



# Chris Morgan

Vice President Hybrid Platforms  
Tech Marketing  
Red Hat





Connect

# Innovate freely, operate efficiently:

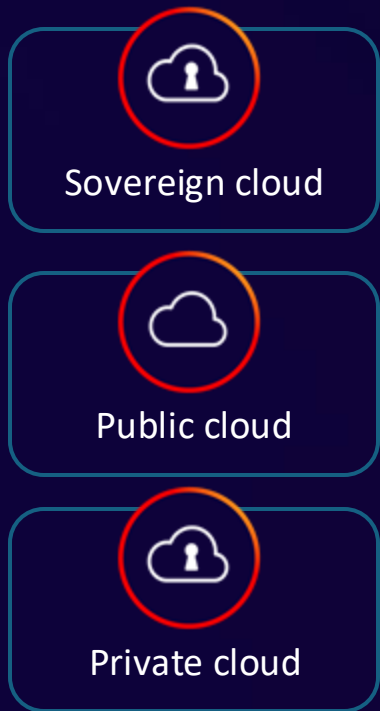
Build on a unified AI and application platform

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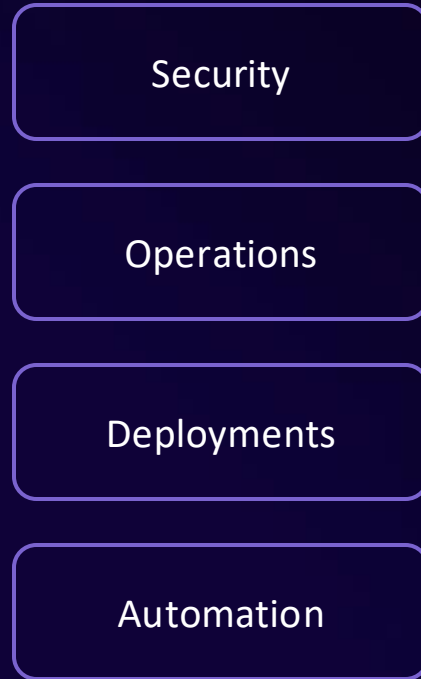
**How do we navigate the transition  
from the cloud era to the AI era?**

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

Innovation

Workloads

Workloads

Workloads

Consistency

Modern application platform

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 <sup>[1]</sup>

668%

 **Red Hat**  
Ansible Automation  
Platform <sup>[2]</sup>

468%

 **Red Hat**  
OpenShift <sup>[3]</sup>

[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





“We have 12 clusters across 7 regions, with Red Hat OpenShift standardizing the developer experience regardless of whether it's on-premise or in the cloud. We've streamlined workflows and equipped developers to self-serve with built-in tools with automation (CI/CD), reusable templates, and automated security policies.”

**Rafael Belanger**  
Platform Lead,  
CAE

# Accelerating the developer experience—everywhere

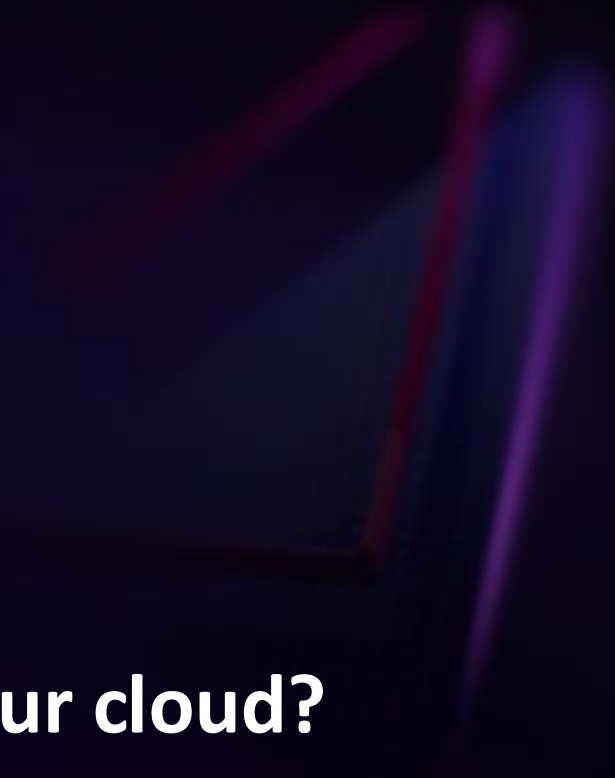
## 135,000 pilots trained per year

3  
clouds

12x  
more security  
vulnerabilities  
fixed

2,000  
developers



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**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

