Innovate freely, operate efficiently

Build on a unified AI and application platform

Tim Cramer
Senior Vice President, Product Engineering
Red Hat

Udo Urbantschitsch
Vice President EMEA Technology Sales
Red Hat

Business is driven by major technology waves
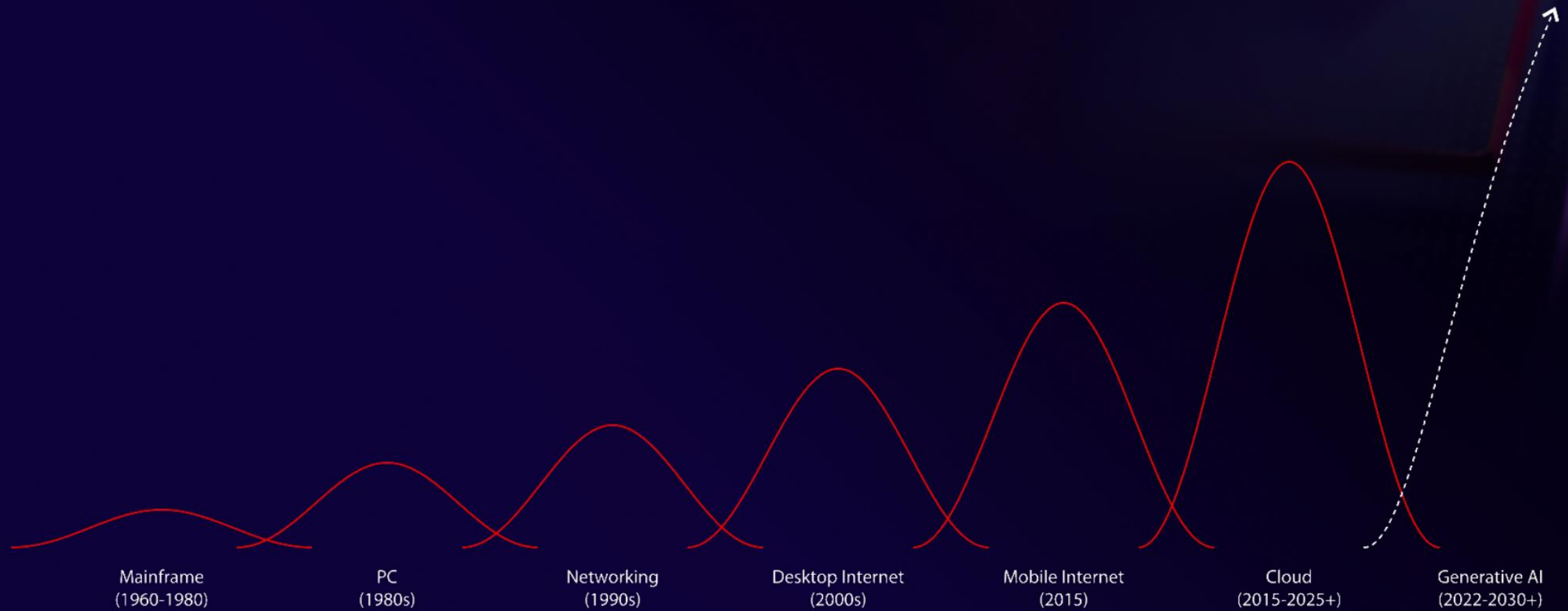
Mainframe (1960-1980) · PC (1980s) · Networking (1990s) · Desktop Internet (2000s) · Mobile Internet (2015) · Cloud (2015-2025+) · Generative AI (2022-2030+)

