



Connect

Welcome to Summit Connect 2025

Copenhagen October 8th

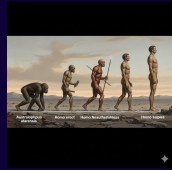
Rune Stenbaek
Country Manager



AI assistance for a 2025 status

Could you take Darwin's "March of Progress" and make an AI inspired version of it?

That's a **brilliant** idea! Taking the "March of Progress" concept and applying it to AI evolution. It would be a **fantastic way** to visualize the development from early computing to advanced artificial intelligence.



Could you add a background of Geo political turmoil?

Let's try to integrate that. The **challenge** will be to show "geopolitical turmoil" in a way that provides a backdrop without entirely overshadowing the AI evolution narrative. I'll aim for elements that suggest **conflict**, **unrest**, or **significant** global shifts in the distant background.



Gartner predicts **70%** of enterprises adopting gen AI will cite **sustainability and digital sovereignty** as top criteria for selecting between different public cloud gen AI services by 2027



70%

Red Hat's approach to digital sovereignty

Our five core commitments

Open source
software

Provides
transparency
and trust

Open hybrid
cloud

Provides control
and choice

Critical
infrastructure

Robust
protection,
operational
resilience and
stability

Local ecosystem
partners

Building and
collaborating
together

Sovereign AI
workloads

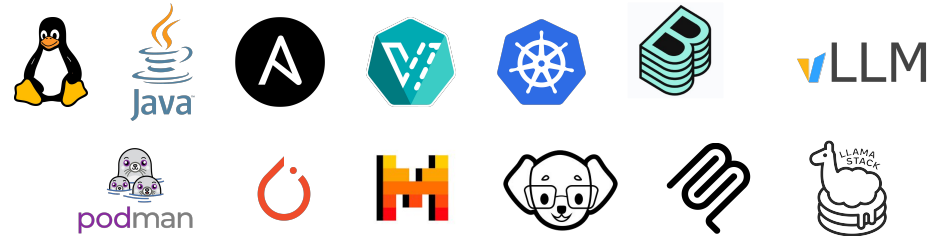
Unlocking the
future

Open source is foundational to digital sovereignty

Open source
software

Provides
transparency
and trust

Technology



Community



Control



Private cloud



Public cloud



Edge

Open hybrid cloud – market recognition

FORRESTER®

- **A Leader** in the Forrester Wave™: Multicloud Container Platforms, Q3 2025
 - **A Leader** in the Forrester Wave™: Infrastructure Automation Platforms, Q4 2024
-



- **Top Badges** – Red Hat OpenShift, Red Hat Ansible Automation Platform, and Red Hat Enterprise Linux

Gartner®

- **A Leader** in the 2025 Gartner® Magic Quadrant™ for Container Management
 - **A Leader** in the 2025 Gartner® Magic Quadrant™ for Cloud-Native Application Platforms
-



- **Top Rated** and **Buyer's Choice** – Red Hat OpenShift, Red Hat Ansible Automation Platform, and Red Hat Enterprise Linux



Connect

Thanks to our sponsors

Lead sponsor



Gold sponsors



Silver sponsors





Connect

Booth Rally

Throw the completed card into the raffle box
in the T-shirt factory **at latest 15:30.**



Don't miss out on the chance to win a Lego® Ferrari!
Only completed cards can be entered into our competition.

Name *

Company *

Business email *

Business phone *

Fields marked with * are mandatory fields.





Create your own schedule

Access the full session catalog. Browse the list, select your key sessions, and plan your day.

Build your agenda



Sign up for AI Escape room

AI Escape Room



Meet the experts



Quo Vadis It?



Dinko Eror

Vice President EMEA,
Central, North, and Eastern Europe
Red Hat



Question 1

Linux installation?

15 billion



Question 2

RHEL server?

15 million



Question 3

Open Source developers?

40 million



Question 4

Companies?

25.000



Question 5

OpenShift developers?

800.000



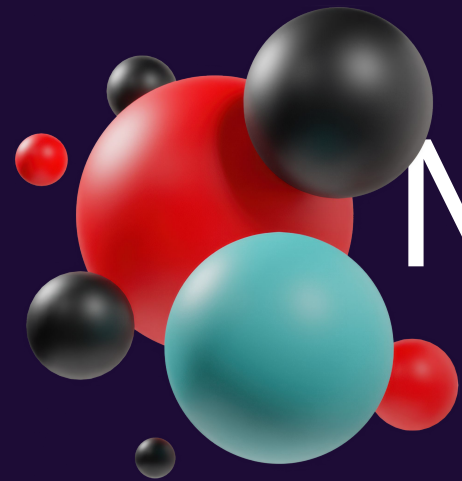
Question 6

Lines of code?

40 million



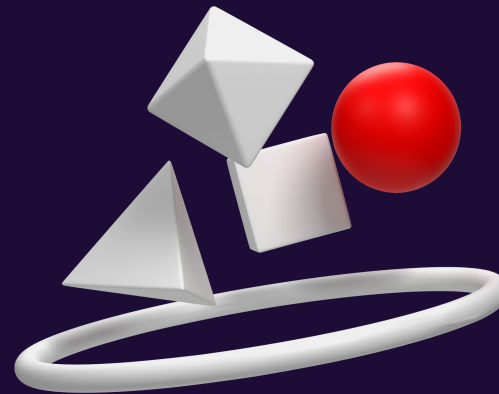
Open Source



My Commitments to You!



