

IBM AND RED HAT® SOLUTIONS

Unlock greater velocity for your business with Red Hat open source solutions

Modernize for faster growth and greater ability

IBM

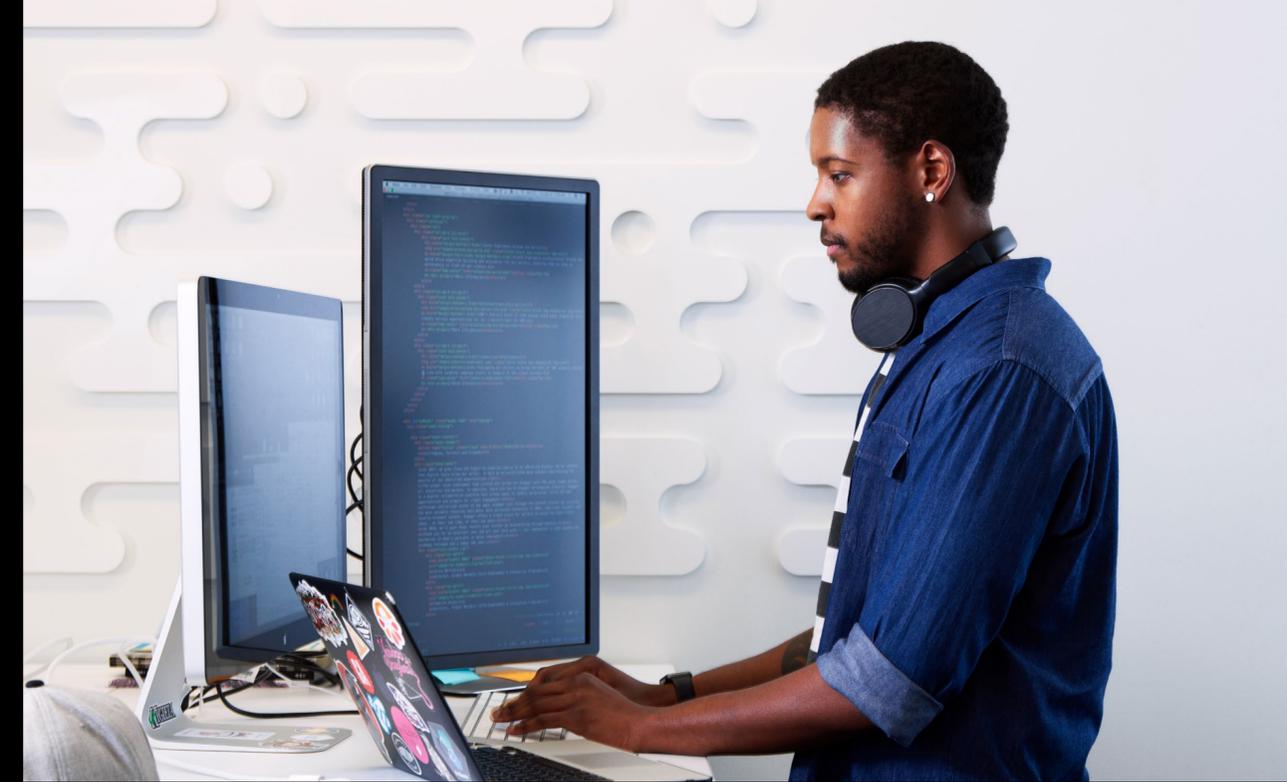
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An era of opportunity with familiar constraints



of global executives surveyed say COVID-19 has accelerated the timing of their organization's transformation efforts.¹



“There is a drive toward hyper efficiency by going digital. Once a company digitizes its processes, it can apply rules and artificial intelligence to enable the extreme automation of those processes.”

Jeff Kavanaugh,

Adjunct Professor, University of Texas at Dallas

Global Head, Infosys Knowledge Institute

New urgency behind enterprise modernization

As an IBM customer, your enterprise is well on its way to digital transformation. Yet massive economic shifts have accelerated timelines while increasing pressure to contain costs and increase efficiency.

Resilient enterprises are prioritizing automation and agility

As avenues of partnership expand in all directions, open source solutions can help your enterprise work across platforms and environments. The synergy of IBM solutions and Red Hat's market-leading open source solutions can accelerate your digital transformation by relieving IT staff from mundane, manual tasks and providing efficient platforms for high-value innovation.