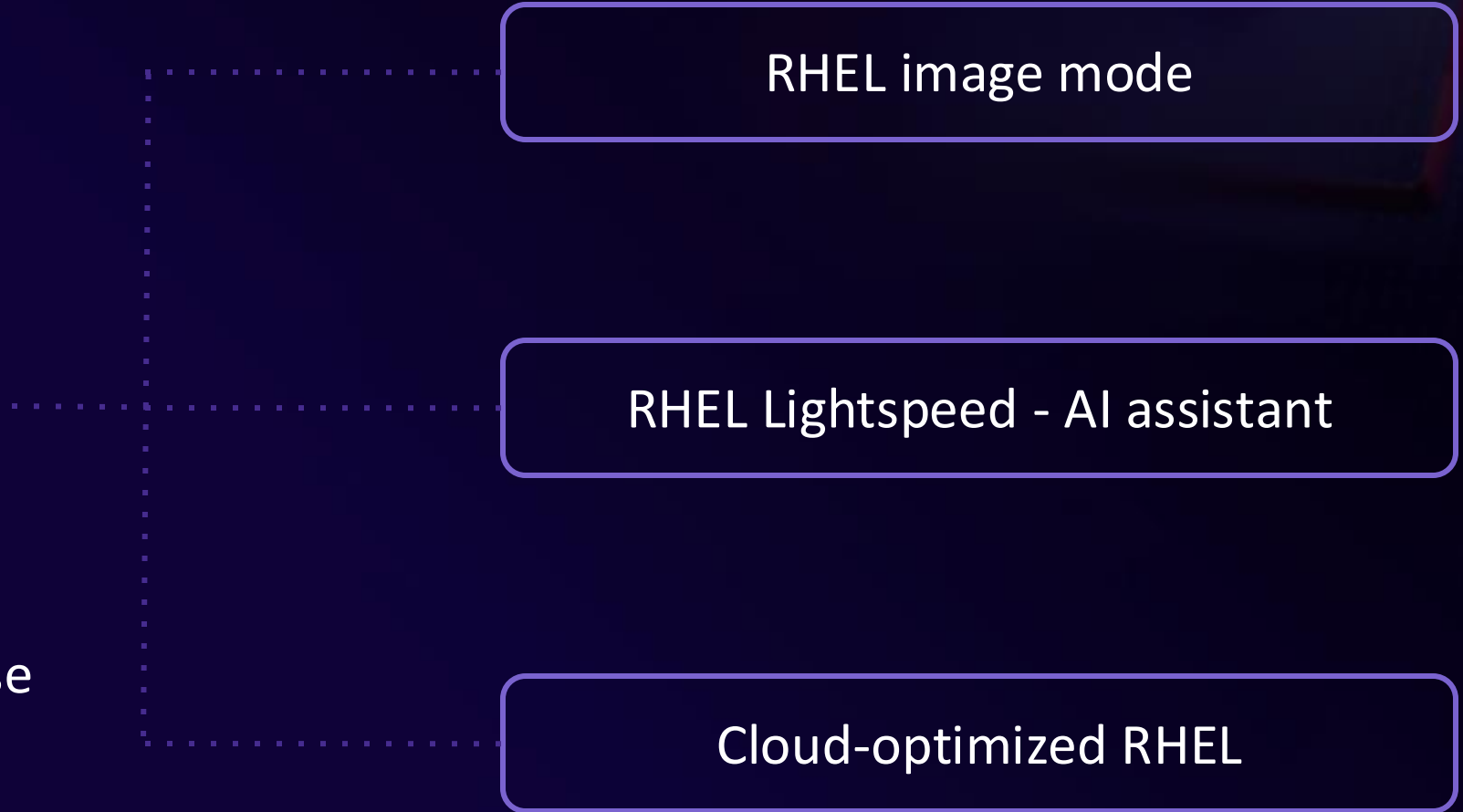
# Efficiency

Red Hat Enterprise  
Linux 10

RHEL image mode

RHEL Lightspeed - AI assistant

Cloud-optimized RHEL



# Efficiency

0%

reduction in lead times\*

0%

reduction in application  
performance errors\*\*

0%

reduction in error  
response times\*

0%

improvement in server patching  
time\*

Ansible Automation  
Platform

HashiCorp Terraform and Ansible integration

Ansible Lightspeed intelligent assistant

# Efficiency

Red Hat  
OpenShift

Managed OpenShift in the cloud



Microsoft Azure

Google



ORACLE

OpenShift Lightspeed - AI assistant

Modernization

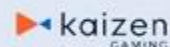
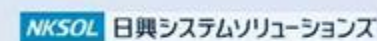