Innovation



Customer first, Partner always





Connect

Innovate freely, operate efficiently:

Build on a unified AI and application platform

Mike Barrett

VP/GM Hybrid Platforms

Copenhagen

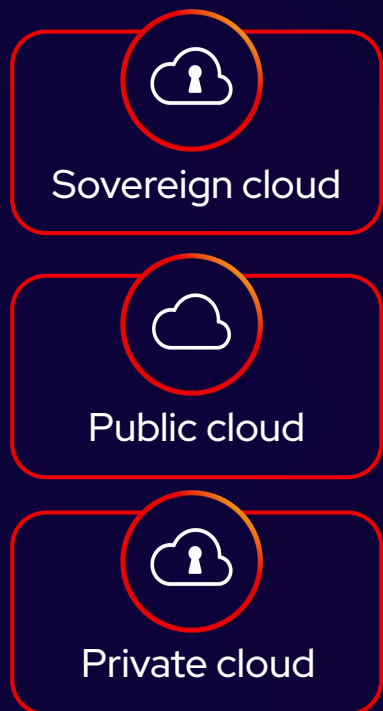
Business is driven by major technology waves

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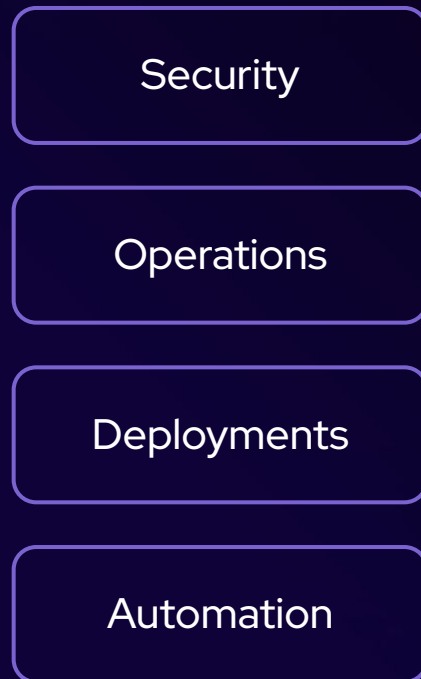
How do we navigate the transition
from the cloud era to the AI era?

Abstract geometric shapes in the top right corner, including a dark blue triangle and a purple parallelogram.

What have we learned from the cloud era ?



Location



Consistency



Innovation



Collaboration

Open hybrid cloud

Collaboration

DevOps

Platform
engineering

GitOps

FinOps

Workloads

Workloads

Workloads

Innovation

Modern application platform

Consistency

Integrated containers and virtual machines

Consistent, secure infrastructure platform

Automation platform

Location



Physical



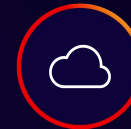
Virtual



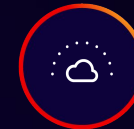
Private



Sovereign



Public



Edge


Building success on Red Hat platforms

3-year ROI

540%

 **Red Hat**
Enterprise Linux^[1]

668%

 **Red Hat**
Ansible Automation
Platform^[2]

468%

 **Red Hat**
OpenShift^[3]

[1] "The Business Value of Red Hat Solutions Versus Non-Paid Open Source Alternatives," IDC, March 2023.

[2] "The Business Value of Red Hat Ansible Automation Platform," IDC, March 2024.

[3] "The Total Economic Impact™ Of Red Hat OpenShift Cloud Services," Forrester Consulting, Feb. 2024.

Building success across cloud providers



Microsoft Azure

Google



ORACLE

Please give a warm welcome to

Børre Nordbakken
Brønnøysundregistrene

Abstract geometric shapes in the top right corner, including a dark blue parallelogram and a lighter blue parallelogram, both with thin red outlines.

Is there still more opportunity to optimize your cloud?

Efficiency



Modernization



Efficiency



Red Hat
Enterprise
Linux 10

Simplify deployments

Ansible
Automation
Platform

Expand automation

Red Hat
OpenShift

Simplify operations

Efficiency



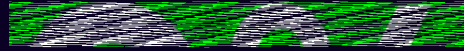
Image mode – Contain drift and accelerate delivery



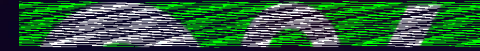
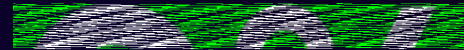
With image mode for Red Hat Enterprise Linux, you can:

- ▶ **Speed time to market**
using DevOps and CI/CD practices, which now include the OS
- ▶ **Streamline operations**
by automating updates and rollbacks—just like your smartphone
- ▶ **Enhance security**
by reducing your attack surface with immutable system images
- ▶ **Simplify appliance creation**
by combining the OS with apps and drivers for faster development and delivery