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

What have we learned from the cloud era ?
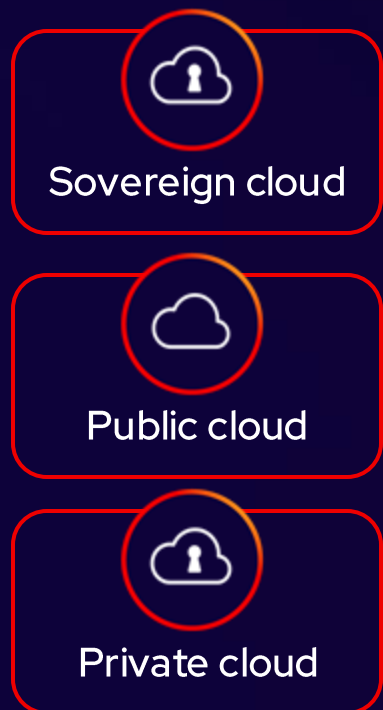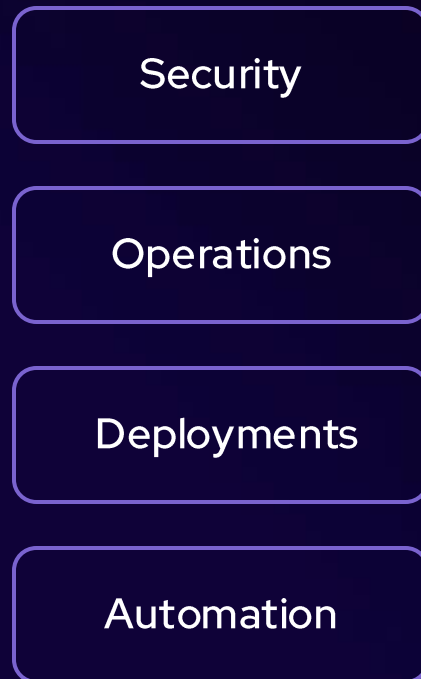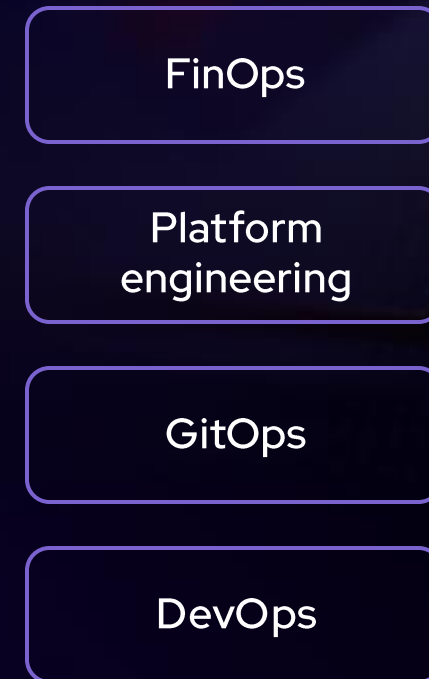
Open hybrid cloud

