
  - Describe 7 dimensions:
    - Customer loyalty
    - Community
    - Innovation
    - Dependability
    - Relationships
    - Ecosystem
    - Choice
  - Note: an accompanying whitepaper will be provided online.

# Customer loyalty

- *How does customer loyalty shape RHEL development?*
  - Subscription model
  - Free alternatives
  - Culture

# Community

- *How does customer centric focus shape Red Hat's developer interaction?*
  - Pragmatic prioritization
  - Long-term focus
  - Community goodwill
  - Direct customer involvement

# Innovation

- *How does a customer centric focus shape how the Red Hat development team delivers innovation?*
  - Forward thinking
  - Readiness selection
  - Proven track record
  - Stability

# Dependability

- *How does customer centric focus shape Red Hat's approach to dependability?*
  - Expertise
  - Strict inclusion criteria
    - Product review
    - Peer developer review
    - Upstream community review
  - Strong testing
    - Unit testing
    - Regression testing
    - Partner & Customer beta
    - Customer workloads
  - Proactive – security & bugfixes

# Relationships

- *How does a customer centric focus shape relationships between developers and customers?*
  - We write it, we maintain it
  - Interaction in bug reports
  - Predictability
  - Embedded support team
  - Customer issues come first
  - Information – strings (prompts/errors) & documentation
  - Corporate culture

# Ecosystem

- *How does the open source development model foster an ecosystem of customer value?*
  - Solution stacks
  - Global
  - Hardware enablement
  - Compatibility
  - Reputation & responsibility

# Choice

- *How does the Red Hat engineering team conduct development to maximize customer's choice options?*
  - Neutrality
  - Testing diversity
  - Consistency
  - Subscription value

# Conclusion

- Compelling indicators
  - Robust renewals
  - Consistently industry leading ranking in “CIO Insight Vendor Value survey”
- Tell us what you think!

**VALUE. YEAR AFTER YEAR.**

# **QUESTIONS?**

**TELL US WHAT YOU THINK:  
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