Efficiency



reduction in lead times*



reduction in application
performance errors**



reduction in error
response times*

improvement in server
patching time*

Ansible Automation
Platform

HashiCorp Terraform and Ansible integration

Ansible Lightspeed intelligent assistant

Efficiency

Managed OpenShift in the cloud



Microsoft Azure

Google



ORACLE

Red Hat
OpenShift

OpenShift Lightspeed - AI assistant

Modernization



Modernizing virtualization

Modernizing IT ops
with automation and AI

Modernizing developer
productivity

OpenShift Virtualization adoption

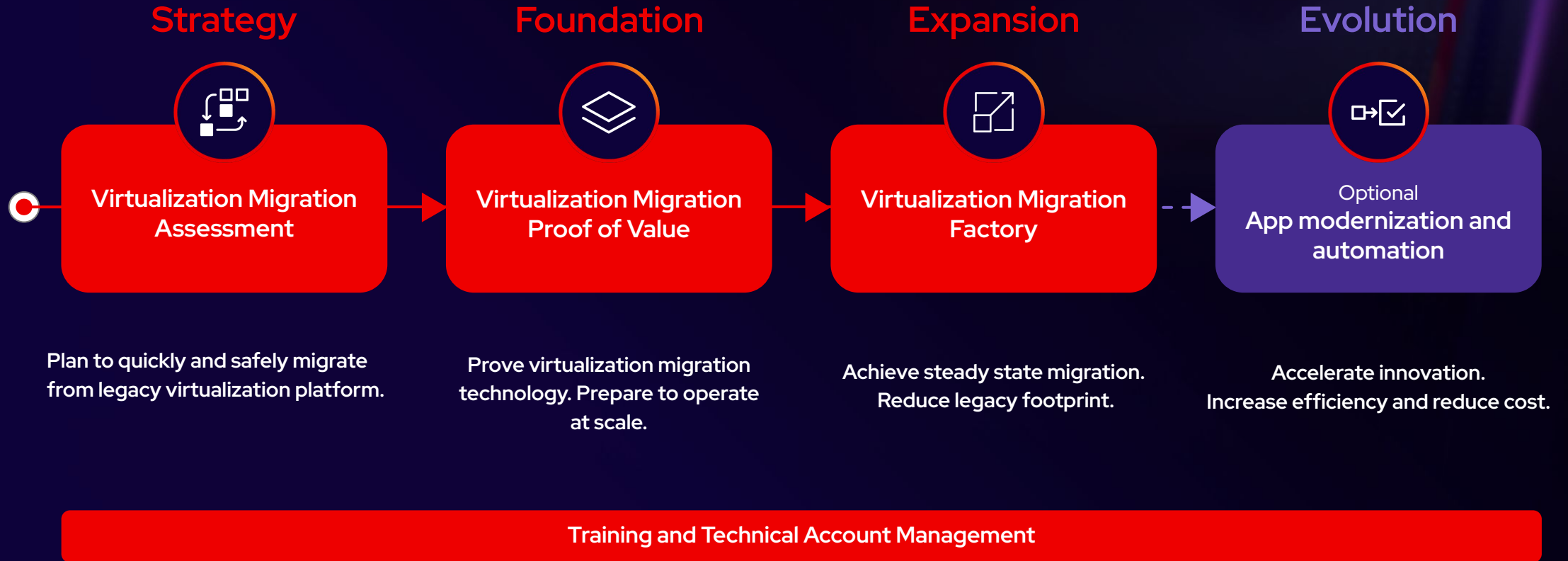




Virtualization partner
ecosystem



Modernizing your virtualization infrastructure



Emirates NBD



بنك الإمارات دبي الوطني

صراف آلي ٢٤ ساعة
ATM24



نريد أن نساعدك على بناء حياة مثالية
بالتقنيات والحلول الجديدة.
استمع لآراءنا الخاصة بك، مع
بنك الإمارات دبي الوطني.



DirectRemit

دايركت ريميت

أرسل الأموال إلى أحبائك
خلال 60 ثانية

Send money to your loved ones
in just 60 seconds



بنك الإمارات دبي الوطني
Emirates NBD

“Openshift Virtualization provided a well-known interface, reliable and consistent performance. Red Hat’s strong innovation and engineering capability, excellent support and well-defined technology roadmap provided us with much needed certainty in a challenging environment.”