Modernizing virtualization

Modernizing IT ops  
with automation and AI

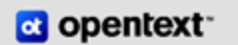
Modernizing developer  
productivity

# OpenShift Virtualization adoption

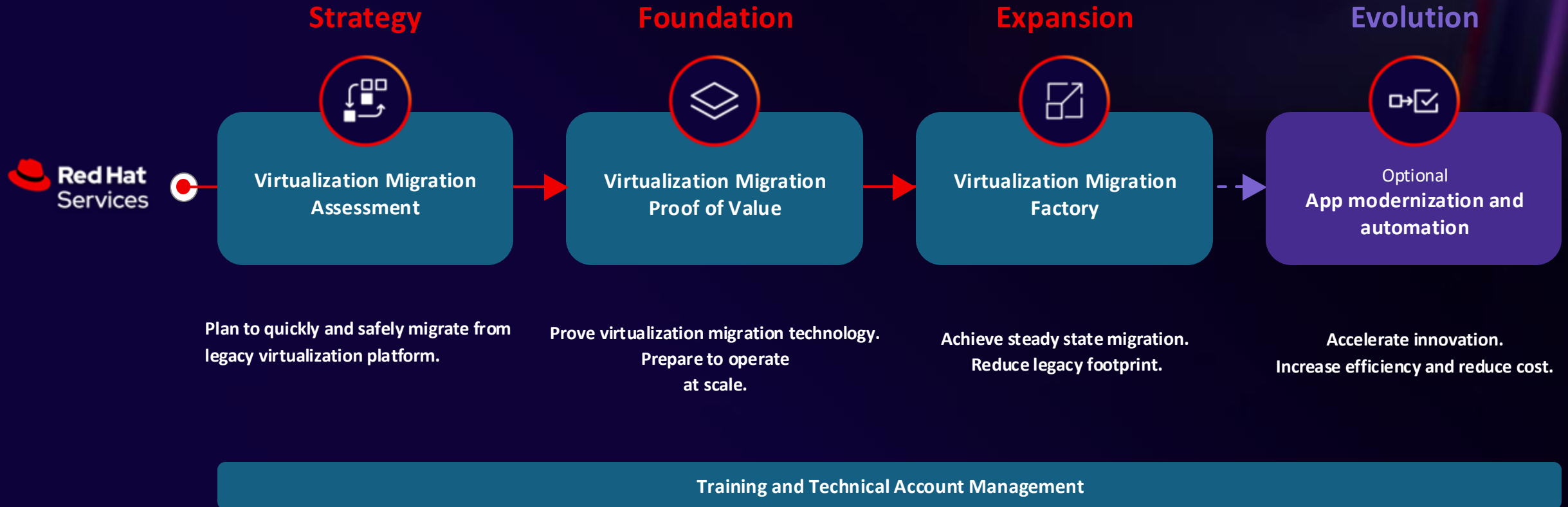




Virtualization partner  
ecosystem



# Modernizing your virtualization infrastructure



# Emirates NBD



# بنك الإمارات دبي الوطني

صراف آلي ٢٤ ساعة  
**ATM24**



نريد أن نساعدك على بناء دولة مليئة  
بالاستثمارات والبنوك الجديدة.  
استمع لنادية عاتق بناتك مع  
بنك الإمارات دبي الوطني.



DirectRemit

دائركت ريميت

أرسل الأموال إلى أحبائك  
خلال 60 ثانية

Send money to your loved ones  
in just 60 seconds





“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





# Magnus Bengtsson

Senior Specialist Solution Architect  
Red Hat





[interact.redhat.com](https://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 applications** <sup>1</sup>

