

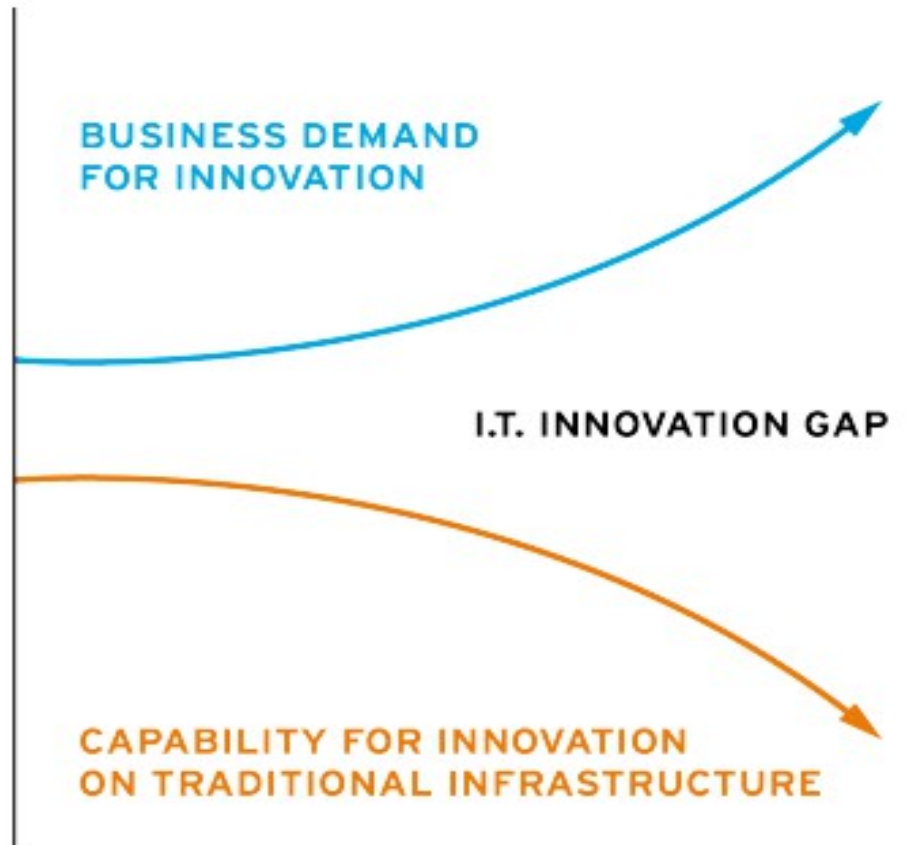


# OPEN HYBRID CLOUD

## Overview

Erguen Kocaturk, Cloud Business Unit, Red Hat

# BUSINESS DEMANDS DRIVES I.T. TRANSFORMATION

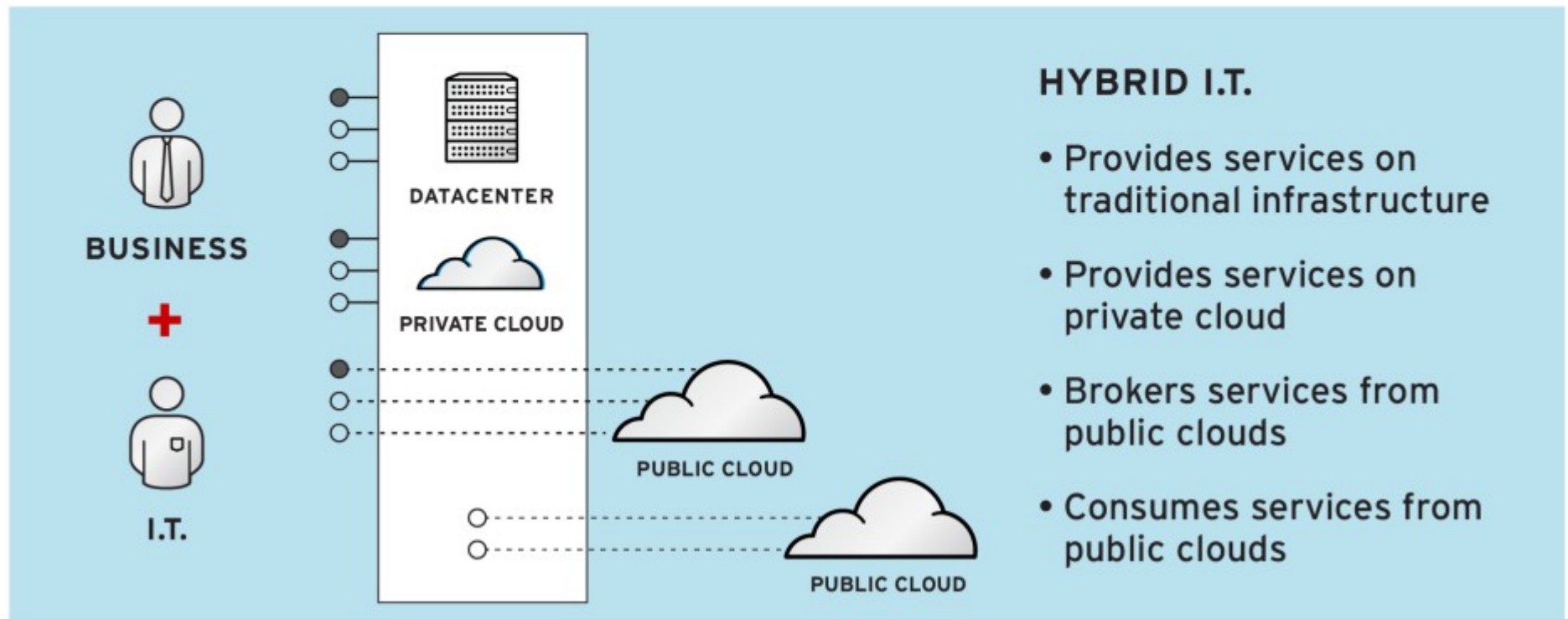
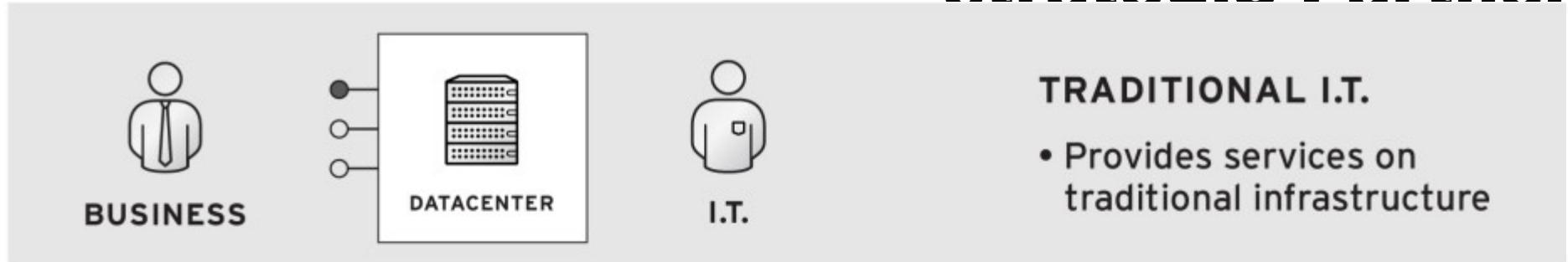


- Business wants agility, lower cost, new capabilities
- IT struggling with existing legacy infrastructure architecture and cost model
- Cloud providers are using next-generation IT built on open source technologies
- IT needs to adopt cloud architectures and technologies to close innovation gap