Nick Grimm

Head of Cloud Compute,
Emirates NBD

Real-world, large-scale virtualization migration

9,000+
virtual machines migrated

70%
**app landscape
running on RHEL**

140
**average VMs
migrated per night**

37,000
**containers on
OpenShift**





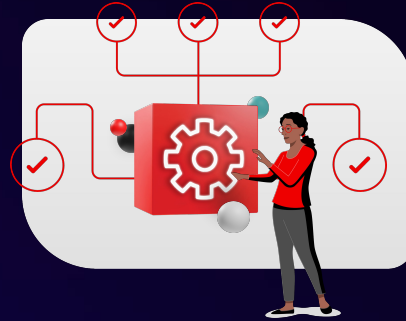
interact.redhat.com

Modernizing IT operations



Standardize automation
operations

Ansible Automation Platform



Event-driven automation &
AIOps

Event-Driven Ansible +
Ansible Lightspeed



Policy enforcement of all
automation

Ansible Policy as Code

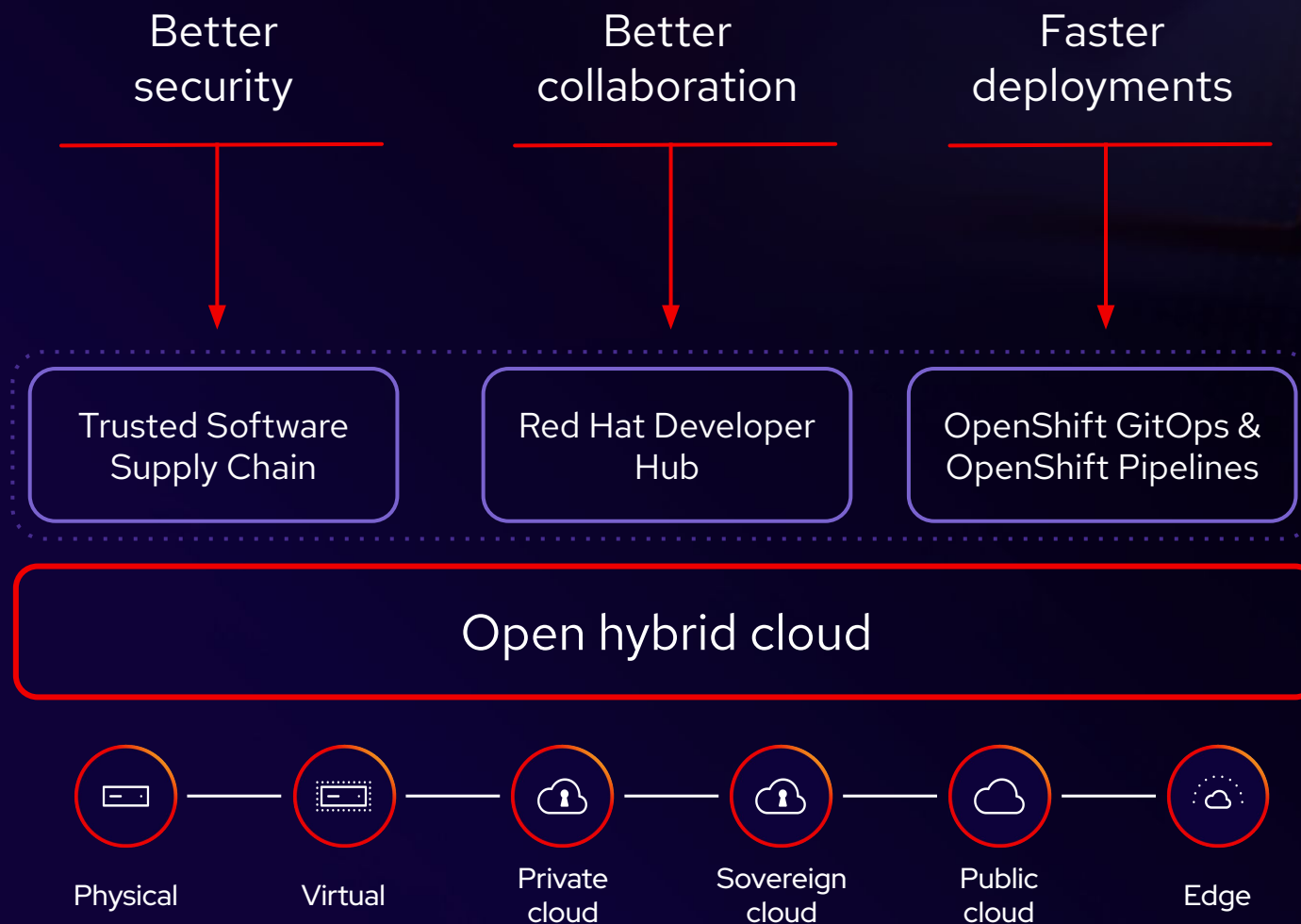
86%
of organizations are
developing cloud-native
applications¹

76%
of organizations say
learning our architecture requires
high cognitive load, limiting
productivity¹

156%
YoY growth of
malicious packages²

Modernize developer productivity

Red Hat Advanced Developer Suite



[1] "State of Platform Engineering in the Age of AI," A Red Hat report, conducted by Illuminas, Oct. 2024.

[2] "State of the Software Supply Chain," Sonatype, Oct. 2024.

Abstract geometric shapes in the top right corner, including a dark blue triangle and a purple parallelogram.

How do we navigate the transition
from the cloud era to the AI era?

*Needed to build something ourself
and optimize our investments.
OpenShift AI was the platform that
provided that option.*

AI Specialist JN Data

Building the AI offering – on-prem

- **6 AI applications currently deployed on OpenShift AI**
- **500 unique users on our on-premise chatbot**
- **6 Nvidia L40S GPU's in our OpenShift clusters – soon
+4 Nvidia H200 GPU's**
- **3 LLM's deployed on OpenShift AI**





“Thanks to Red Hat and OpenShift AI, our business teams—our citizen data scientists—can build their own models quickly and independently.”

—
Emre Yavuz

Head of Data and AI,
Turkish Technology - Technology
Company of Turkish Airlines

Accelerating the developer experience—everywhere

\$10M

saved annually in fuel costs

Dynamic pricing

Fraud prevention

Customer service

Operations optimization

Logistics optimization

60

AI models in
production

40

AI models in
development



Abstract geometric shapes in the top right corner, including a dark blue triangle and a purple parallelogram.

How can we prepare for AI success ?

