



Greg Bogochwalski

Sales Director

VDEL - Master Distributor



Agenda

- Red Hat
- Open Source Software
- Red Hat Development model
- Partnering with Red Hat

Vital Statistics

Headquarters in Raleigh, NC

- **Founded in 1993**
- **Over 2000 employees, in 58 worldwide offices in 26 countries**
- **Cash and investments: \$1.3 billion**
- **FY08 revenues: \$523 million**
- **IPO, 1999 (NYSE: RHT)**

58 OFFICES IN 26 COUNTRIES

NORTH AMERICA

Toronto
Atlanta
Austin
Chicago
Dallas
Denver
Huntsville
Minneapolis
Marlton
Mountain View
New York
Raleigh
St Louis
Tulahoma
Tysons Corner
Westford

LATIN AMERICA

Buenos Aires
São Paulo
Mexico City

EUROPE, MIDDLE EAST, AFRICA

Turnhout	Milan
Brno	Amersfoort
Helsinki	Madrid
Nanterre	Stockholm
Berlin	Neuchâtel
Frankfurt	Cambridge
Munich	Farnborough
Stuttgart	London
Cork	Newcastle

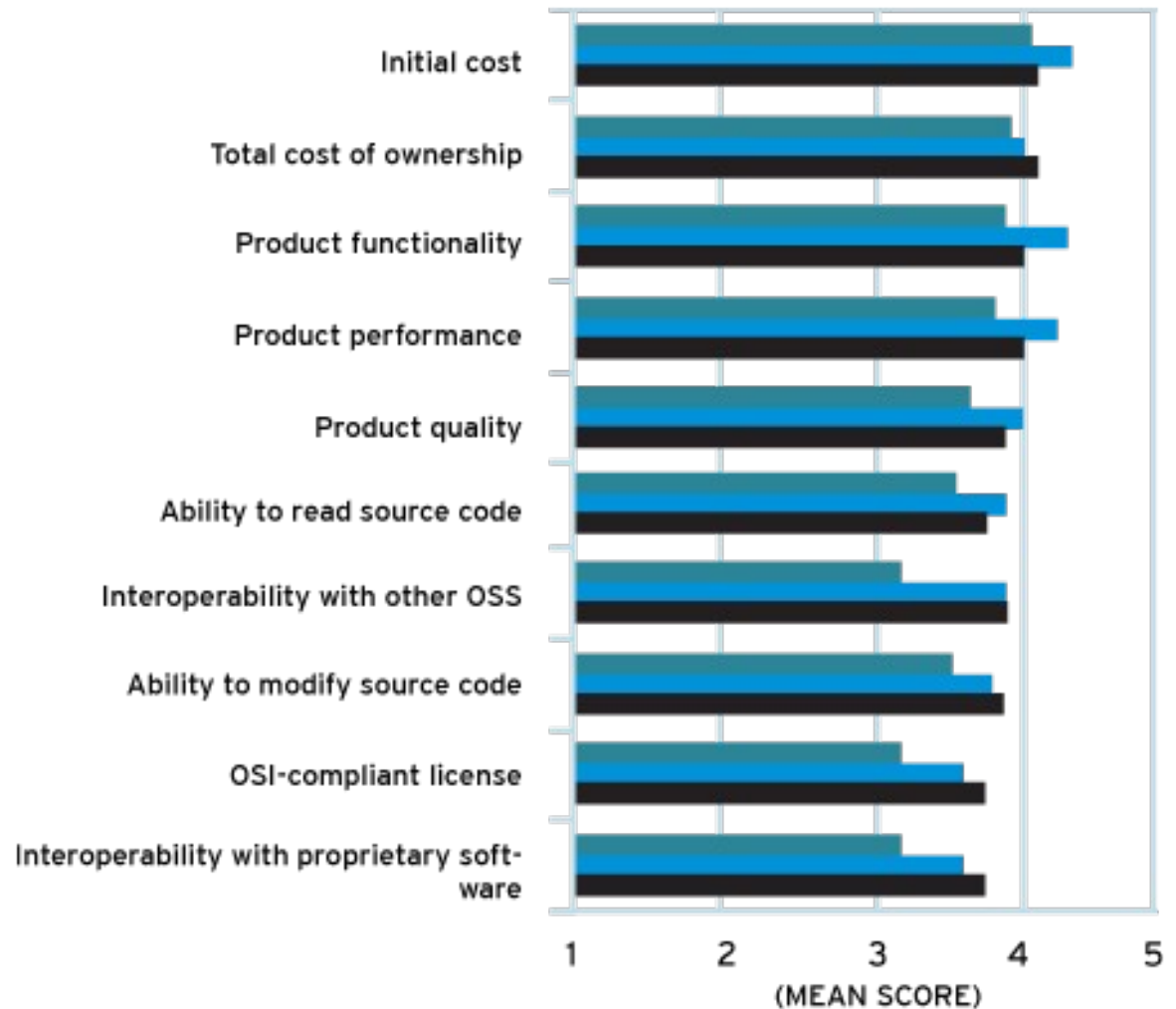
ASIA PACIFIC

Brisbane
Melbourne
Sydney
Beijing
Guangzhou
Shanghai
Shenzhen
Hong Kong
Bangalore
Chennai
Kolkata
Mumbai
New Delhi
Pune
Tokyo
Seoul
Kuala Lumpur
Singapore
Sri Lanka



What drives open source buyers?