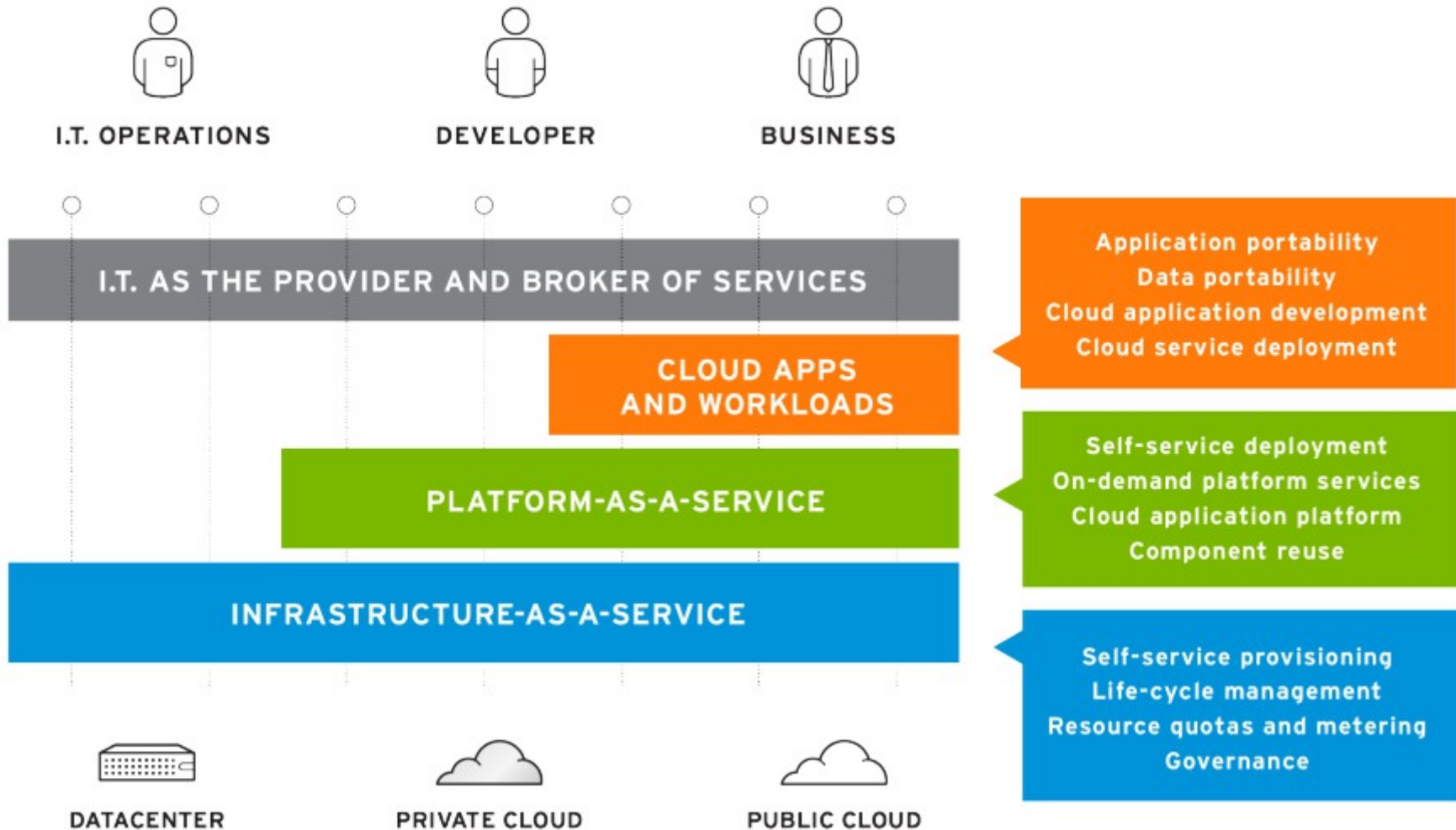


# THE ROLE OF I.T. IS CHANGING

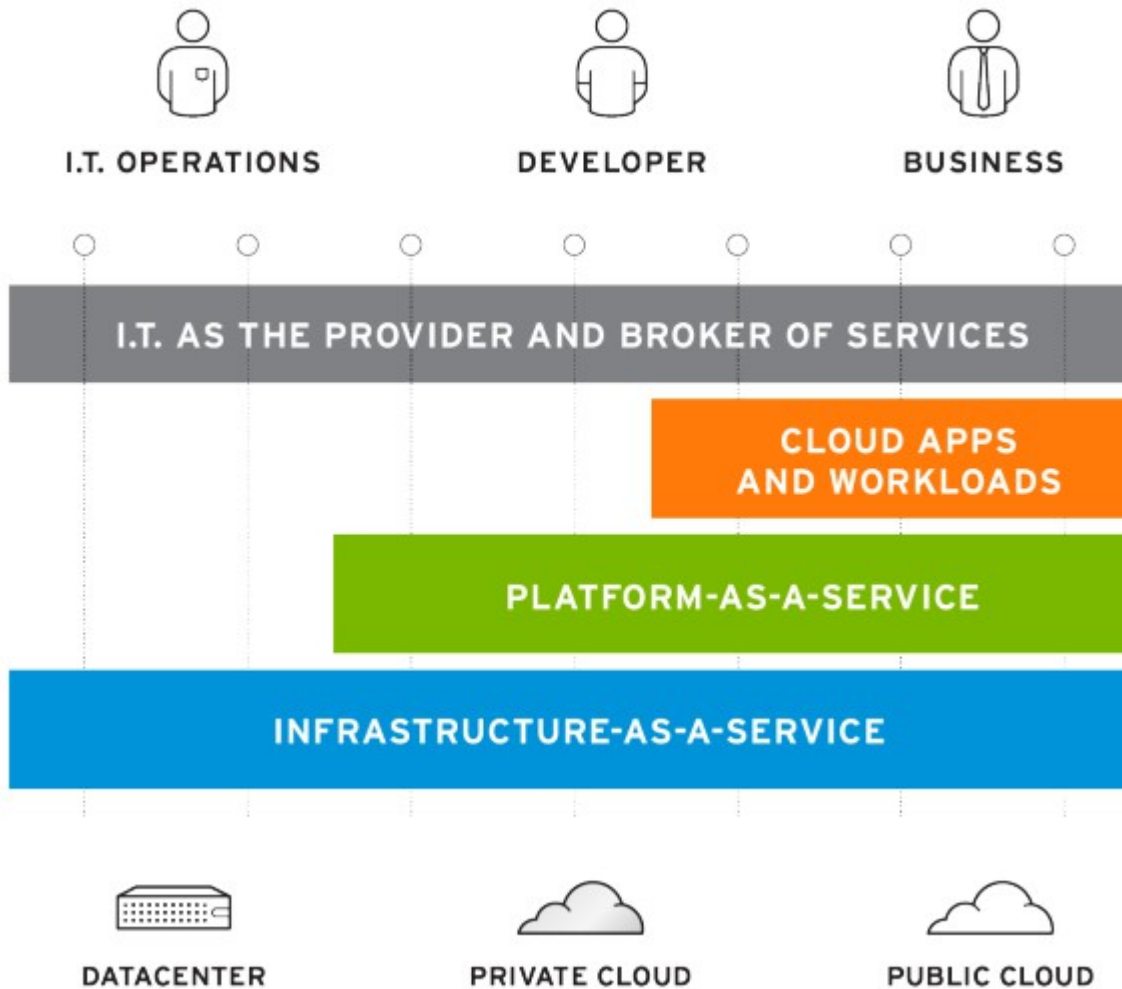
## From Service Provider to strategic Partner



# MOVING TOWARD I.T. AS A SERVICE



# CHALLENGES FOR TRADITIONAL I.T.



IT tries to avoid:

- Fragmented architectures
- Complexity
- Manual processes
- Avoiding silos and security issues
- IaaS, PaaS and Application layer are in general not integrated



# Key to the success-stay flexible and independent in times of fast changing innovations

- Lock-in is a real risk for IT organizations moving to the cloud
- Fear of lock-in is driving strong interest in open cloud technologies and platforms
- Greatest innovation is occurring in open source cloud projects – not proprietary, closed solutions
- Wrong Cloud architecture decisions can dramatically limit ROI and flexibility

Lock-in concerns around cloud are magnified. Open cloud is key for 72% of customers.

- GARY CHEN, IDC



Most hybrid cloud computing technologies and services seek to lock in customers to their respective technologies and services, as there are no industry standardized approaches.