AI is a strategic enabler across industries

Predictive AI runs businesses today; generative AI brings innovation to the enterprise

Revenue generation

- ▶ Chatbots
- ▶ Campaign and content marketing
- ▶ Developer assistants
- ▶ Guided selling
- ▶ Product innovation

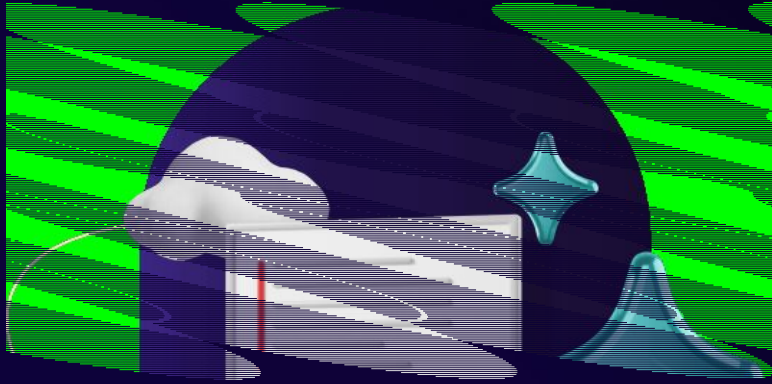
Cost optimization

- ▶ Automated AI support
- ▶ Knowledgebase search & summarization
- ▶ Doc summarization
- ▶ AI-optimized logistics
- ▶ Augmented product R&D

Risk management

- ▶ Sentiment analysis
- ▶ Predict employee attrition
- ▶ Contract risk assessment
- ▶ Fraud detection
- ▶ AI-assisted security operations

AI demand is high, but there are risks



55%

of leading digital organizations picked AI as a top new investment priority ¹

58%

of CIOs will spend more than 5% of their CY25 IT budget on gen AI ²

A striking number of executives believe that **AI is going to revolutionize their business.**

30%

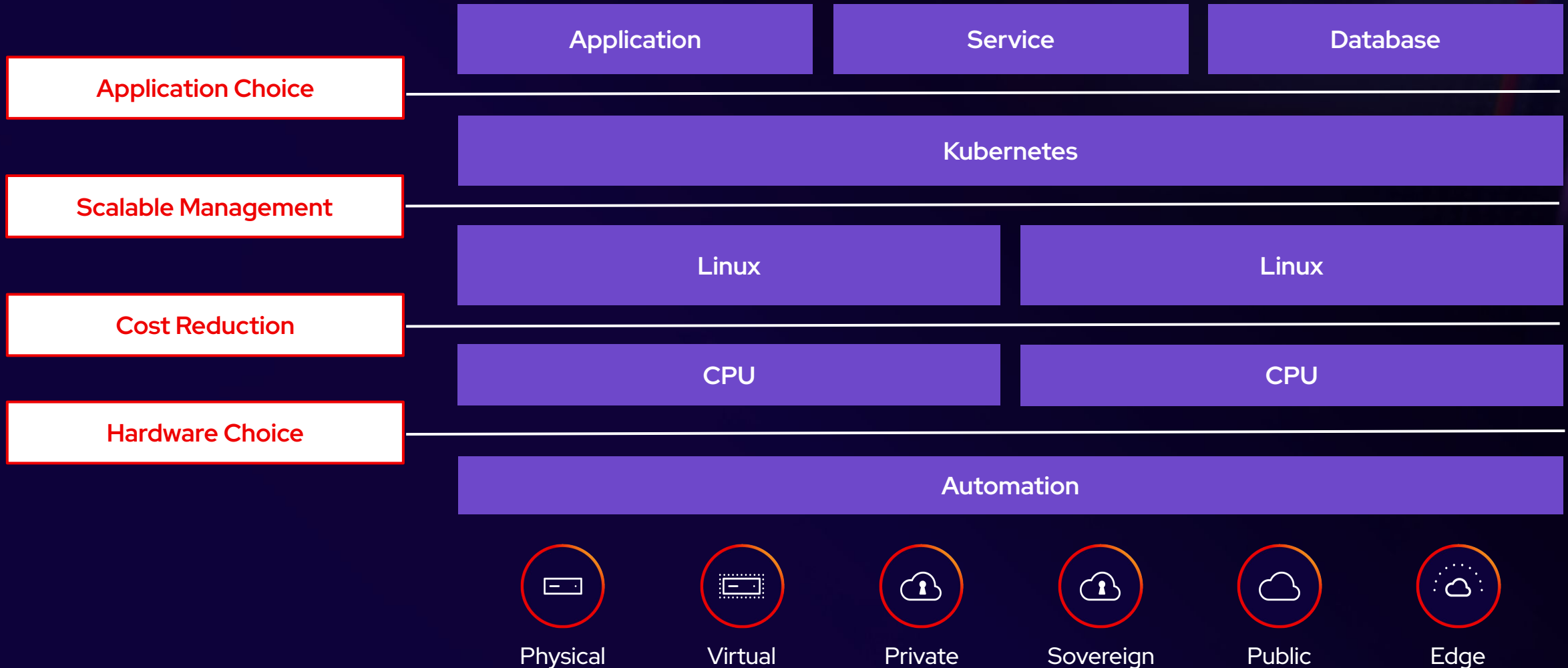
Gen AI projects will be abandoned after proof of concept by end of 2025 ³

[1] "AI Transformation Is Driving Digital Business," IDC, June 2024.