Collaboration

DevOps	Platform engineering	GitOps	FinOps

Innovation

Workloads	Workloads	Workloads

Modern application platform

Consistency

Integrated containers and virtual machines

Consistent, secure infrastructure platform

Automation platform

Location

Physical   Virtual   Private   Sovereign   Public   Edge

aws   Microsoft Azure   Google   IBM   ORACLE

Red Hat's approach to digital sovereignty

Cloud Sovereignty Framework

Strategic Sovereignty

Security & Compliance Sovereignty

Legal & Jurisdictional Sovereignty

Environmental Sovereignty

Control Over Data

Technological Independence

Open Technology Stack

Local Control

Sovereignty

Technology Sovereignty

Supply Chain Sovereignty

Operational Sovereignty

Data & AI Sovereignty
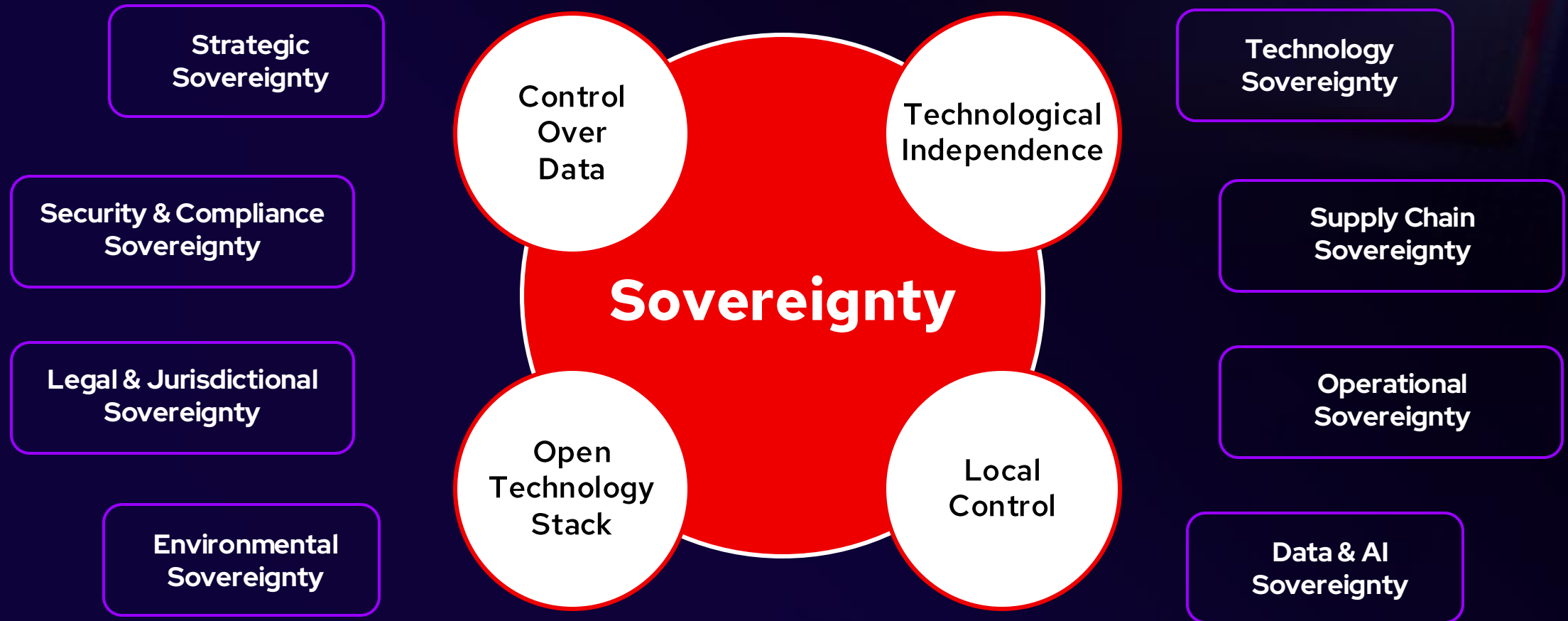
Premium support, right at home

Sovereign Support

Engineers from and operating within your region who have passed a security background check

Sovereign Data

Customer support data is stored and accessed exclusively within the region and bound by its laws

Premium Skills

High touch, security-focused support engineers that are proficient in relevant compliance frameworks

Is there still more opportunity to optimize your cloud?

Efficiency

Modernization

Efficiency

RHEL image mode

RHEL Lightspeed - AI assistant

Red Hat Enterprise
Linux 10

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

*MAPFRE **Dai-ichi Life

Efficiency

Managed OpenShift in the cloud

Red Hat OpenShift

OpenShift Lightspeed - AI assistant

OpenShift Virtualization adoption
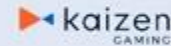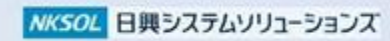
Modernizing your virtualization infrastructure

Strategy

Virtualization Migration Assessment

Plan to quickly and safely migrate from legacy virtualization platform.

Foundation

Virtualization Migration Proof of Value

Prove virtualization migration technology. Prepare to operate at scale.

Expansion

Virtualization Migration Factory

Achieve steady state migration. Reduce legacy footprint.

Evolution

Optional
App modernization and automation

Accelerate innovation. Increase efficiency and reduce cost.

Red Hat Services

Training and Technical Account Management

Emirates NBD
بنك الإمارات دبي الوطني

"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

Red Hat
Enterprise Linux

Red Hat
OpenShift

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

Modernize developer productivity
Red Hat Advanced Developer Suite

Better security → **Trusted Software Supply Chain**

Better collaboration → **Red Hat Developer Hub**

Faster deployments → **OpenShift GitOps & OpenShift Pipelines**

Open hybrid cloud

Physical • Virtual • Private cloud • Sovereign cloud • Public cloud • Edge

interact.redhat.com

How can we prepare for AI success ?