76%

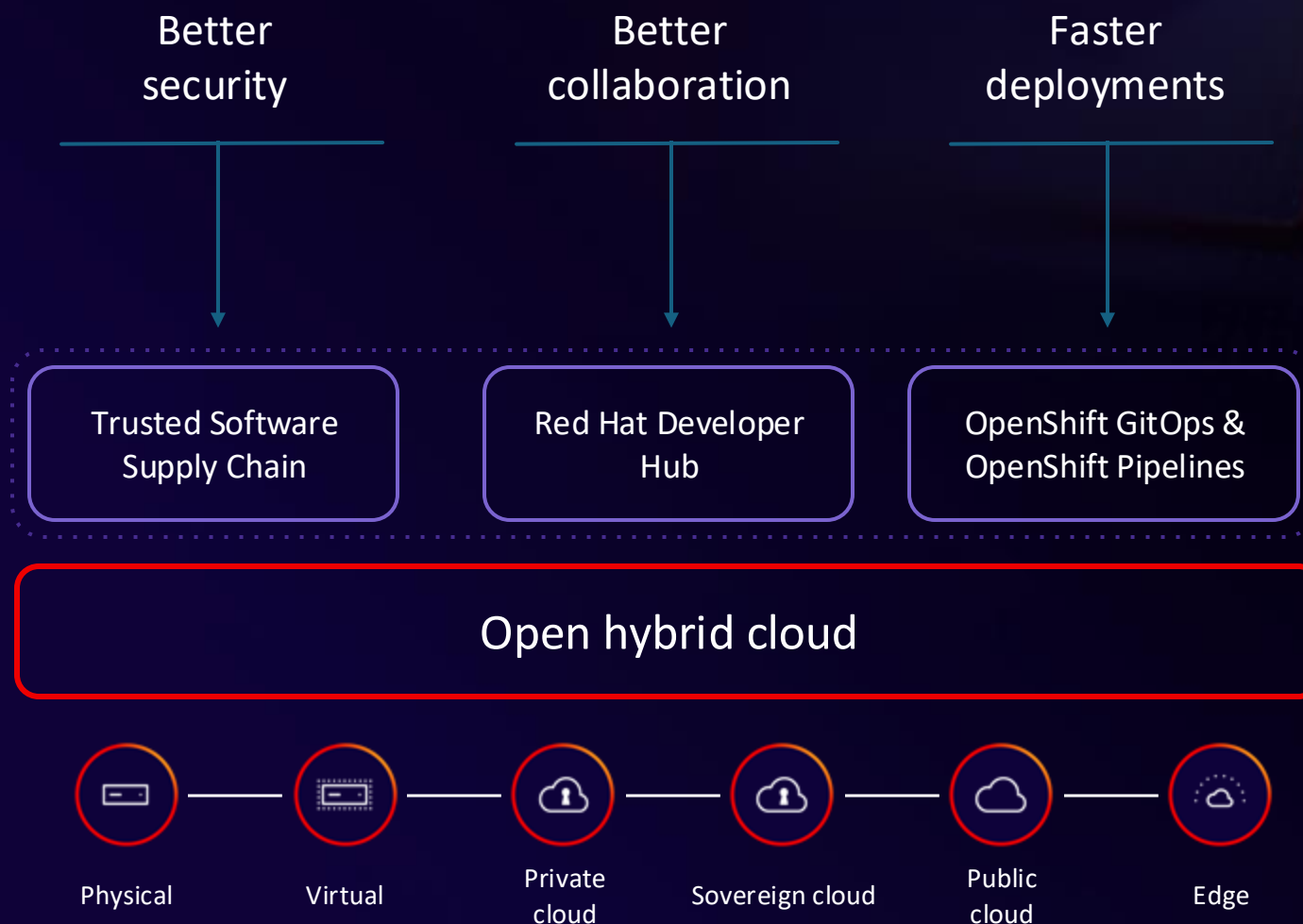
of organizations say learning our architecture requires high cognitive load, limiting productivity <sup>1</sup>

156%

YoY growth of **malicious packages** <sup>2</sup>

# 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.

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





“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



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**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



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

**55%**

of leading digital organizations picked AI as a **top new investment priority** <sup>1</sup>

**58%**

of CIOs will spend more than **5% of their CY25 IT budget on gen AI** <sup>2</sup>