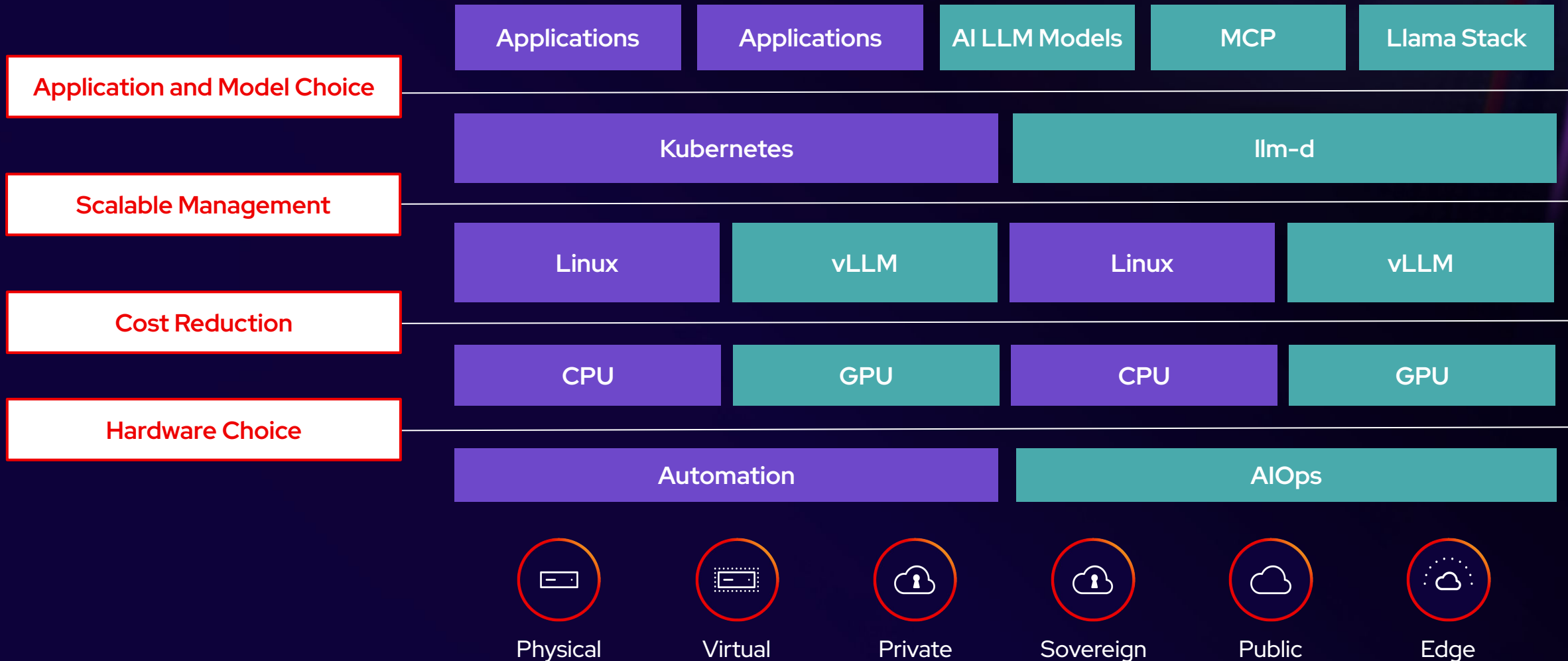
[2] "How Will AI Investment Requirements Impact CIO Influence and IT Skills Shortage?," IDC, March 2024.

[3] "Gartner Predicts 30% of Generative AI Projects Will Be Abandoned After Proof of Concept By End of 2025" Gartner press release, July 2024.