TURKISH AIRLINES

"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

Red Hat OpenShift AI   **Red Hat** OpenShift

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

Open Hybrid Cloud enabled
Cost Reduction, Choice, and Flexibility

| Application | Service | Database |

Application Choice

Kubernetes

Scalable Management

| Linux | Linux |

Cost Reduction

| CPU | CPU |

Hardware Choice

Automation

Physical   Virtual   Private   Sovereign   Public   Edge
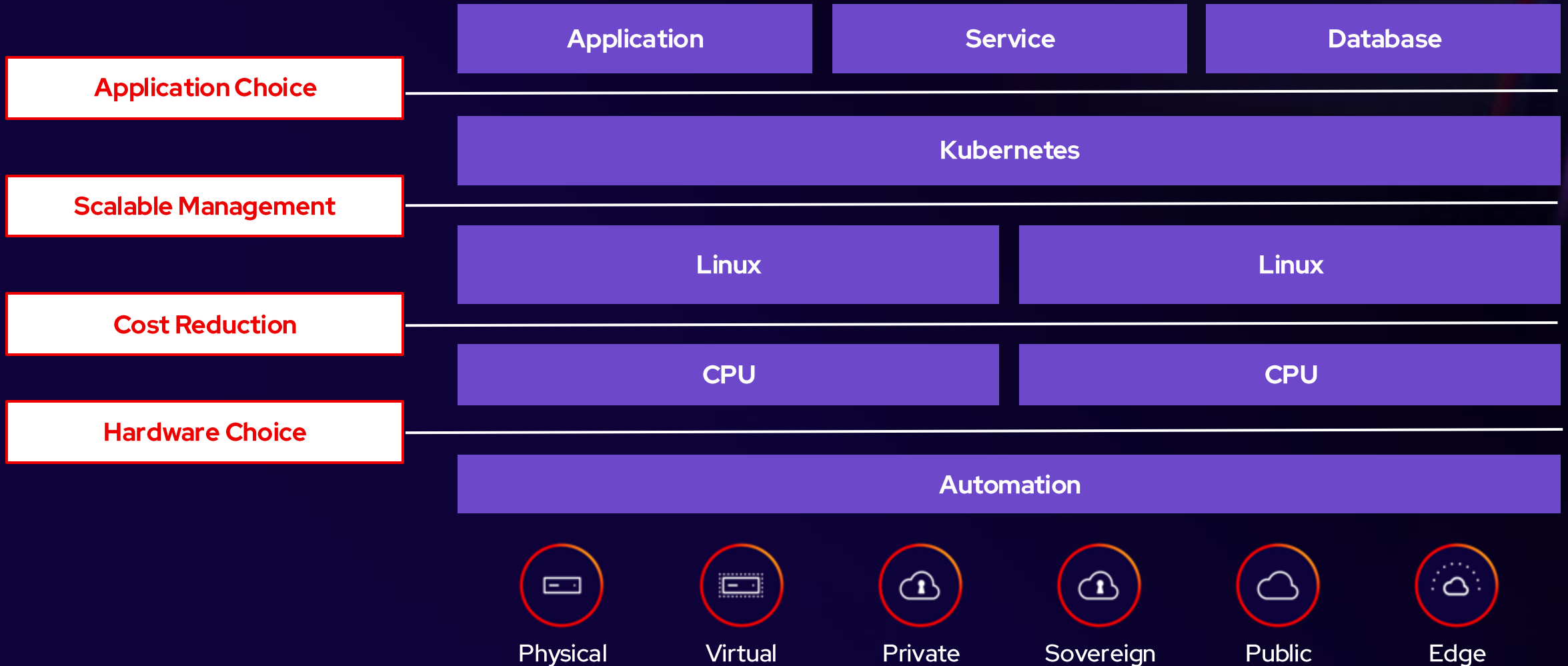
Open Hybrid Cloud + AI
enables Cost Reduction, Choice, and Flexibility