GARTNER

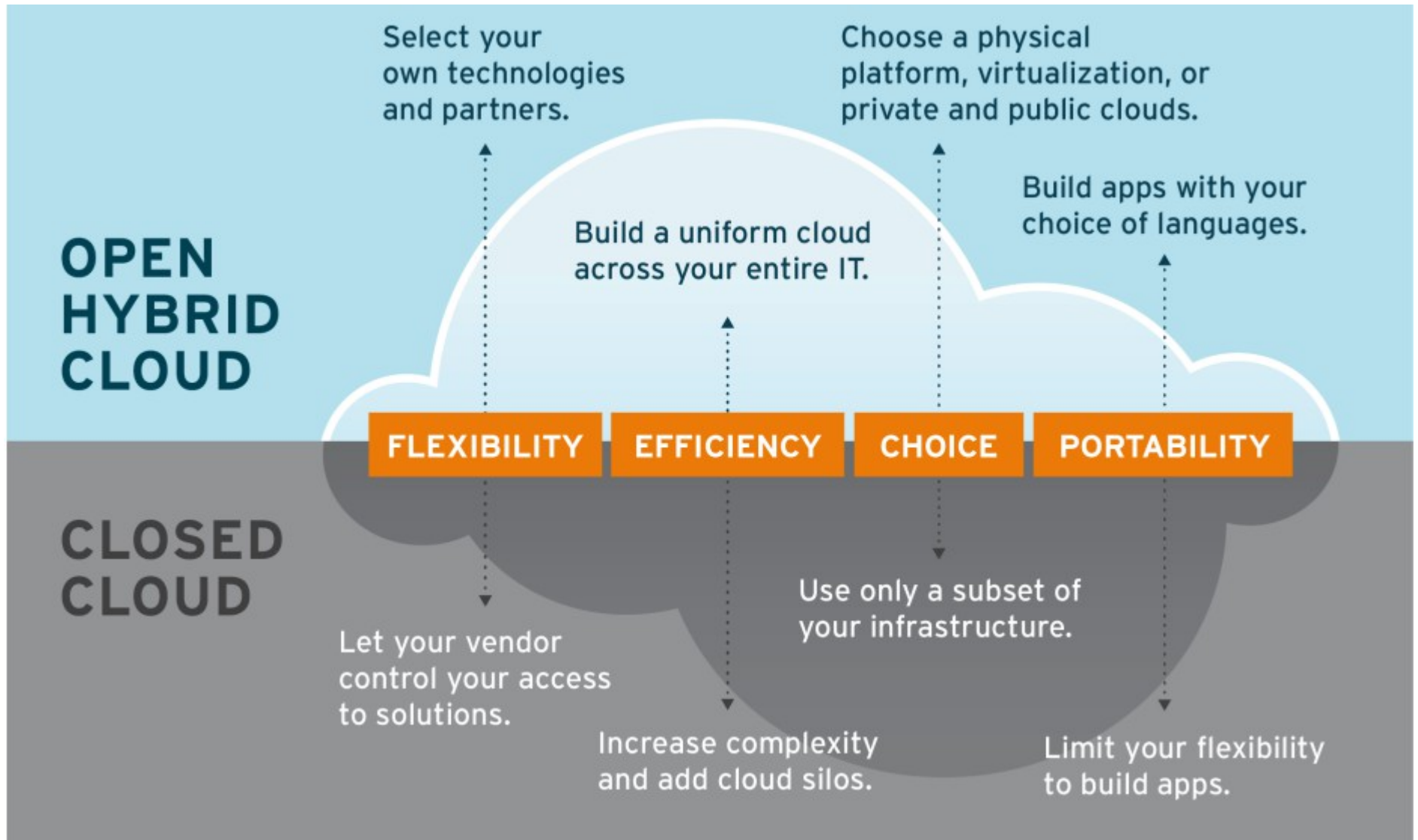
Risks of platform lock-in exist at every tier of the cloud.

-Thomas Bittman, GARTNER





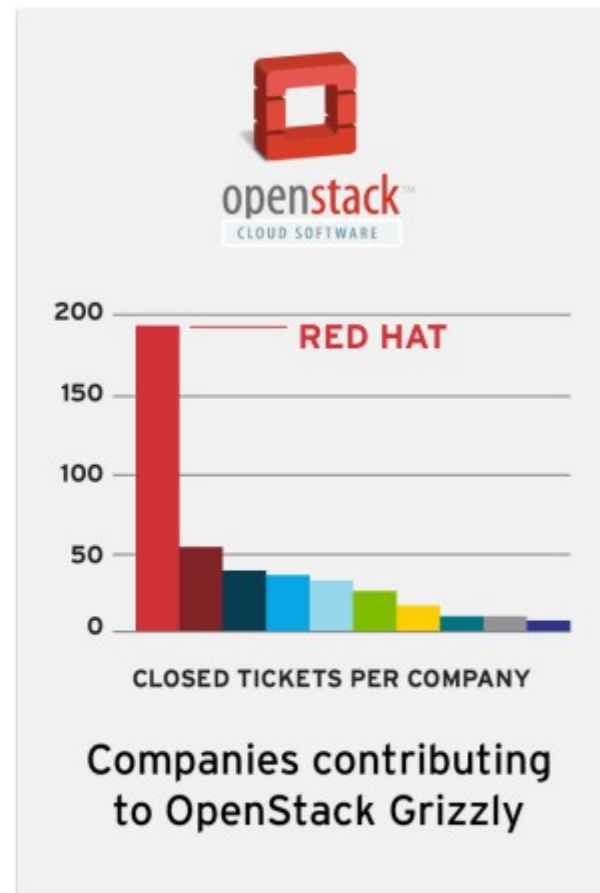
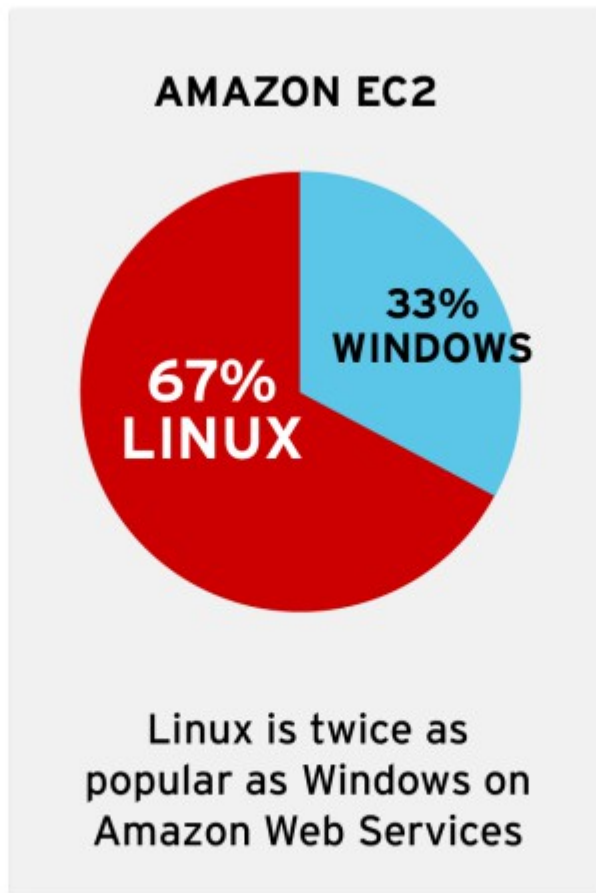
# Open Hybrid Cloud vs. Closed Cloud



