

MEET BUSINESS DEMANDS AND DRIVE I.T. INNOVATION

INTRODUCTION

Your IT organization plays a strategic role in business operations. Line-of-business leaders expect you to deliver innovative new solutions that give the business a competitive advantage. What new solutions and offerings could you create if you had an agile, flexible IT infrastructure?

Several obstacles stand in your way. Years of operating a siloed, rigid infrastructure force your IT organization to be more reactive than proactive, making it difficult to proactively anticipate business needs. Demands for new solutions outpace your organization's ability to respond, encouraging line-of-business leaders to circumvent IT and go directly to cloud providers to meet their needs. These shadow IT projects add complexity, risk, and costs to your IT operations. And, most of your IT budget likely goes to simply maintaining and managing your existing systems, leaving little room for value-added initiatives.

Red Hat can help you gain control of your IT infrastructure at a lower cost. Red Hat® Enterprise Linux® and Red Hat Enterprise Virtualization give you the simplified management, military-grade security, and infrastructure flexibility you need to respond quickly to business demands now and innovate in the future. Plus, you'll be ready for the move to the cloud when the right time comes.

GAIN FLEXIBILITY

With Red Hat virtualization technologies you can develop and deploy new services, applications, and resources quickly to meet business demands. For example, one Red Hat Enterprise Virtualization customer reduced new service deployment time by 65%.² Advanced management tools allow you to control all of your virtual IT assets, including multiple hypervisors, from the same interface, so you can simplify and streamline management operations for even faster response to new demands. Plus, Red Hat technologies are based on open standards, so you can always choose the tools and applications that best meet your business needs and avoid the inflexibility of proprietary IT environments.

REDUCE VIRTUALIZATION COSTS

When you virtualize with Red Hat technologies, you can take advantage of a high-value subscription model that costs less than license-based solutions. Plus, with Red Hat Enterprise Virtualization, you can increase system performance and virtual machine density, so you need fewer systems to support your operations. In fact, Red Hat Enterprise Virtualization can reduce your virtualization costs by up to 60% over three years,³ so you have more budget to devote to innovation and value-added activities.



60%

of CIOs have said that by 2017, they will have to reduce the cost of their infrastructure in order to pay for business innovation.¹

Line-of-business leaders need new solutions to gain a competitive advantage.

Virtualize your infrastructure to improve flexibility and prepare for future IT innovation.



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¹ IDC, "IDC Predictions 2014," December 2013.

² Red Hat, "ABC Cooking Studio builds flexible IT infrastructure with Red Hat Enterprise Virtualization," 2013.

³ Red Hat, "Red Hat Enterprise Virtualization: VMware migration," 2013.



ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services. Red Hat is an S&P company with more than 70 offices spanning the globe, empowering its customers' businesses.

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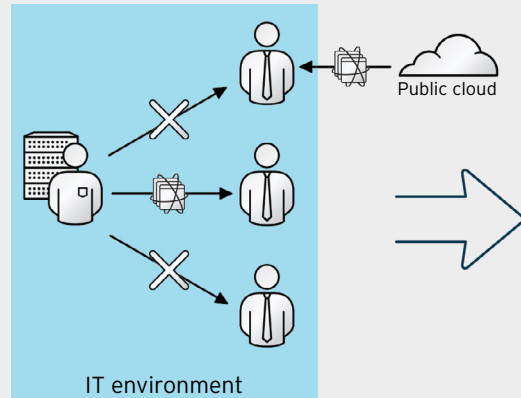


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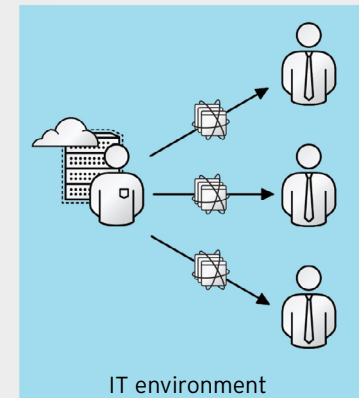
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Traditional IT



Limited resources and budget prevents IT from delivering new solutions quickly

Innovative IT



Innovation allows IT to deliver new services quickly to meet business needs

Figure 1. Regain control of your IT infrastructure. Deliver new solutions to line-of-business leaders quickly.

SECURE YOUR OPERATIONS

Virtualization technologies from Red Hat include the same military-grade security features in Red Hat Enterprise Linux, so you can secure operations across your entire virtual infrastructure. And, other features keep intrusions from spreading to further protect your operations and reduce security risk.

DRIVE INNOVATION

With a flexible, secure, cost-effective virtualized infrastructure from Red Hat, you can operate more proactively and take advantage of the latest technology innovations and advances to meet changing business needs. And, Red Hat provides a defined path to private, public, and hybrid cloud with Red Hat CloudForms cloud management platform, Red Hat Enterprise Linux OpenStack® Platform, and OpenShift Enterprise by Red Hat Platform-as-a-Service solution, so you can easily transition to cloud services as your business requires.

CONCLUSION

To meet business demands for new solutions and avoid shadow IT projects, you need a flexible, cost-effective IT infrastructure. With a virtualized infrastructure based on Red Hat Enterprise Linux and Red Hat Enterprise Virtualization, you can increase agility, reduce costs, and focus on innovation. Contact your Red Hat sales representative today to learn more about Red Hat virtualization technologies and how they can help you drive IT innovation.

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