**30%**

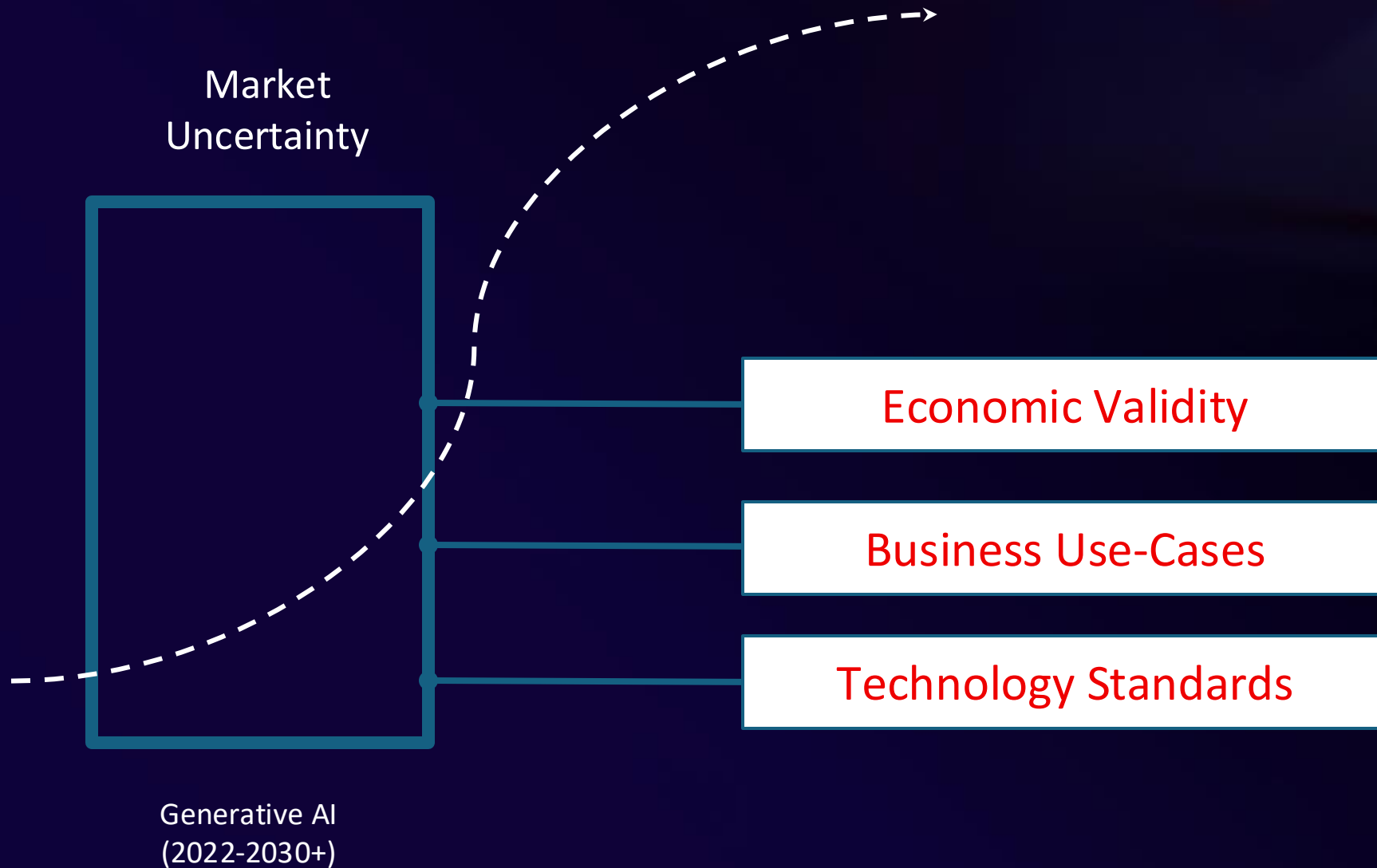
**Gen AI projects will be abandoned** after proof of concept by end of 2025 <sup>3</sup>