Top 10 Reasons

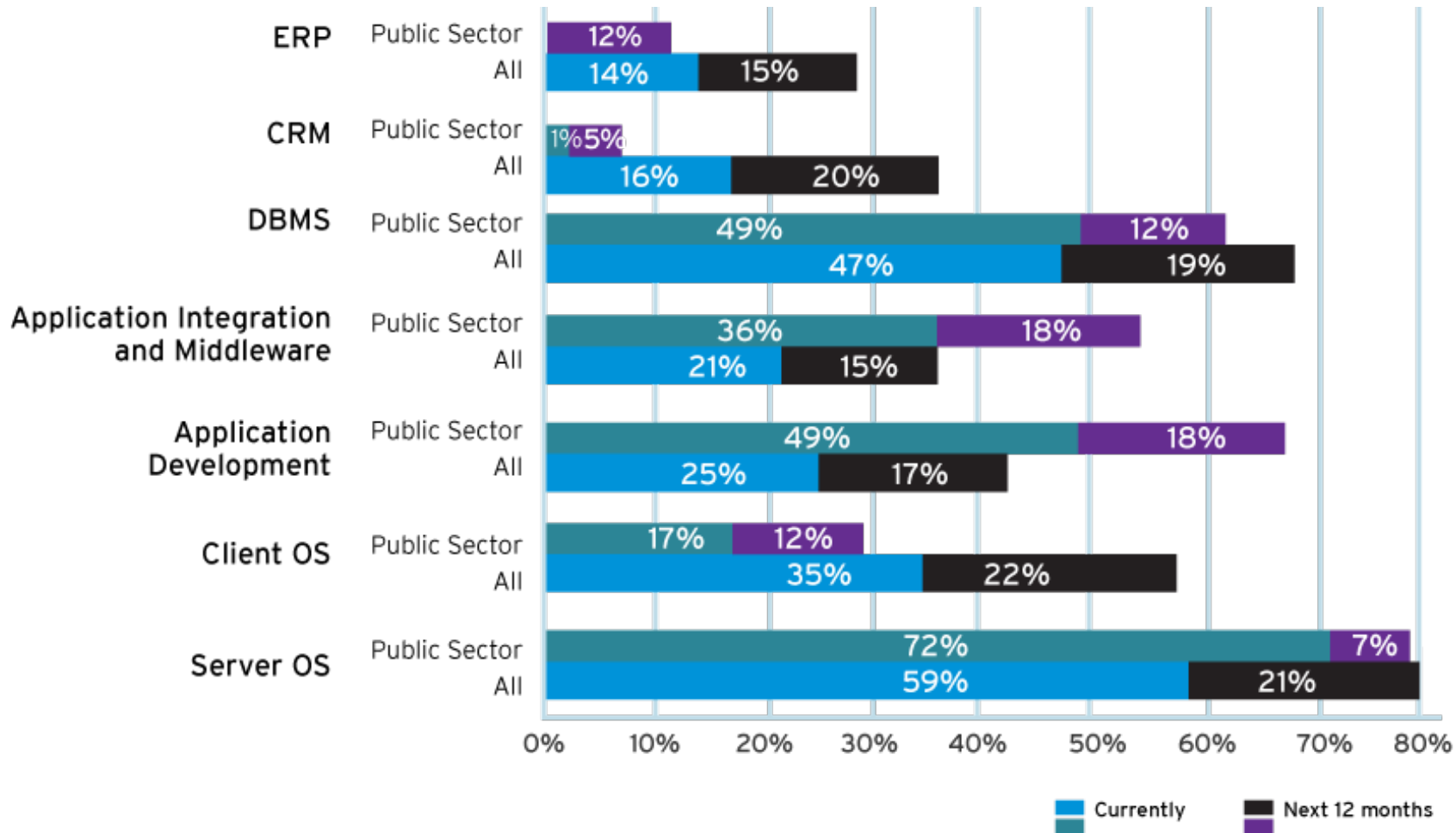


IDC, "2007 Industry Adoption of Open Source Software, Part 1: usage Drivers and Inhibitors,"
Doc # 208420, September 2007

■ End user (n=67)
■ ISV (n=49)
■ Other IT (n=30)

Note: Mean scores are based on a scale of 1-5, with 1 being a major inhibitor, 3 being neither a driver nor an inhibitor, and 5 being a major driver.