# RED HAT AND LINUX ARE LEADING THE WAY TO CLOUD COMPUTING



80% of top public clouds run on Linux



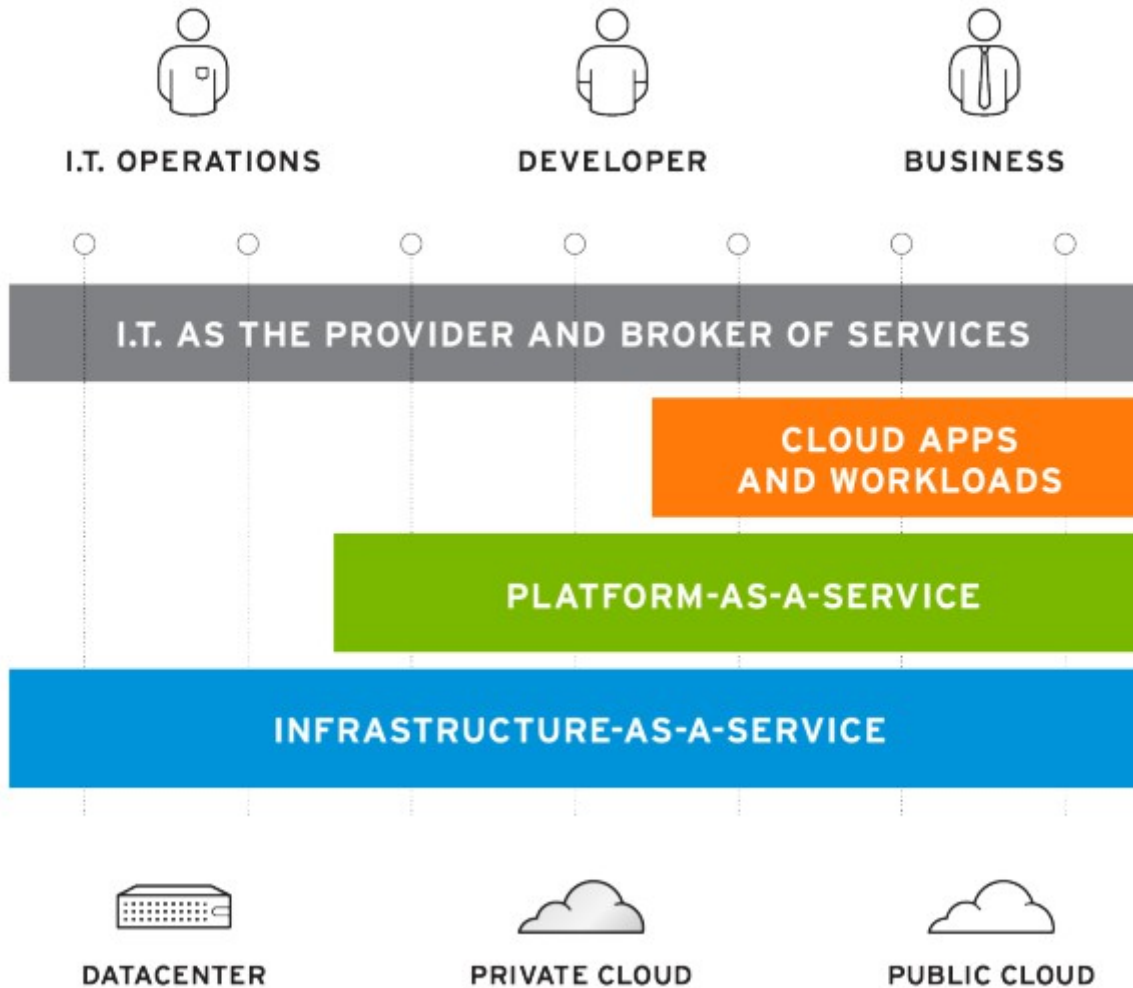
SOURCE: "Windows 8? It Won't Win Microsoft's Biggest Battle," Robert Mcmillan, Wired, October 25, 2012

SOURCE: <http://blog.bitergia.com/2013/04/04/companies-contributing-to-openstack-grizzly-analysis/>