1. HBR Analytic Services, "Accelerating Transformation for a Post-Covid-19 World," 2021

The de facto standard for the modernized IT foundation

Organizations that rapidly provide new digital services have advantages over those stuck in the past. But many leaders don't know where to start. Open source offers a standardized approach that brings the power of communities to your enterprise challenges. You're not reinventing the wheel, you're traveling farther, faster, with more traction and less downtime.

As one of the world's most popular operating systems with widespread adoption across industries and emerging technologies, Linux® provides an ideal platform for modern, innovative IT. It is the de facto standard for developing and running highly available, reliable and critical workloads in datacenters and cloud computing environments and supports a variety of use cases, target systems and devices. Every major public cloud provider — including Microsoft Azure, Amazon Web Services (AWS), Google Cloud, IBM Cloud, and Alibaba Cloud — offers multiple Linux distributions in their marketplaces.

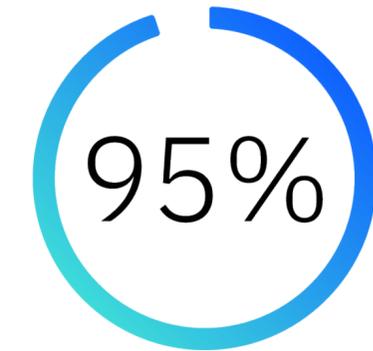


The world's leading enterprise Linux platform¹

For some, open source might conjure up an image of the Wild West, without the security and quality required for enterprise use. Red Hat makes open source enterprise ready. Our engineers work with the greater open source community to help improve features, reliability and security to make sure your business performs and remains stable and secure.

At Red Hat, we've spent more than two decades investing in open projects and technologies, protecting and defending open source intellectual property, and recruiting developers who actively participate in open projects across the IT stack. This experience helps inform our development model to produce more innovative, iterative, stable and secure technologies. We start with community-created open source software and build upon each project to harden security, fix bugs, patch vulnerabilities and add new features.

Red Hat® Enterprise Linux® gives you a consistent, intelligent operating foundation for modern IT and enterprise hybrid cloud environments. Consistency across infrastructure footprints — including physical, virtual, private and public clouds and edge deployments — allows you to manage applications, workloads, and services using the same tools across locations. And by giving your IT staff more control, confidence and freedom to innovate, Red Hat Enterprise Linux reduces deployment friction and costs while speeding time to value for critical business workloads.



of Fortune 500 firms rely on Red Hat® Enterprise Linux®²

Read the Red Hat Report “The State of Enterprise Open Source.” Find out why enterprise leaders are choosing open source as their engine of innovation.



1. IDC, “Worldwide Server Operating Environments Market Shares, 2019: Overall Server Operating Environment Market Grows During the Year, Led by Linux-Based Shipments and Deployments.” Doc #US46684720, July 2020.