Open Hybrid Cloud enabled Cost Reduction, Choice, and Flexibility

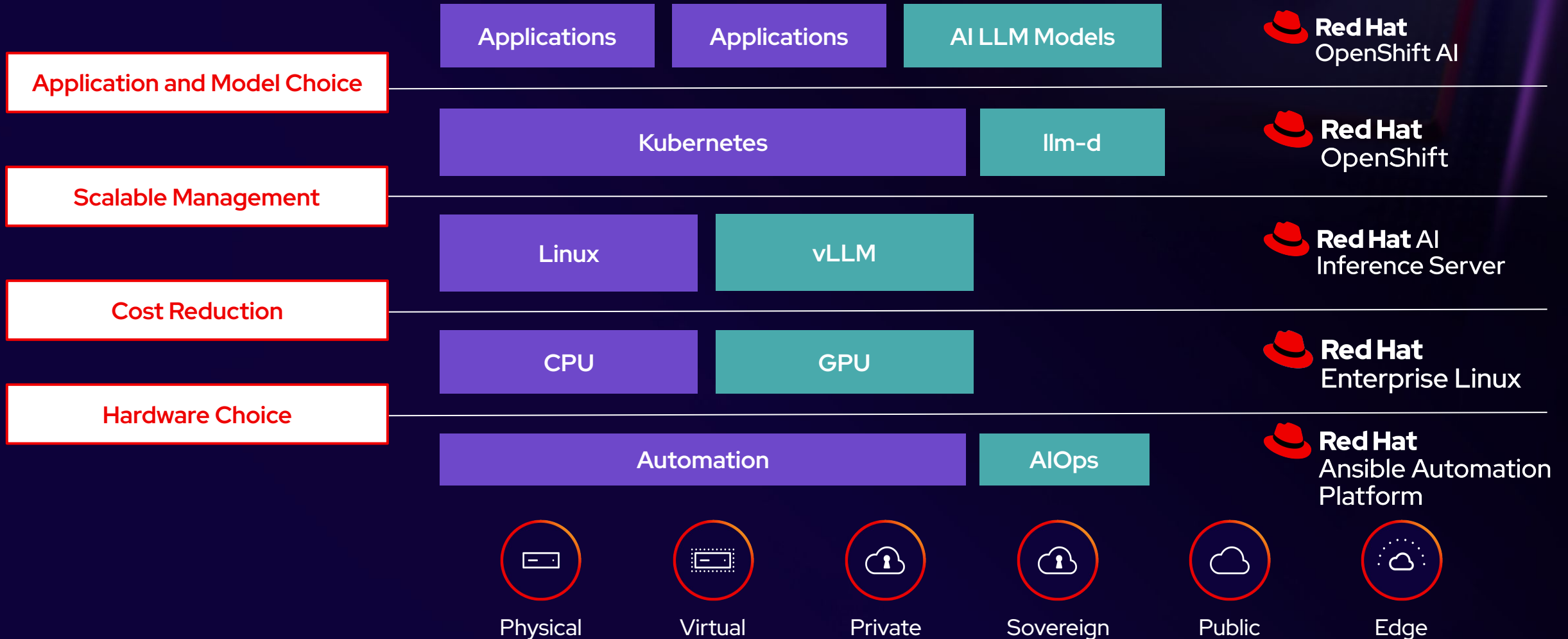


Open Hybrid Cloud + AI enables Cost Reduction, Choice, and Flexibility

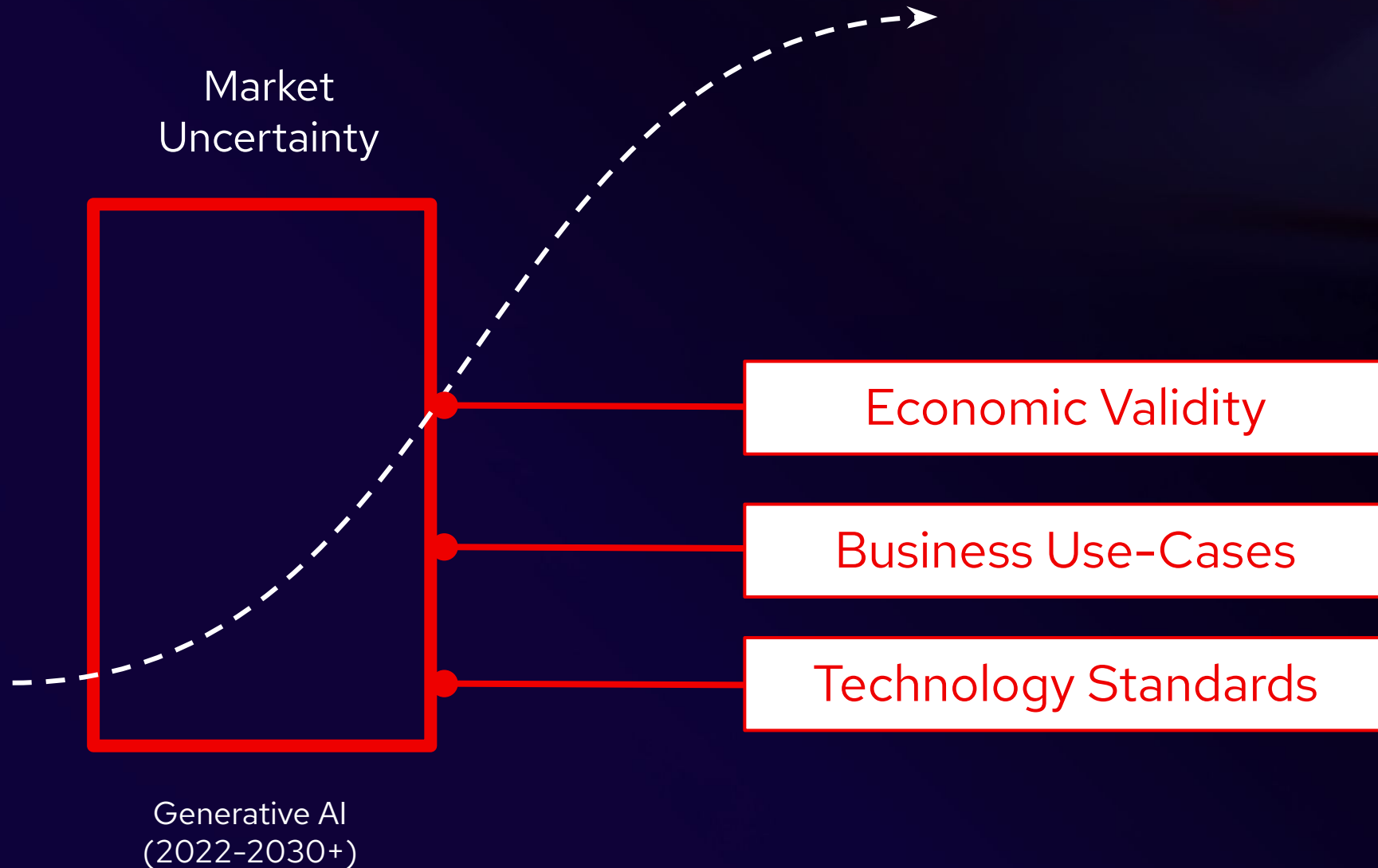


Red Hat and Red Hat AI

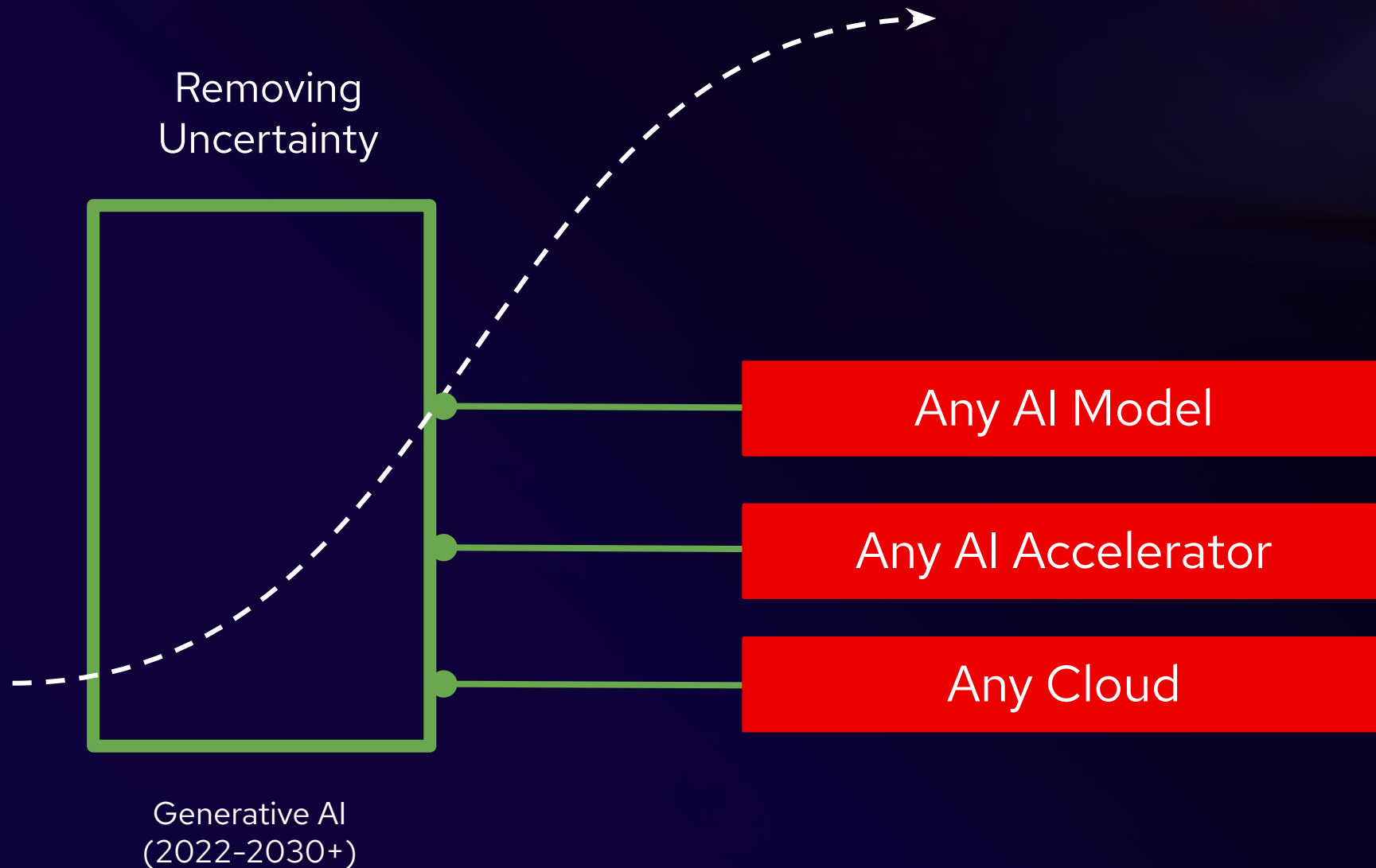
Open, Agentic, Enterprise-Ready



The uncertainty of the AI transition



Red Hat and AI - Enabling AI Success



Open Hybrid Cloud + AI enables successful Technology Era transition



Red Hat AI

Accelerate the development and delivery
of AI solutions across hybrid cloud environments



Red Hat Open Hybrid Cloud



Connect

Thank you

Closing words

AI at the Edge with Robots and Service Interconnect

Navigate the Next Era of Digital Transformation with Red Hat Open Source Solutions.

How to manage your future RHEL estate

AI at the Edge with Robots and Service Interconnect

Your AI, Your Data, Your Rules: Navigating the Future of Machine Learning with Control and Compliance

Design & Implementation Insights from OpenShift Virtualization Customers

Self-Service vs Collaboration: when Platform Engineering faces DevOps

Agentic AI in Action: Red Hat & Intel Shaping the Future of Enterprise AI

Strategic Automation Adoption

Red Hat Enterprise Linux 10 - Reimagining a Linux Platform

Panel: Digital Sovereignty & Open Source

Red Hat OpenShift Virtualization at scale with Red Hat Ansible Automation Platform

Advancing AI, Virtualization and Platform Security

OpenShift AI: Architecture, Deployment, and Real-World Usage

Applications and Beyond: Building a Full-Stack Developer and Operations Platform for the Autonomous Teams of Tomorrow

From Fear to Freedom



Connect

Thank you