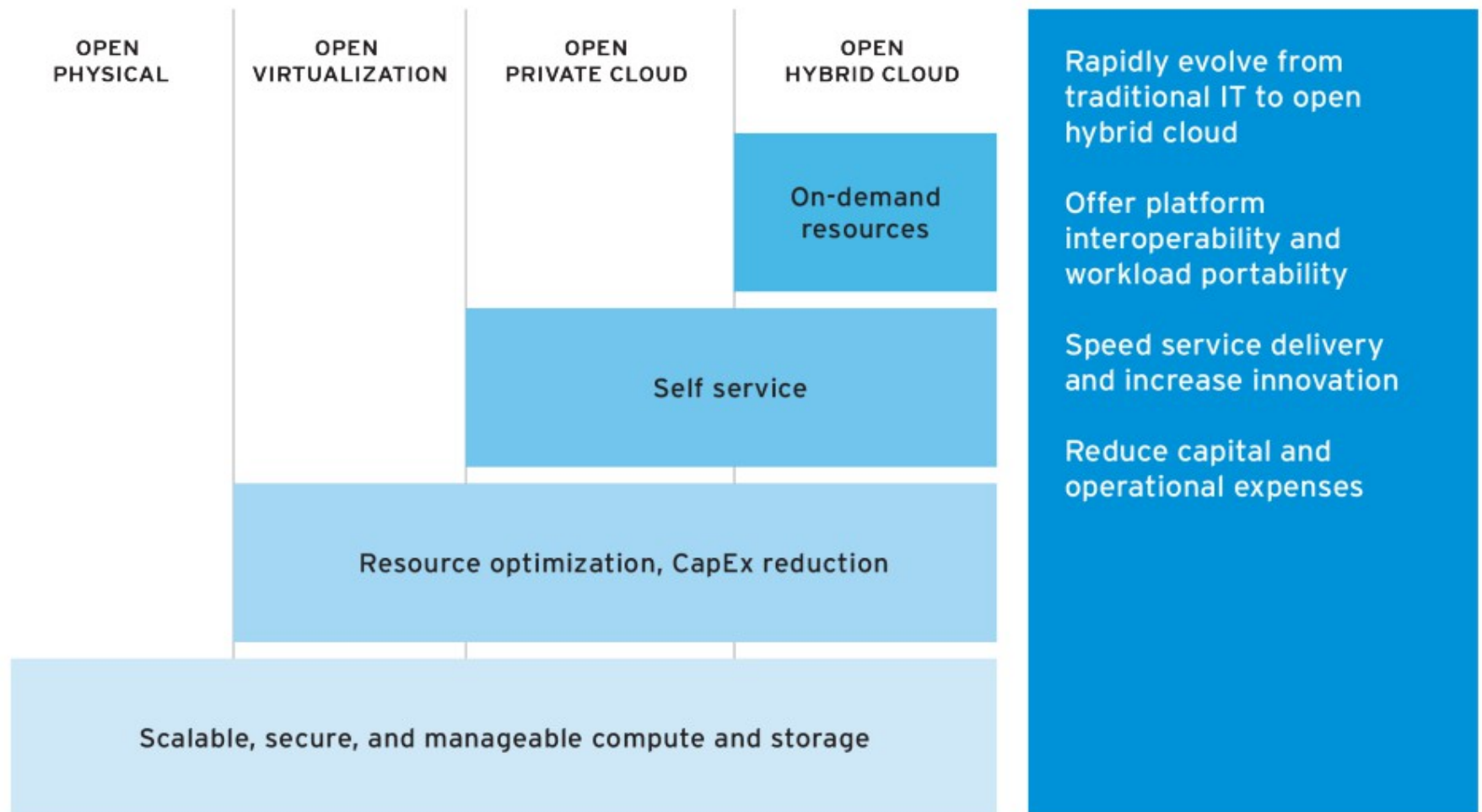


# Red Hat Open Hybrid Cloud Solution Service Layer



# INFRASTRUCTURE AS A SERVICE LAYER

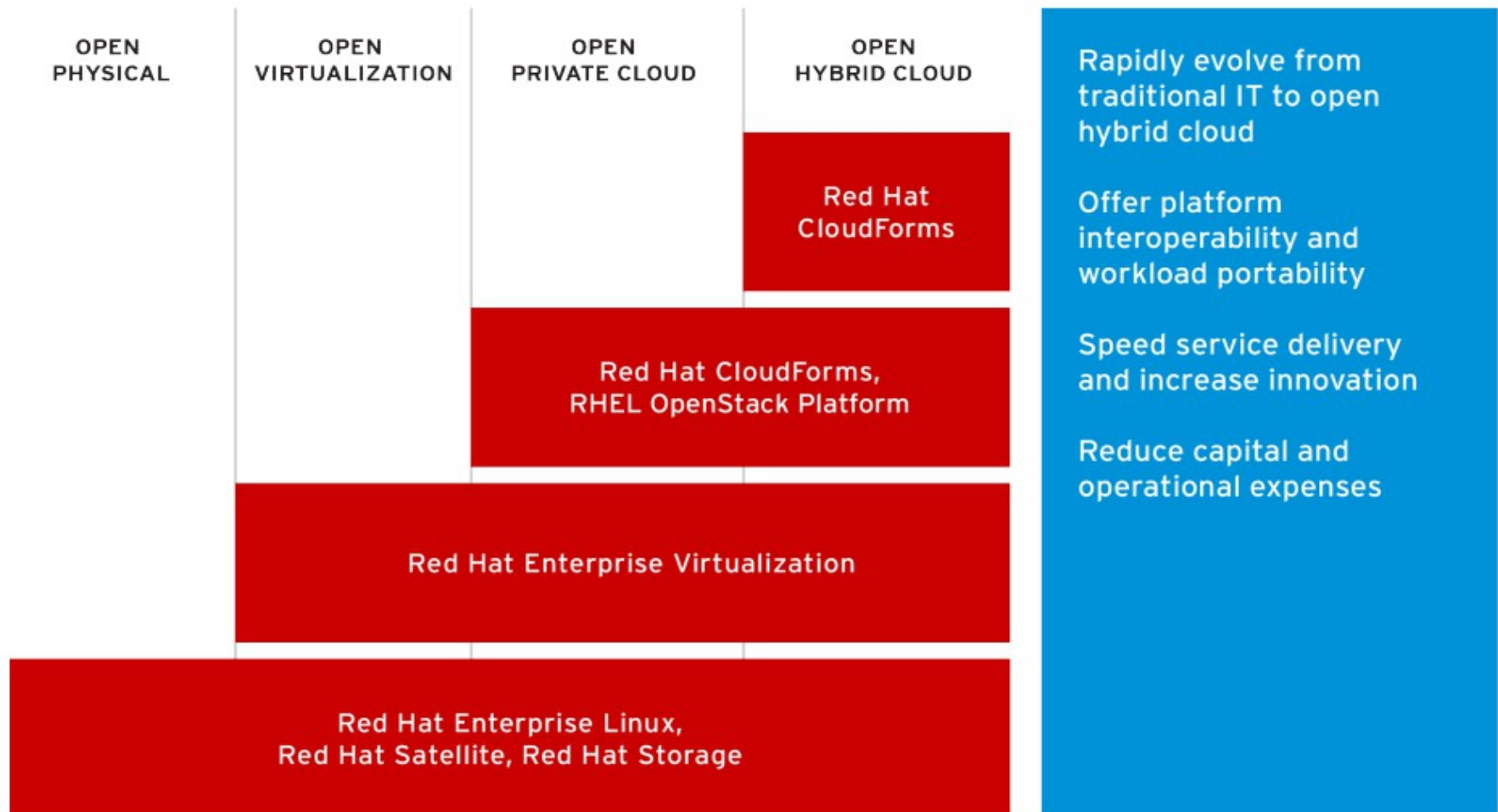
## INFRASTRUCTURE-AS-A-SERVICE