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

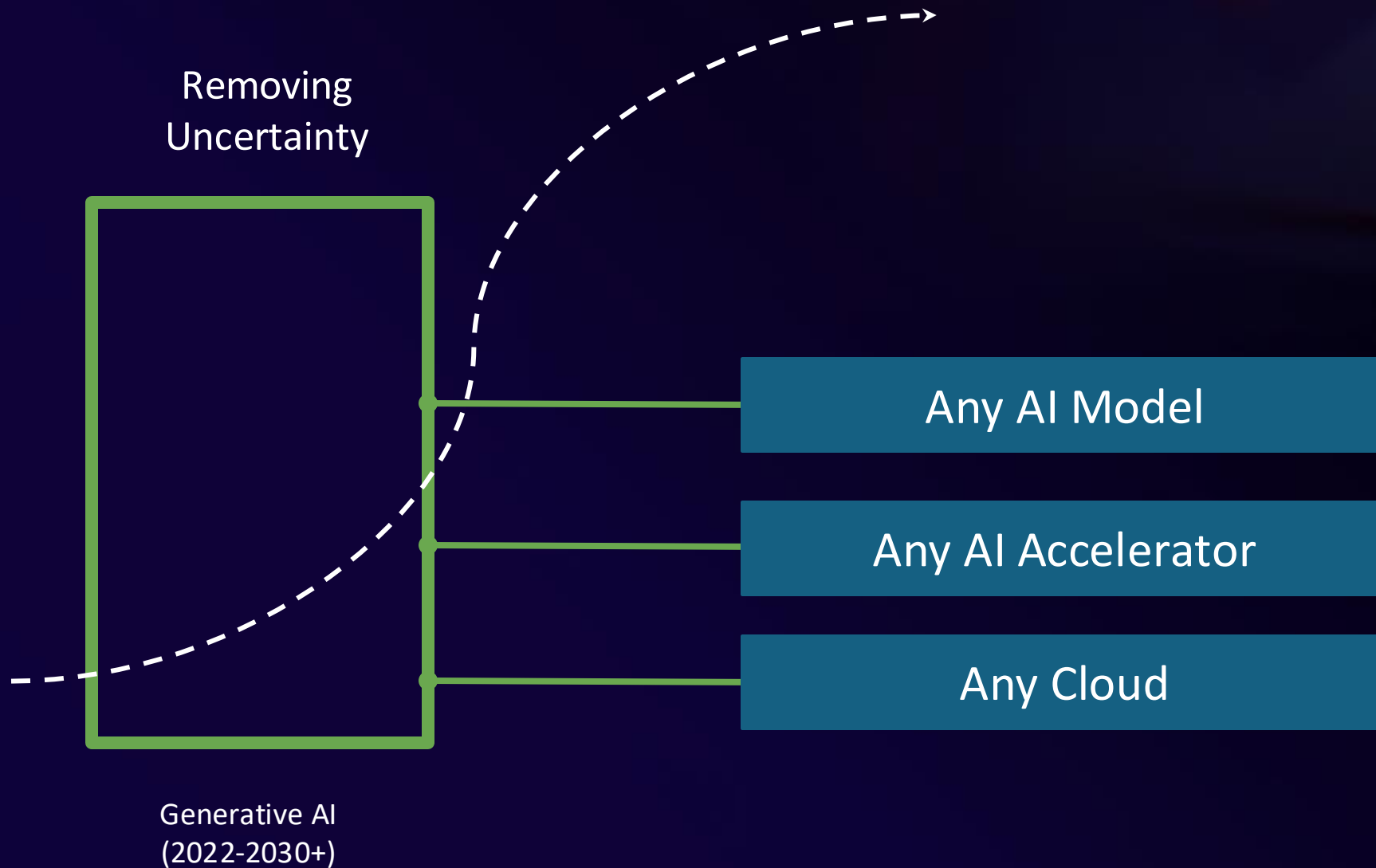
[2] "How Will AI Investment Requirements Impact CIO Influence and IT Skills Shortage?," IDC, March 2024.