2. Red Hat client data and Fortune 500 list, June 2020.

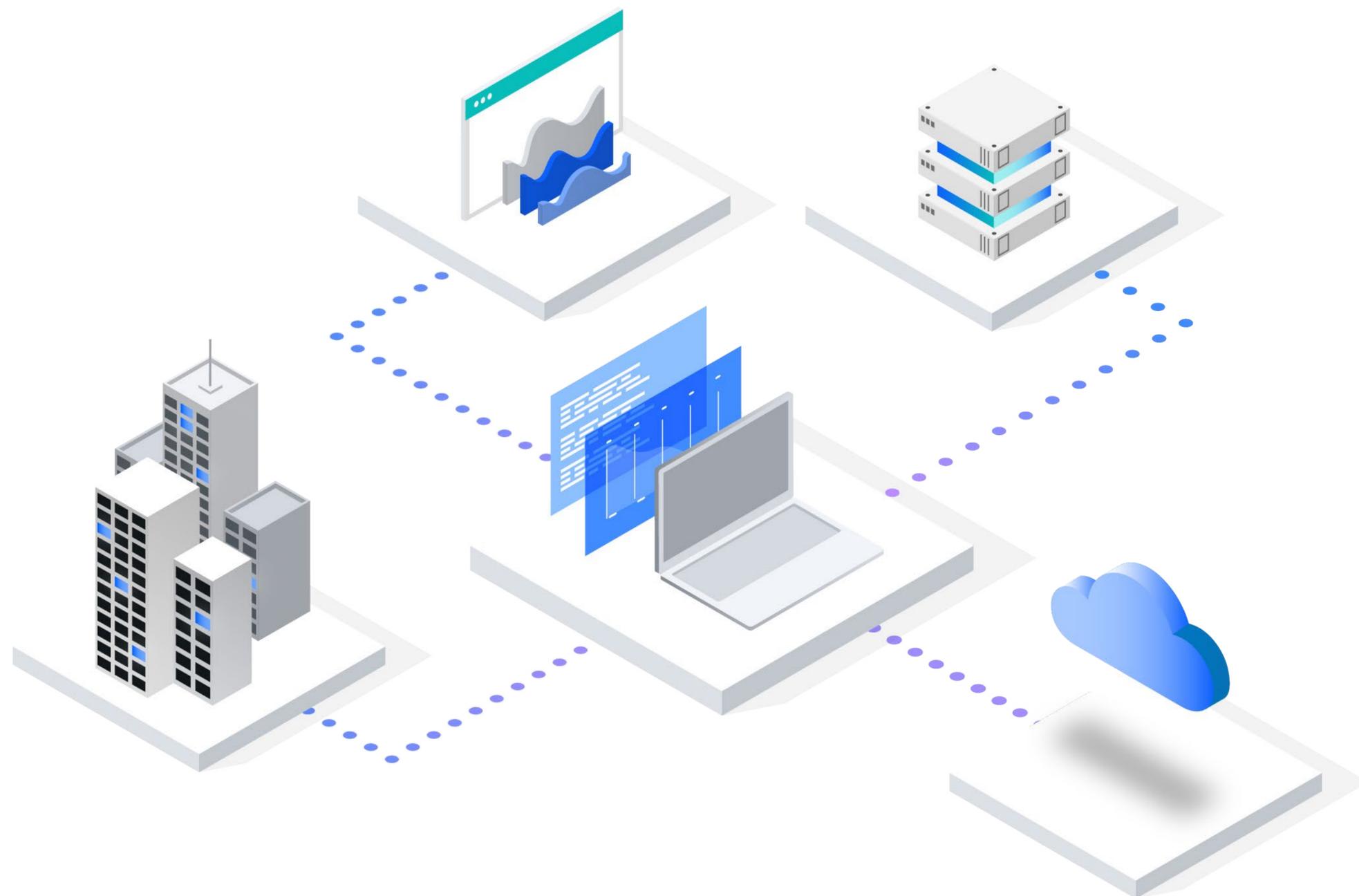


Free up time, money and resources for strategic initiatives

As a company scales, the demands being made on new and existing IT environments increase exponentially. Automating infrastructure management and processes helps businesses increase agility and provides better control of existing and new IT environments. Enterprise-wide automation allows your organization to manage complex environments more easily, gain visibility into your operations, and integrate new technology and processes more effectively.

Automating routine IT tasks and improving your stability with management tools can lead to greater productivity, so your IT staff can spend time making a bigger impact on your business. By simplifying change, you gain the time and energy to focus on innovation. In fact, automation is a top business initiative for 60% of leaderships.¹

To learn why business leaders are putting automation at the center of digital transformation, read “Enterprise Open Source Automation Drives Innovation,” a Forrester Consulting Thought Leadership Paper Commissioned by Red Hat.



1. A commissioned study conducted by Forrester Consulting on behalf of Red Hat, December 2019



Build and scale with confidence: We manage the rest

Focus on innovation, not maintenance

A container platform can help empower teams to quickly deliver valuable business outcomes, but not if they're bogged down with maintaining, upgrading and securing your Kubernetes deployment. To help your organization reduce operational overhead and complexities, Red Hat OpenShift Managed Services provides ongoing support for container deployments.

Unlike other "managed" services on the market, Red Hat manages the full stack. Red Hat OpenShift managed services are available on every major public cloud, giving you the flexibility to choose the offering that best fits your needs.

Red Hat OpenShift is the leading enterprise Kubernetes platform,¹ trusted by thousands of businesses to run their most important applications.

1. Omdia press release. "Red Hat's container software strategy paying off, for now," September 4, 2019.



Are you open to what comes next?

The marketplace is changing faster than ever, and your digital technology needs to stay one step ahead of business needs and threats. Modernize your infrastructure with open source solutions while keeping your business safe and secure.

Red Hat offers open hybrid cloud solutions to help enterprises work across platforms and environments — establishing a better foundation for the future of your IT. Red Hat open source technology can help you realize the full potential of your existing IBM solutions to achieve digital transformation and innovate faster in a rapidly evolving business environment.

Find out more



“The selection of IBM’s hybrid cloud architecture with Red Hat OpenShift gives us the flexibility to [optimize across different public cloud platforms](#) according to our future needs.”

Peter Brickley

Chief Information Officer

Coca-Cola European Partners



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