# INFRASTRUCTURE AS A SERVICE

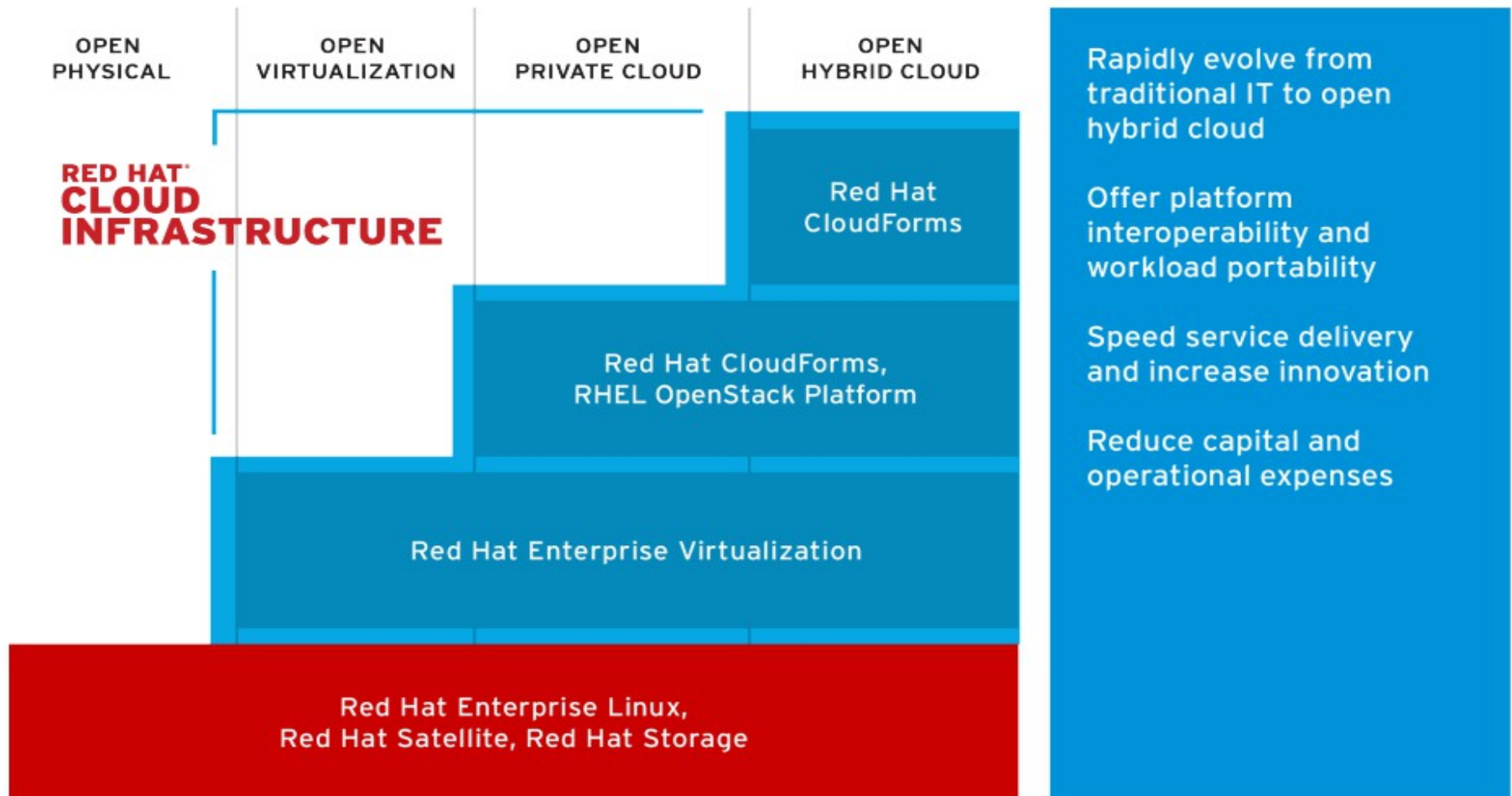
## Products behind

### INFRASTRUCTURE-AS-A-SERVICE



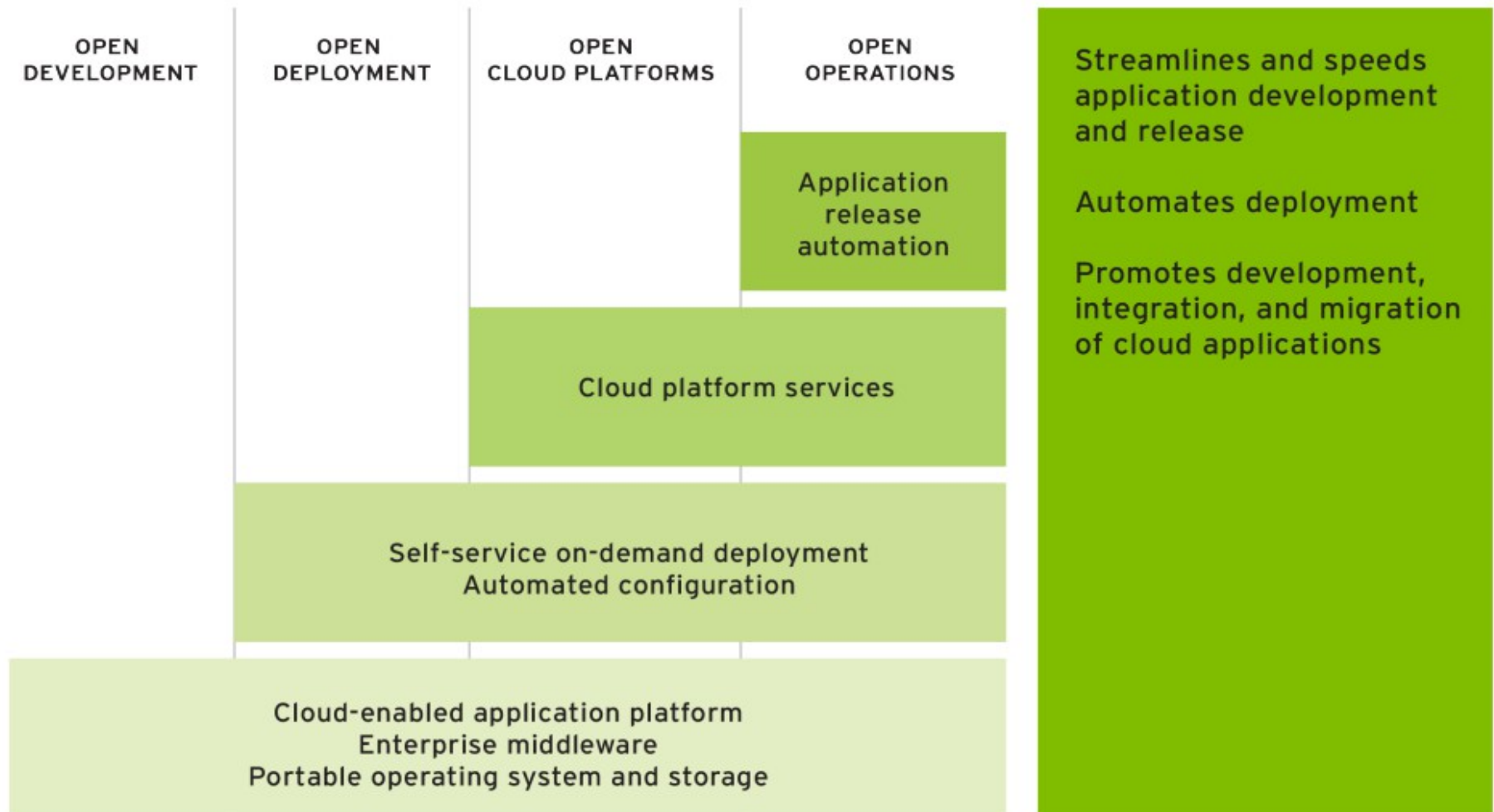
# INFRASTRUCTURE AS A SERVICE Product Bundle