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

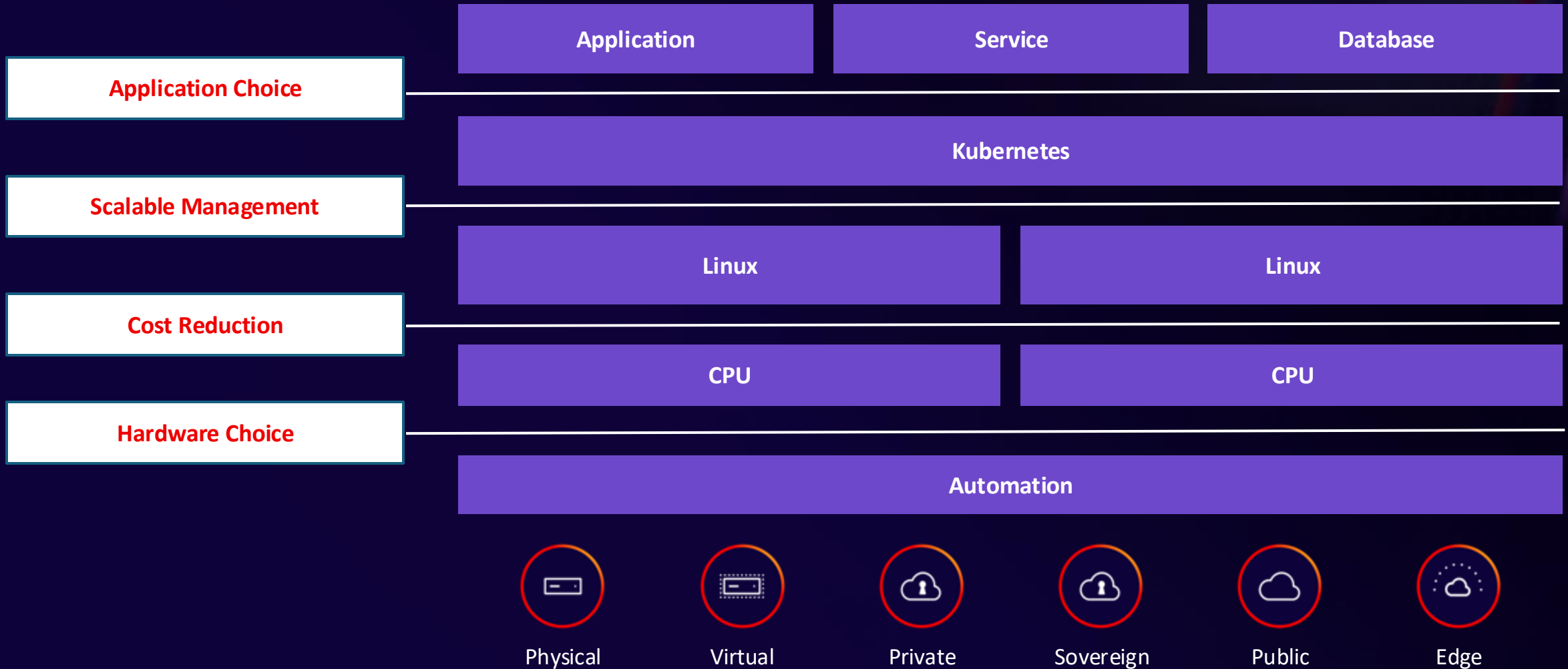
# The uncertainty of the AI transition



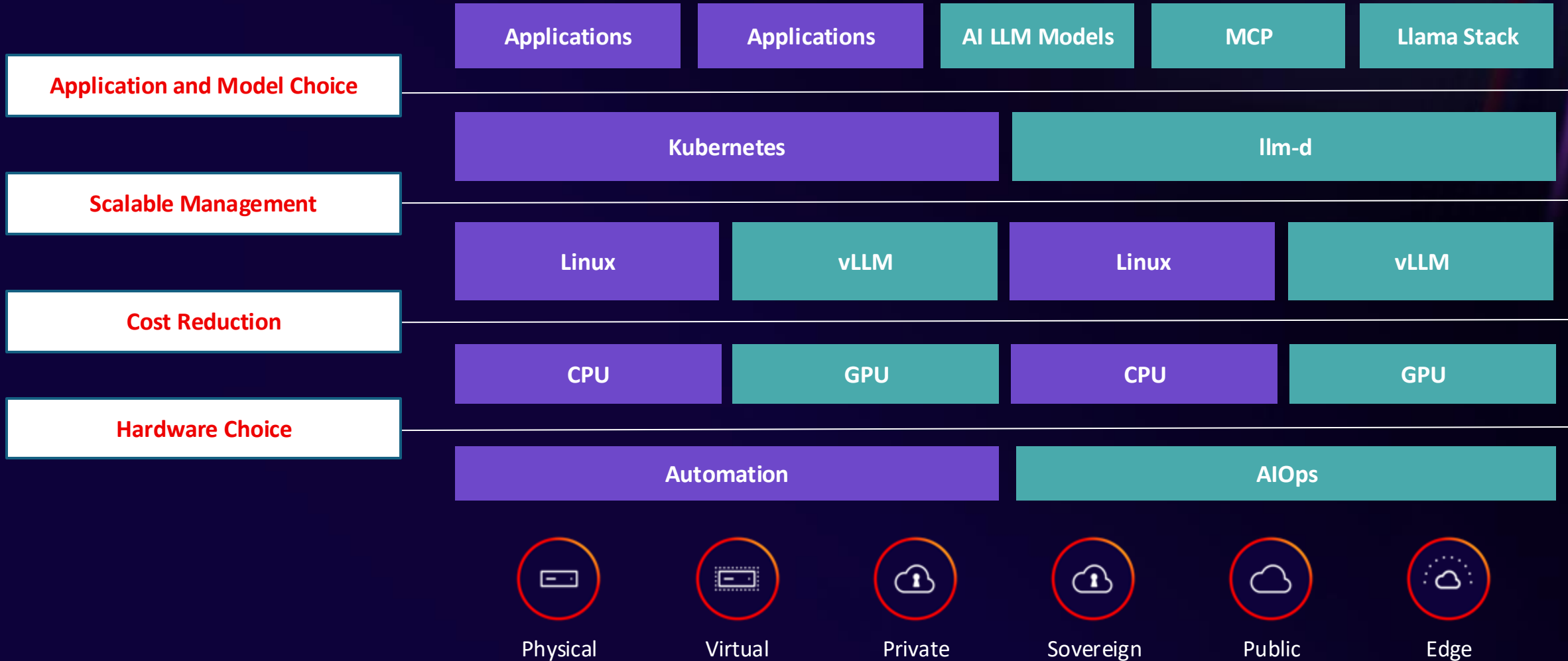
# Red Hat and AI - Enabling AI Success



# Open Hybrid Cloud enabled Cost Reduction, Choice, and Flexibility

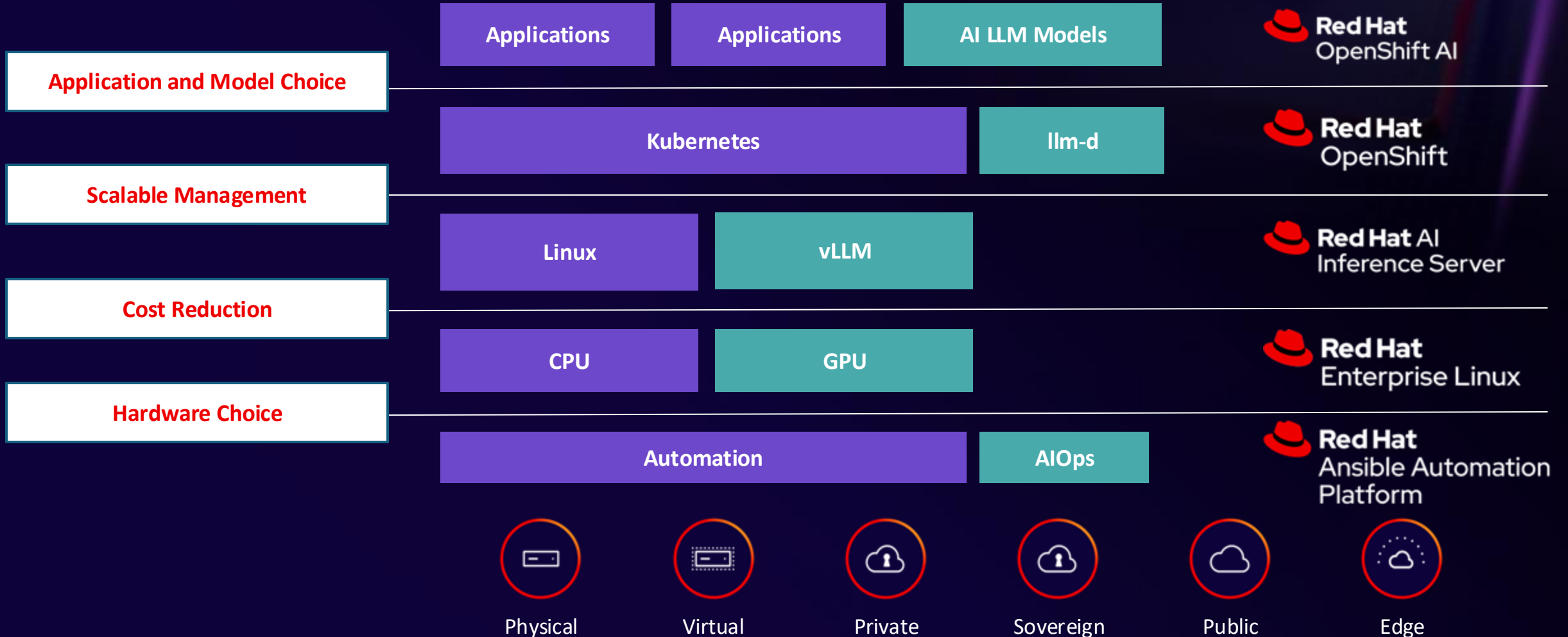


# Open Hybrid Cloud + AI enables Cost Reduction, Choice, and Flexibility



# Red Hat and Red Hat AI

Open, Agentic, Enterprise-Ready





# Sara Banderby

Senior Specialist Solution Architect,  
AI - Ecosystem  
Red Hat



# 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