Open source is climbing the stack

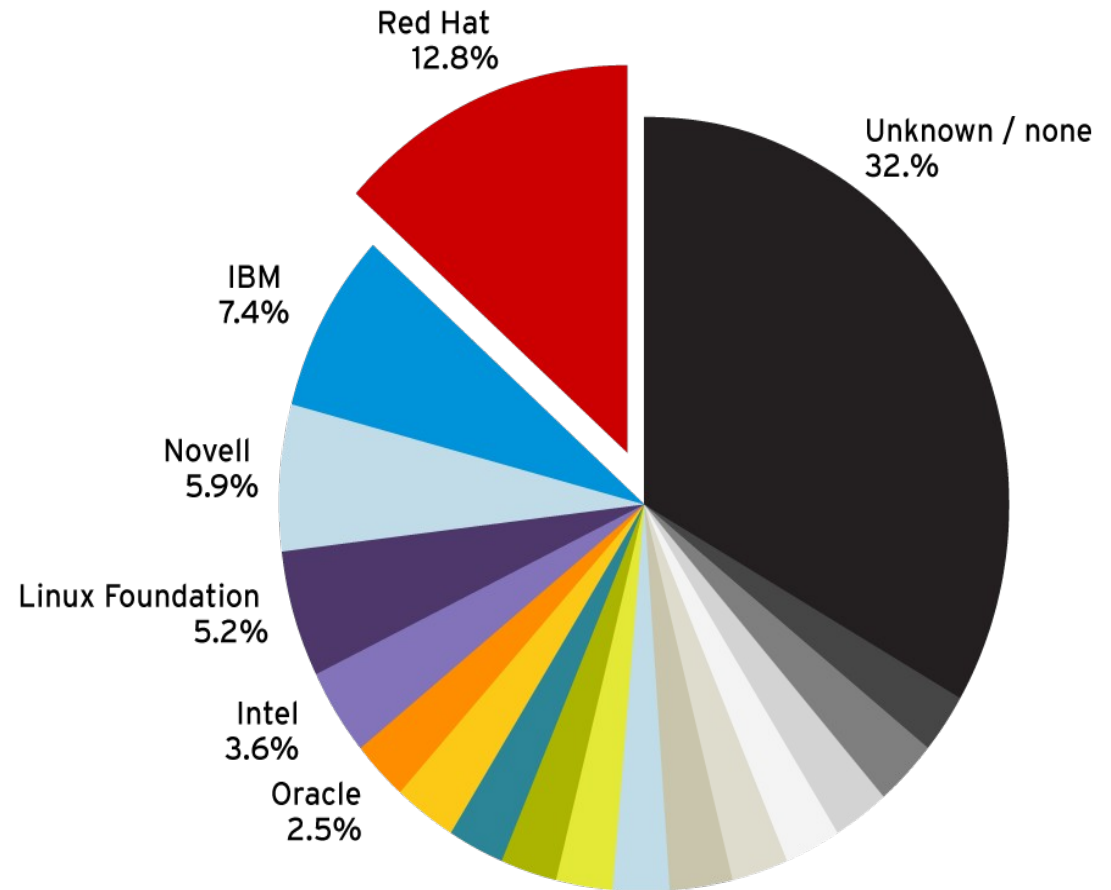


Source: Gartner Symposium/ITxpo, Fall 2007, "Open Source and Open Standards: Taking a Closer Look," Andrea DiMaio

- **Worldwide stand alone open source software revenue is projected to reach \$5.8 billion by 2011 (IDC, 2007)**
- **The number of OSS projects has increased from 16,249 in 2001 to 150,681 in 2007 (SourceForge.net)**