## INFRASTRUCTURE-AS-A-SERVICE



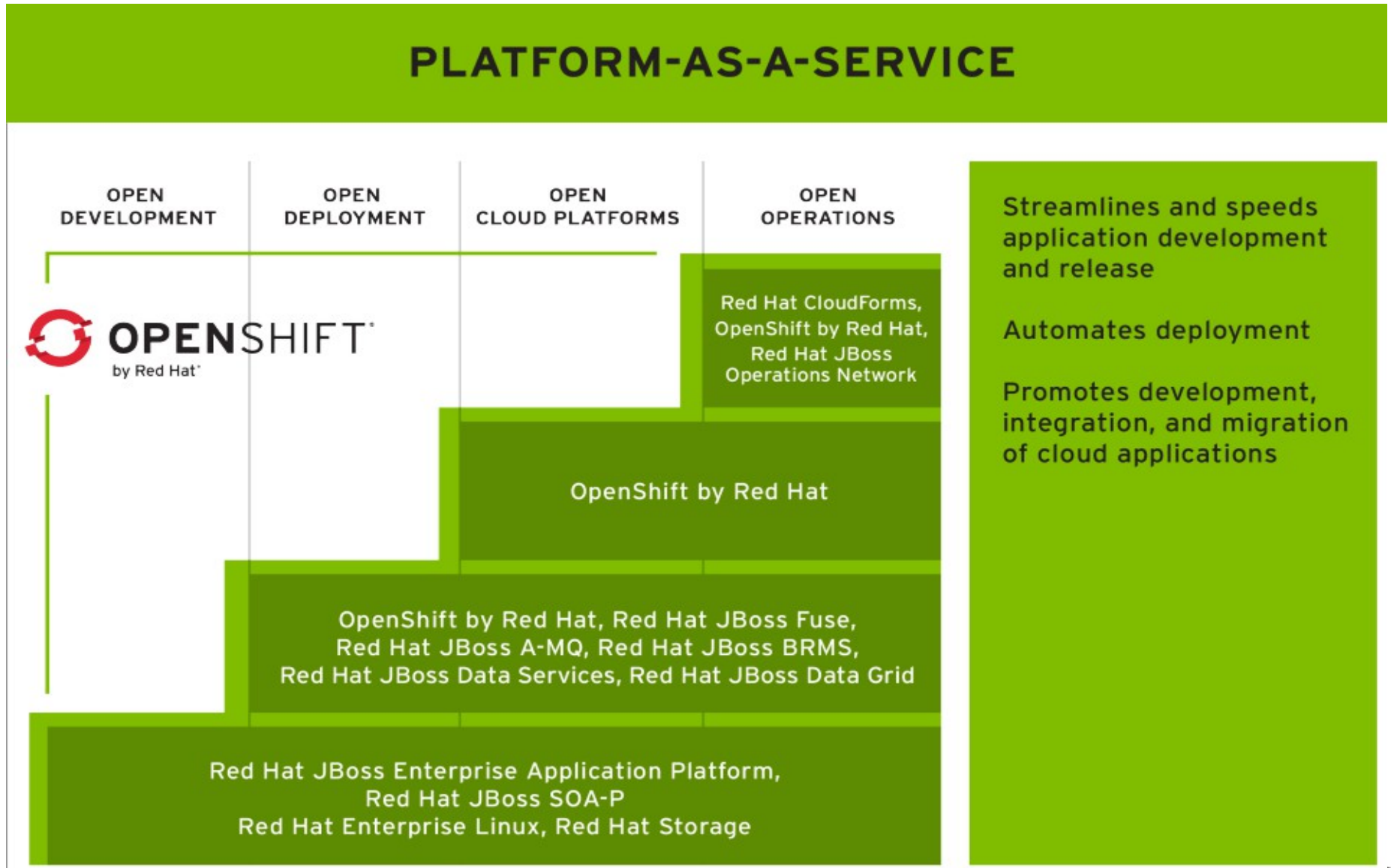
# PLATFORM AS A SERVICE LAYER

## PLATFORM-AS-A-SERVICE



# PLATFORM AS A SERVICE

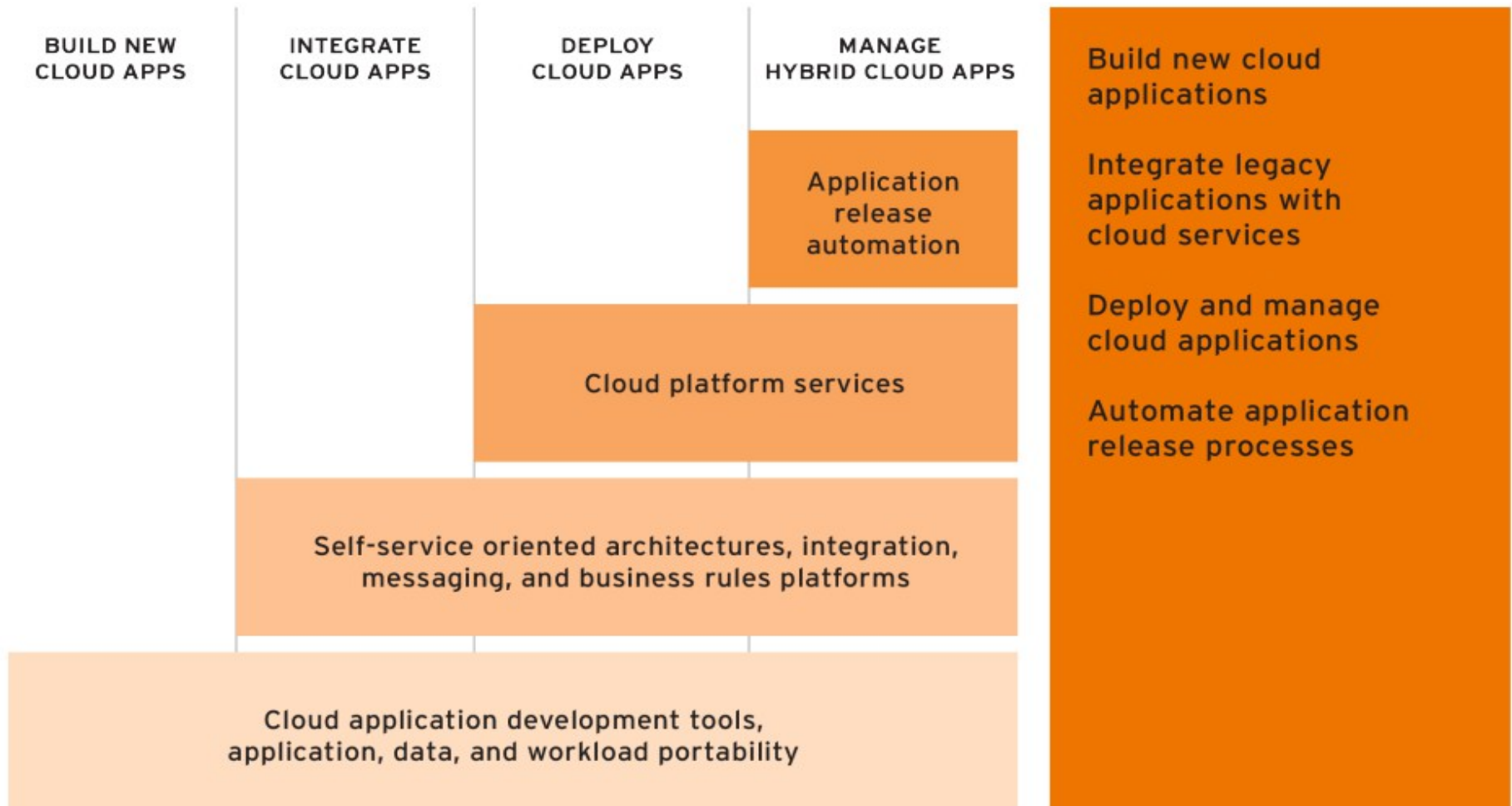
## Products behind





# APPLICATION LAYER

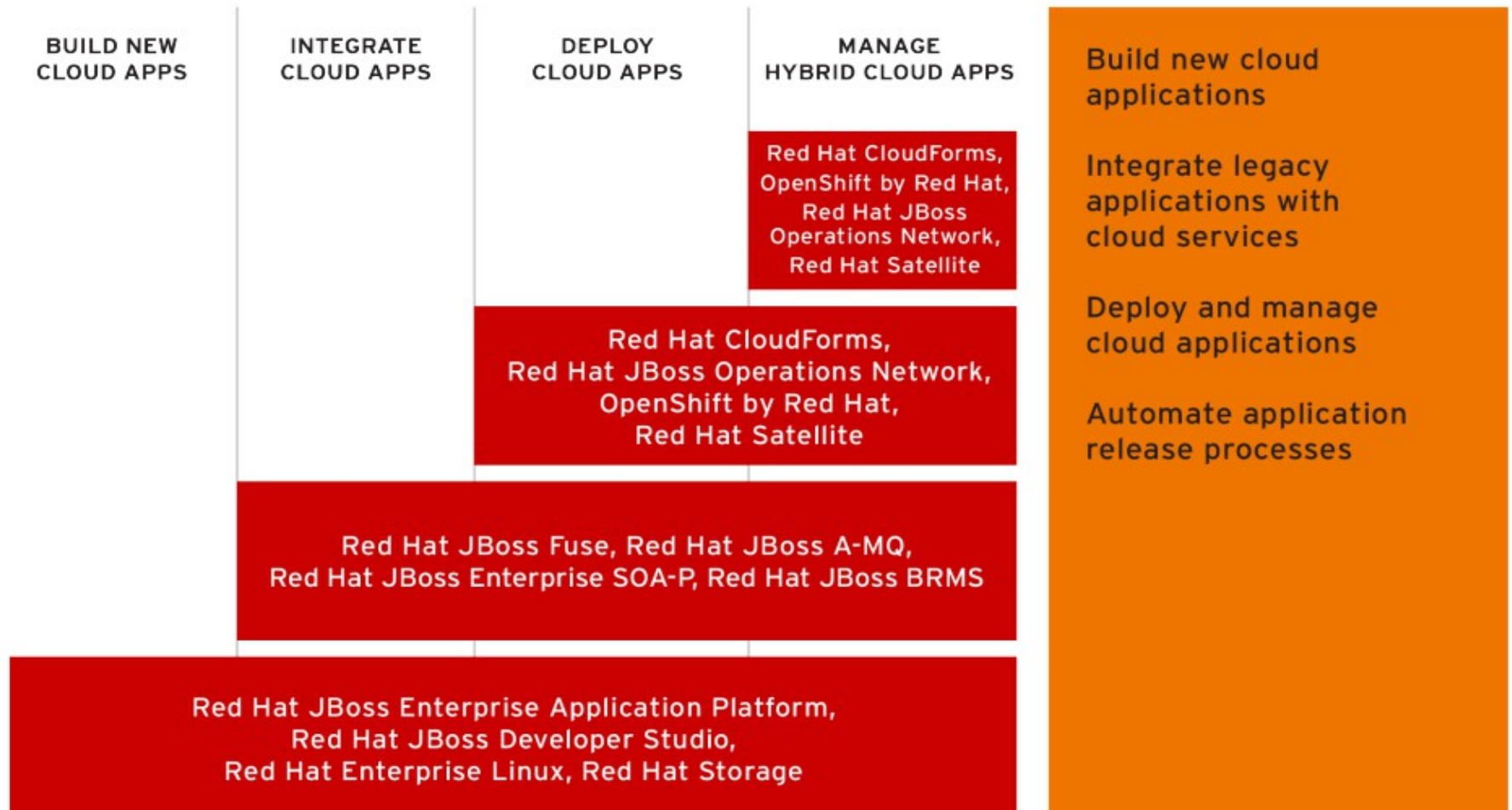
## CLOUD APPLICATIONS AND WORKLOADS



# APPLICATION LAYER

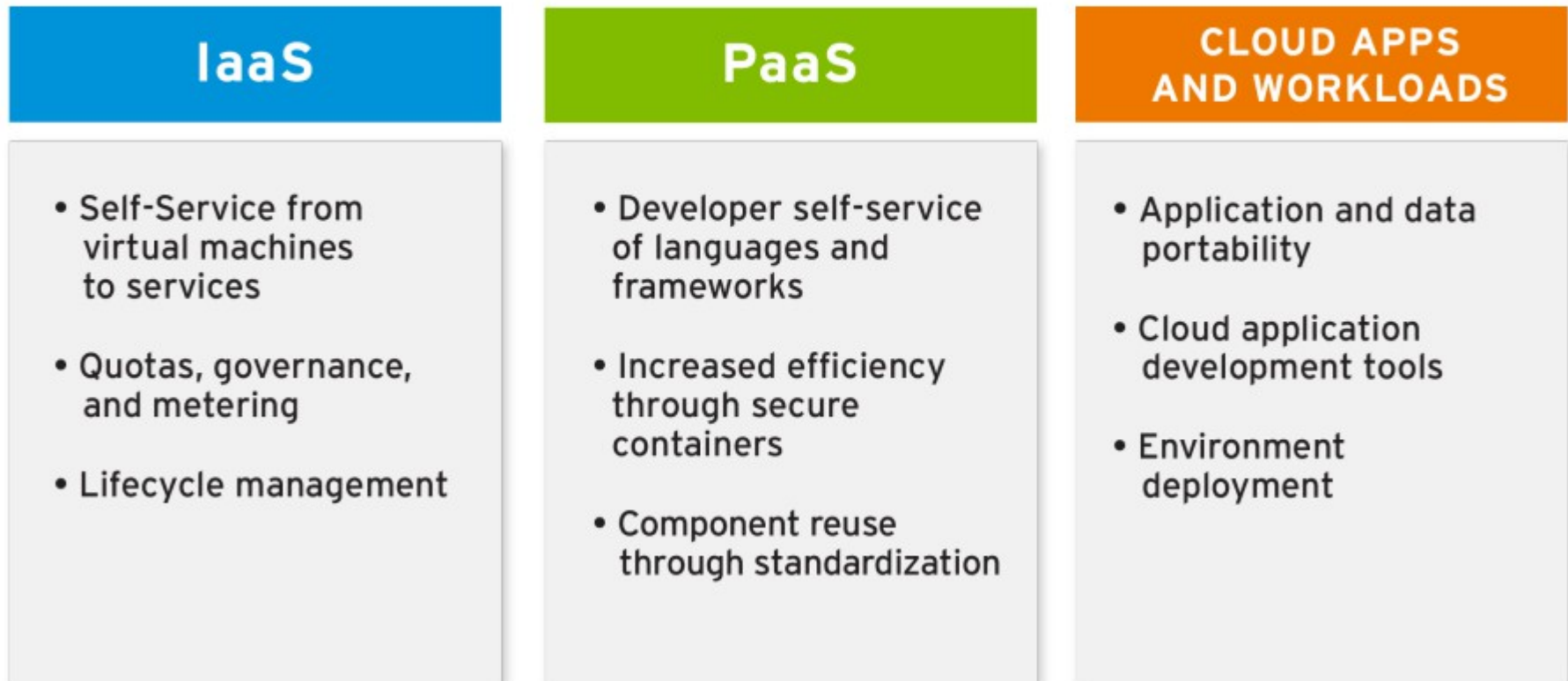
## Product behind

### CLOUD APPLICATIONS AND WORKLOADS



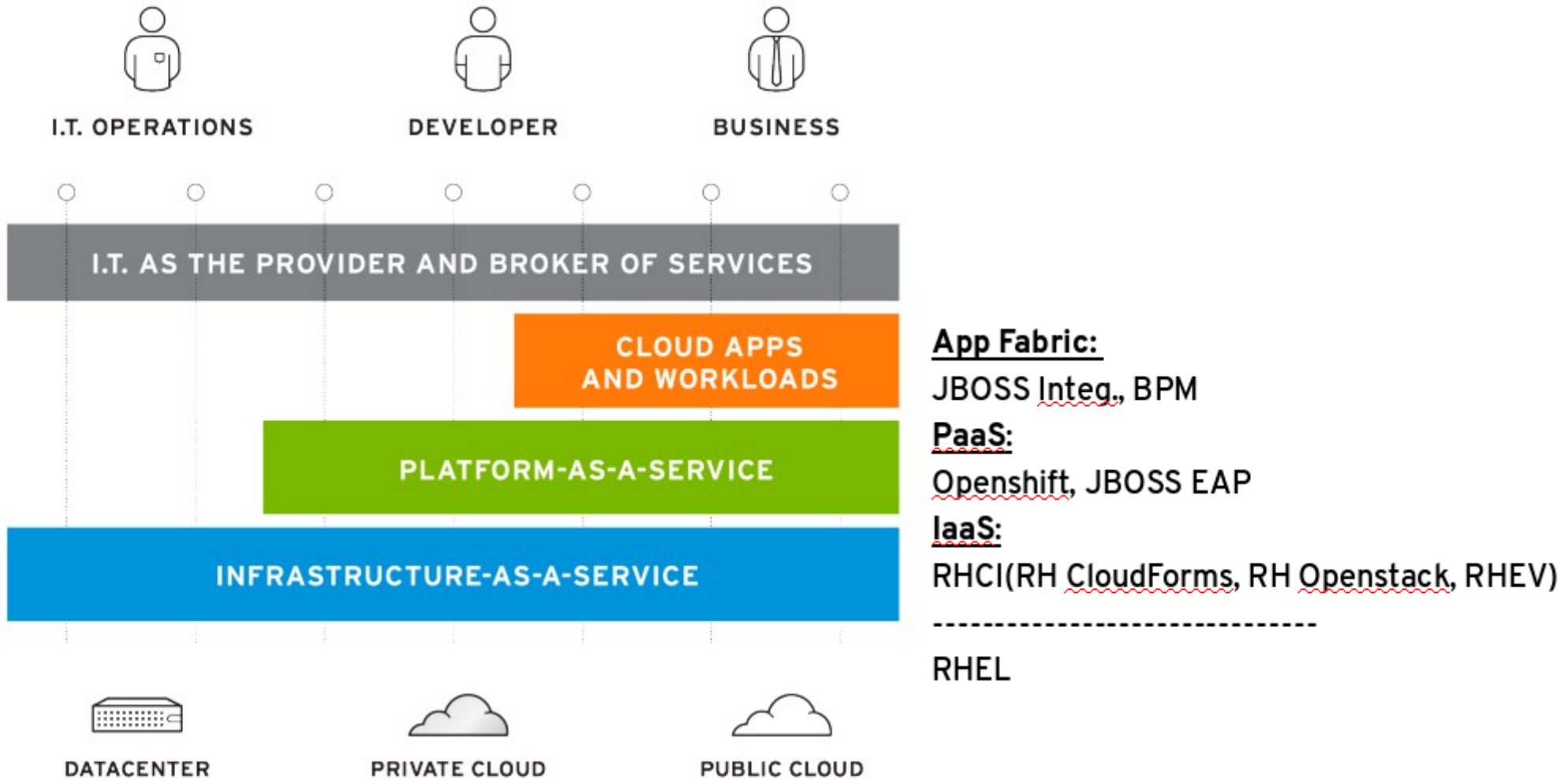
