


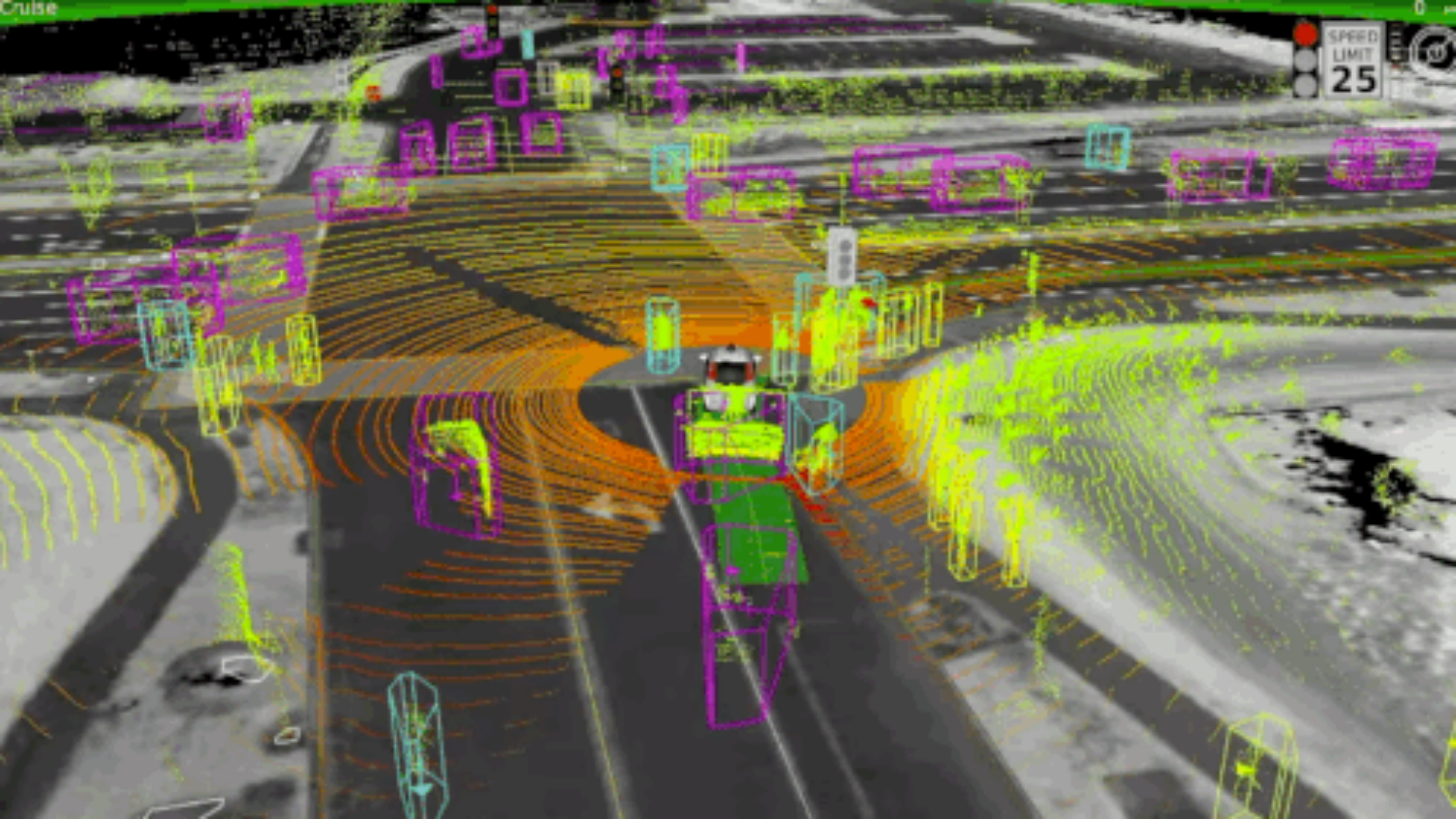
THE POWER OF INNOVATION AND OPEN SOURCE

JULIA BERNAL
Country Manager
Red Hat

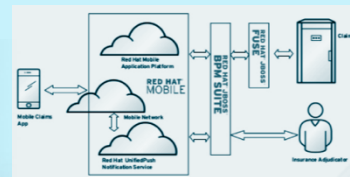


A man with dark hair and a beard, wearing a grey suit, white shirt, and patterned tie, is seated in the driver's seat of a car. He is holding an open book and looking at it. The car's interior is light-colored with leather seats. The background outside the car is blurred, suggesting motion. The text is overlaid on the right side of the image.

“....The big question is always, Do we car manufacturers learn to become tech companies **more quickly** than a **tech company** learns to be an automotive player?”



OPEN SOURCE IS “THE ENGINE OF INNOVATION”



Greenfield
Applications



Modernization
Factory

Success
Measures



Prove

ALL COMPANIES MUST BECOME “GREAT SOFTWARE COMPANIES”

**HIGH PERFORMING
ORGANIZATIONS
DEPLOY**

200x

**MORE FREQUENTLY
THAN LOW
PERFORMERS**

OPEN SOURCE IS “THE ARCHITECTURE TODAY”

78%

of enterprises run open source

65%

of companies are contributing to open source

Faster, More Agile Development

Accelerated Time to Market

Vastly superior interoperability

[1] Black Duck Software, [9th Annual Future of Open Source survey](http://www.blackducksolutions.com/2015/future-of-open-source), 2015. www.blackducksolutions.com/2015/future-of-open-source

[2] Black Duck Software, [10th Annual Future of Open Source survey](http://www.blackducksolutions.com/2016/future-of-open-source), 2016. www.blackducksolutions.com/2016/future-of-open-source



PARTICIPATION AND CONTRIBUTION SECURE THE FUTURE OF OPEN SOURCE

Investing in the open source community
spurs innovation, delivers exponential
value, and most of all it's fun

[1] Black Duck Software, [3rd Annual Future of Open Source survey](http://www.blackducksoftware.com/2015-future-of-open-source), 2015. www.blackducksoftware.com/2015-future-of-open-source

[2] Black Duck Software, [10th Annual Future of Open Source survey](http://www.blackducksoftware.com/2016-future-of-open-source), 2016. www.blackducksoftware.com/2016-future-of-open-source

TRIED. TESTED. TRUSTED.

100%

of airlines in the
Fortune Global 500
rely on Red Hat



100%

of telcos in the
Fortune Global 500
rely on Red Hat



100%

of healthcare
companies in the
Fortune Global 500
rely on Red Hat



100%

of commercial
banks in the
Fortune 500 rely
on Red Hat



GRACIAS