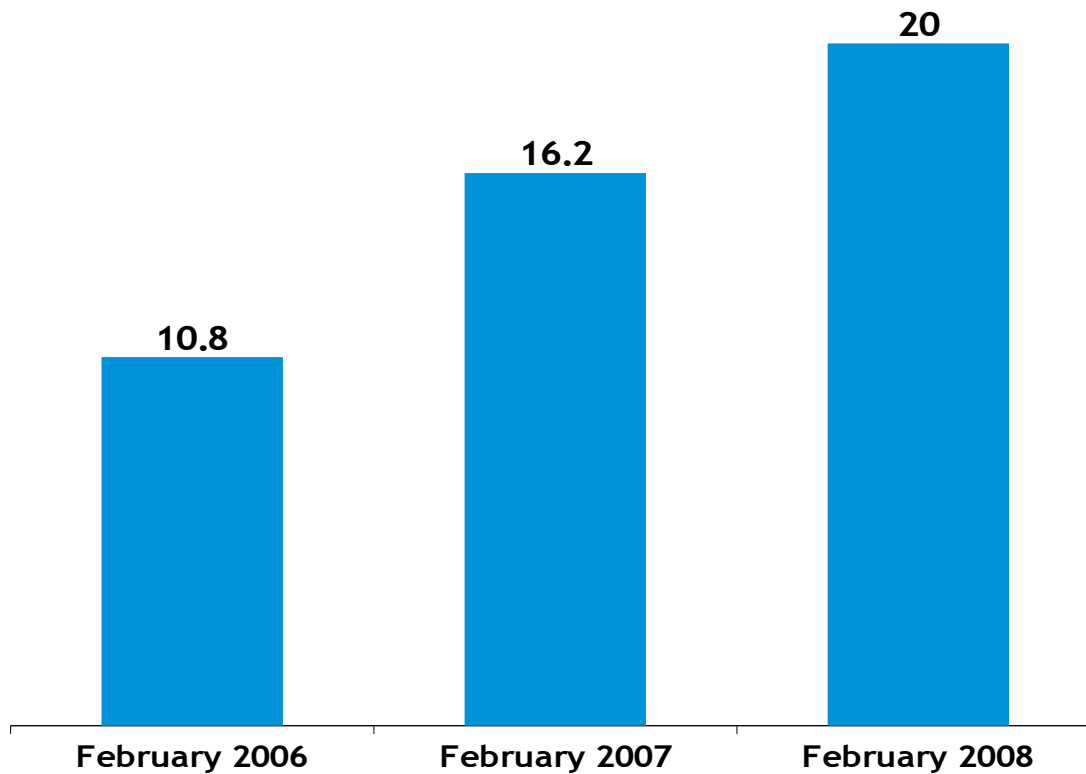
Red Hat contributions to open source

Red Hat is the leading contributor to Linux



Source: <http://lwn.net/Articles/247582/>

JBoss contributions to open source

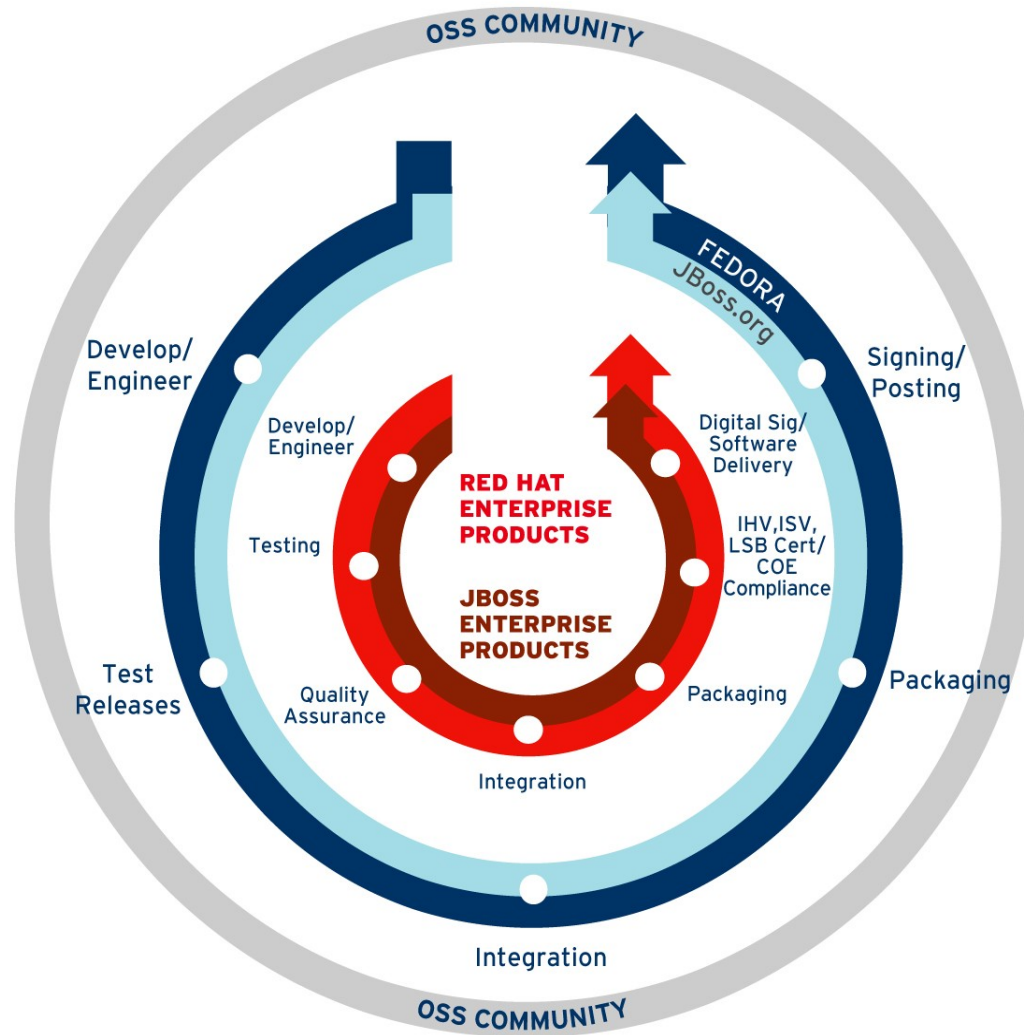


JBoss has passed the
20 million downloads
mark.

Proven development model that makes better software



Proven track record of sharing innovation



Proprietary Software

Innovation?

Microsoft OS Development times are **too long** and deliver **limited** innovation... other vendors are out-innovating Microsoft. That gives **unpredictable** releases with **limited value**, management costs are **too high**, and new releases that **break** too many apps and take **too long** to test and adopt.