# THE OPEN HYBRID CLOUD ARCHITECTURE

## New Possibilities for IT Organizations

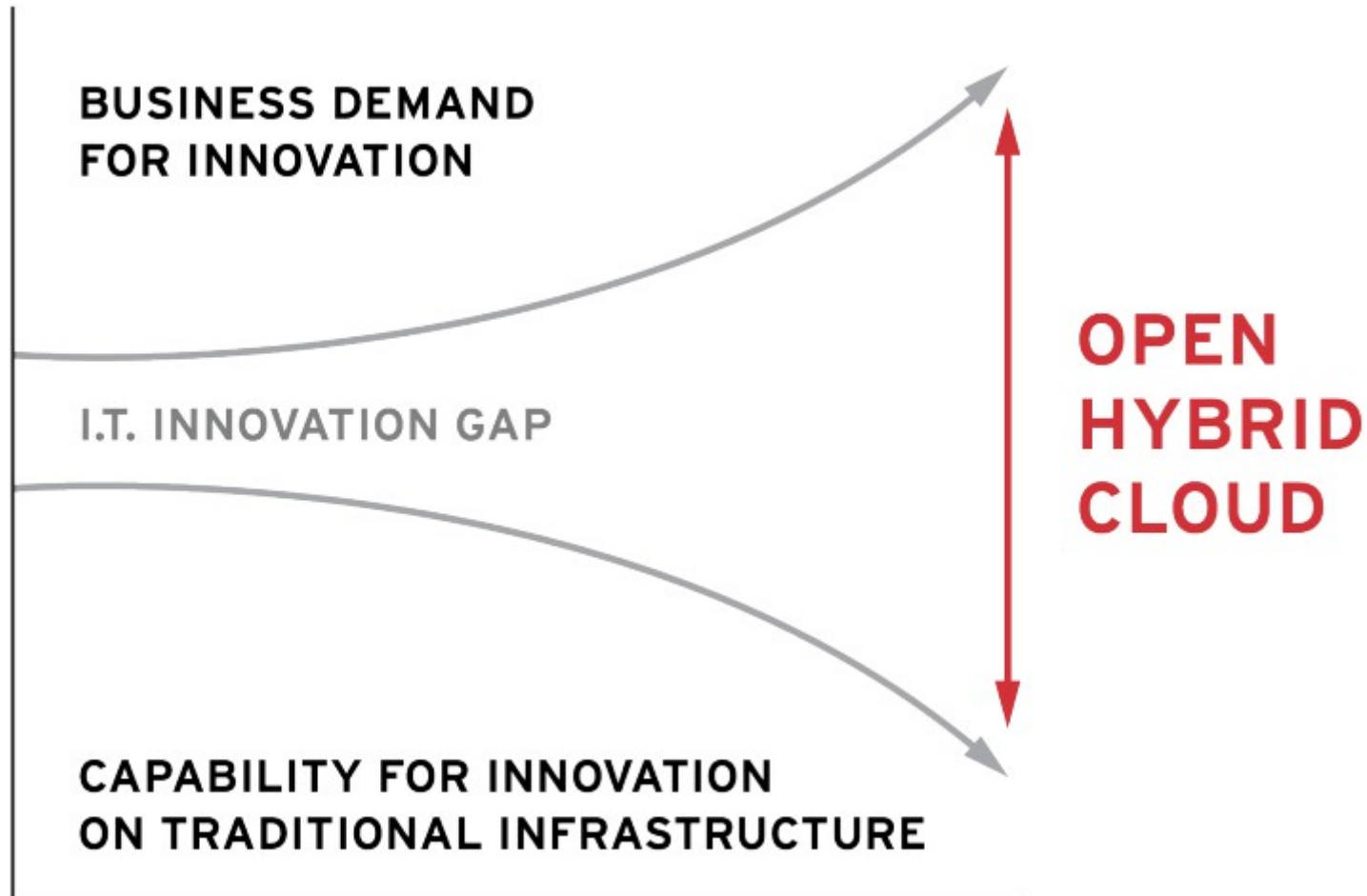


# RED HAT

## delivers the whole Service Stack



# Open Hybrid Cloud closes the Innovation Gap



# Summary

- Red Hat offerings through a complete Open Cloud Stack by reducing cost and improving time-to-market for new Cloud Services.
- Red Hat has proven track-record in complete Open Source / No Vendor Lock-In solutions through e.g. Enterprise Linux
- you can profit from Red Hat's engineering excellence in OpenStack and a proven cloud industry standing







**Thank you!**