| Applications | Applications | AI LLM Models | MCP | Llama Stack |

Application and Model Choice

| Kubernetes | llm-d |

Scalable Management

| Linux | vLLM | Linux | vLLM |

Cost Reduction

| CPU | GPU | CPU | GPU |

Hardware Choice

| Automation | AIOps |

Physical · Virtual · Private · Sovereign · Public · Edge
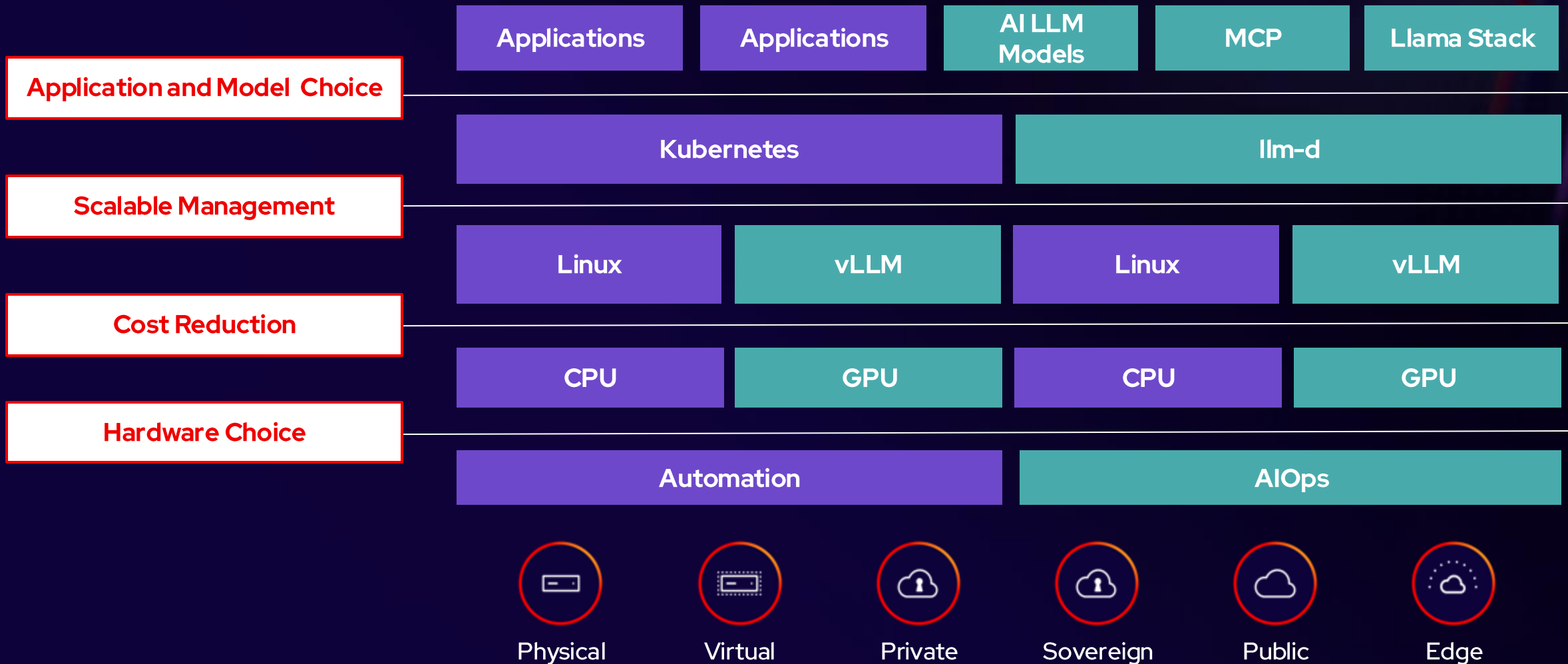
Red Hat and Red Hat AI

Open, Agentic, Enterprise-Ready

Applications	Applications	AI LLM Models

Application and Model Choice

Kubernetes	llm-d

Scalable Management

Linux	vLLM

Cost Reduction

CPU	GPU

Hardware Choice

Automation	AIOps

Red Hat OpenShift AI

Red Hat OpenShift

Red Hat AI Inference Server

Red Hat Enterprise Linux

Red Hat Ansible Automation Platform

Physical   Virtual   Private   Sovereign   Public   Edge
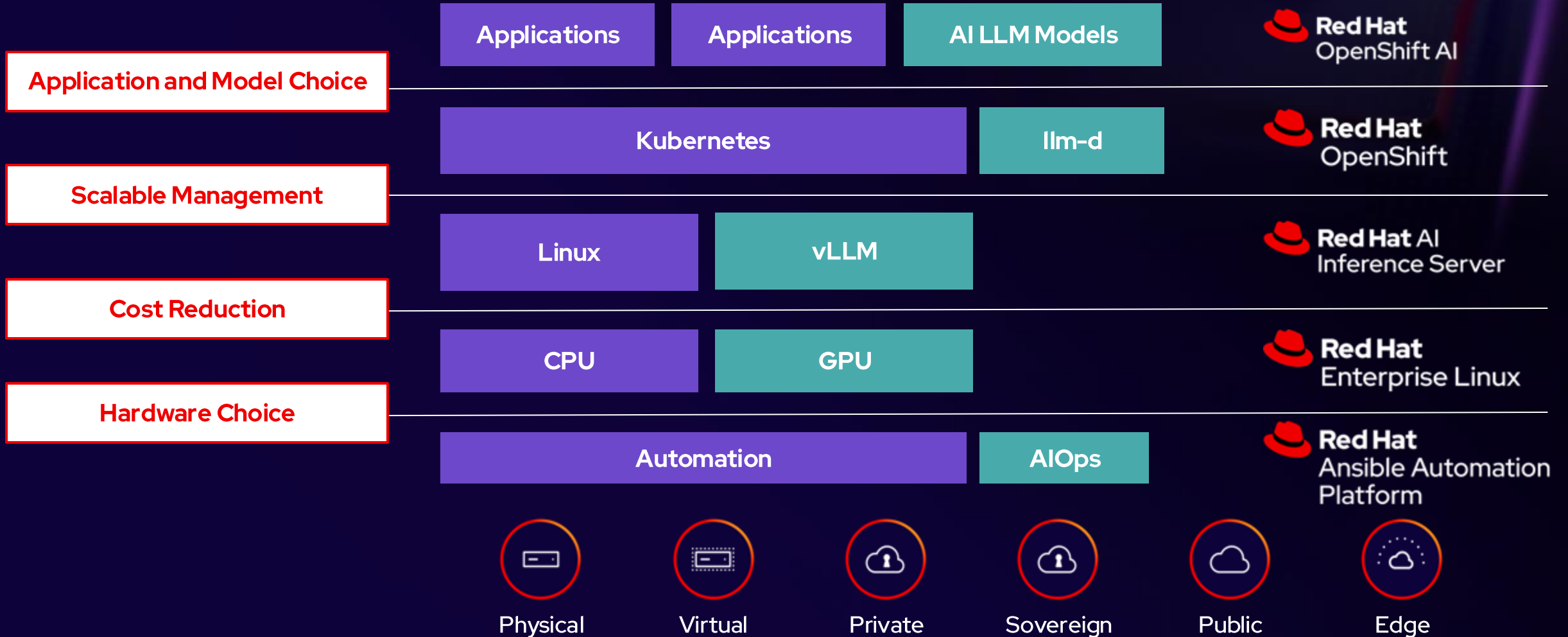
Red Hat AI

Get started quickly

AI models and data

AI model-tuning

AI inference

Hugging Face | **Third-party**

OpenShift AI Model Registry

InstructLab

RAG

LLM

Apps | Agents

LLM

AI Inference Server

vLLM

Red Hat
Enterprise Linux AI

Red Hat AI
Inference Server

Red Hat AI

Open, Agentic, Enterprise-Ready

AI ecosystem	AI models and data	AI model-tuning	AI models, agents, AI management	AI inference

AI platform partners

Certified OpenShift operators

OpenShift AI integrations

AI model providers

Open and vendor models

Vector DBs

Agentic APIs

Enterprise data

Enterprise apps

Hugging Face | Third-party

OpenShift AI Model Registry

Docling

InstructLab

Third-party

Enterprise data

InstructLab

RAG

LLM

AI workbench	Agentic framework
AI pipelines	AI guardrails
Agent APIs	Evaluation hubs
Model-as-a-Service	GPU-as-a-Service

Red Hat OpenShift AI

Apps | Agents

LLM

AI Inference Server

vLLM

Red Hat AI Inference Server

LlamaStack + Model Context Protocol

Red Hat OpenShift AI + OpenShift