- CIO India, 04/17/2008

Proprietary development delivers Vista:

■ *To develop Vista:*

- *Took 5 years*
- *Cost \$6 Billion*



Clear. Confident. Connected.

- *8,000 people*
- *And it was two years late*
- *And the first security bug was discovered within days*

Source: Economist.com 20 Jan 2007

The Red Hat Value

So Why Red Hat?

- We help companies **eliminate unnecessary technology, migrate to relevant technology**, and build the kind of **collaborative value** that is impossible with proprietary software
- Red Hat combines the **disruptive power of open source** with the **accountability** of a leading enterprise vendor
- Our business model, our financial performance, and ultimately **the value we deliver to our customers** are defining what it means to be a technology company in the 21st century

Red Hat Certifications

■ The Red Hat OEM and ISV certification portfolio

- The largest in the open source industry
- Continues to grow rapidly
- Is unique to Red Hat Enterprise Linux product family
- Provides unmatched coverage

■ Driven by

- Customer demand
- Platform consistency
- Support longevity
- Product qualities
 - Performance
 - Security
 - Scalability

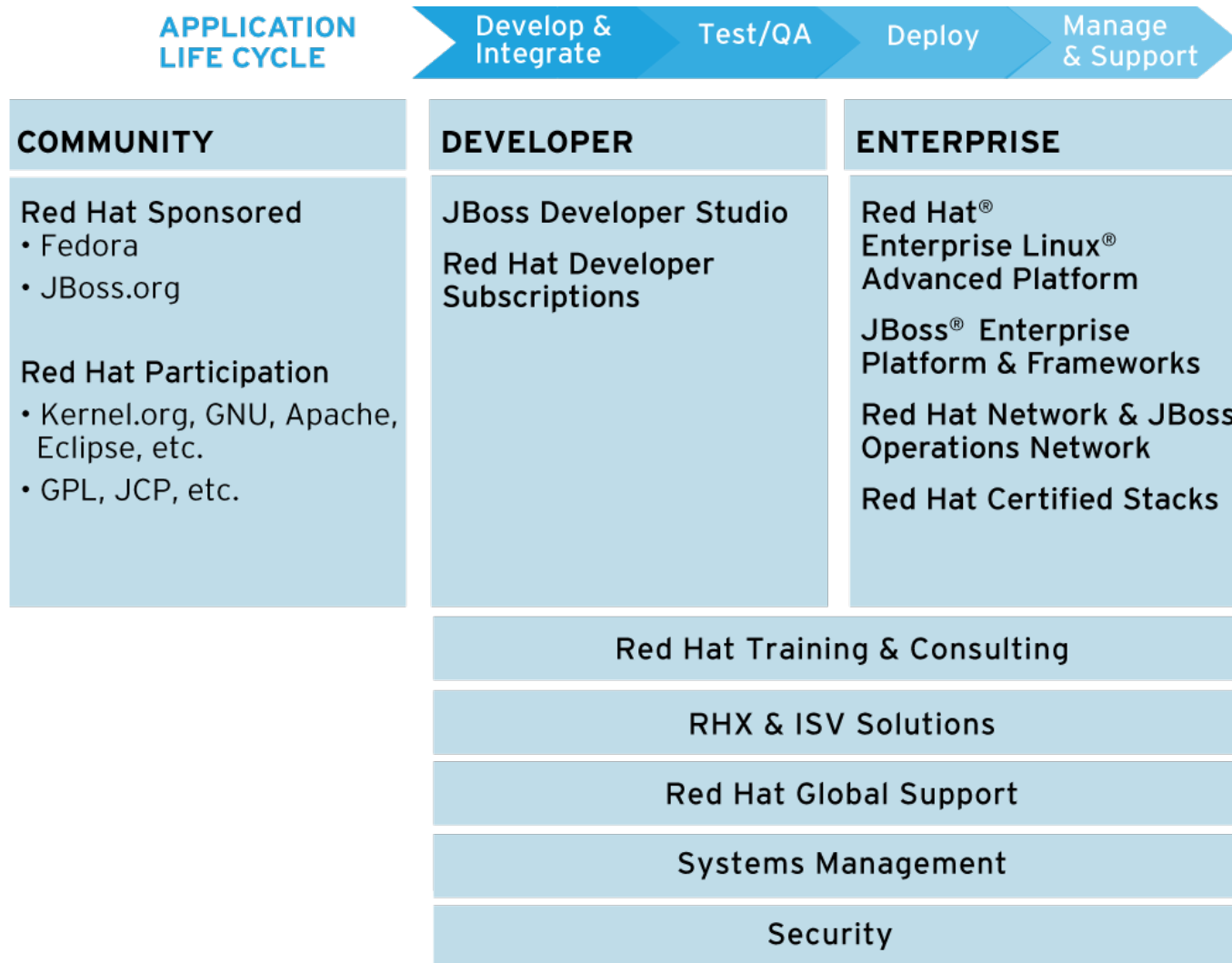


Open standards solutions

PROPRIETARY	OPEN SOURCE
BEA AQUALOGIC, IBM ESB, BEA DATASERVICES, IBM EII	JBOSS ENTERPRISE SOA PLATFORM, METAMATRIX
BEA/IBM PORTAL, BEA BPM, IJOG JRULES	JBOSS ENTERPRISE PORTAL PLATFORM, JBOSS jBPM, RULES FRAMEWORKS
BEA WEBLOGIC, IBM WEBSHERE	JBOSS ENTERPRISE APPLICATION PLATFORM
AIX, HP-UX, SOLARIS	RED HAT ENTERPRISE LINUX
EMC POWERPATH	MPIO
VMWARE VIRTUALIZATION	RED HAT INTEGRATED VIRTUALIZATION
VERITAS STORAGE SUITE	LVM, GLOBAL FILE SYSTEM

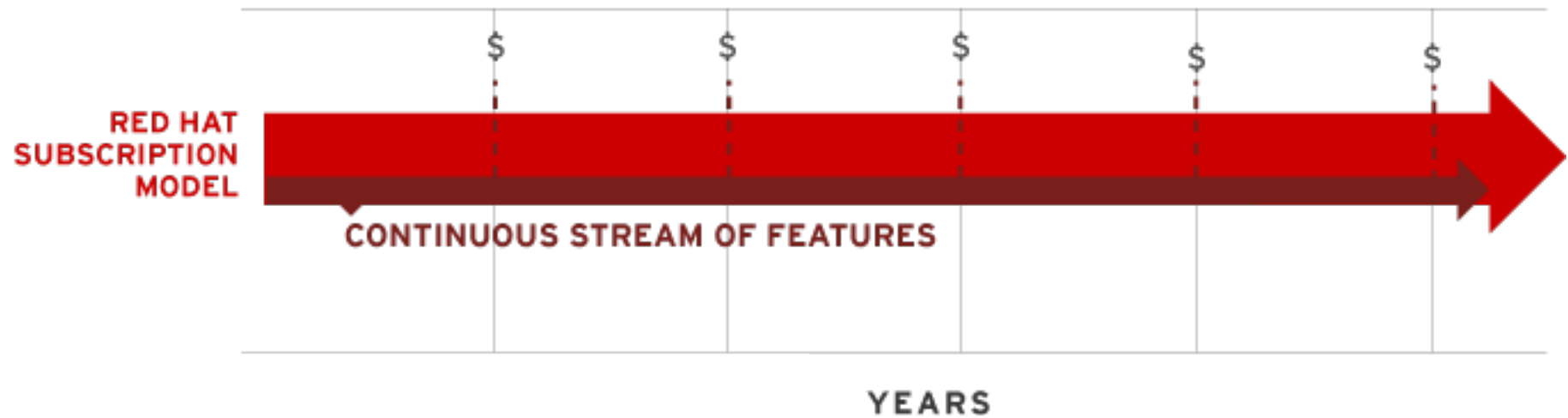
Open source alternatives replacing proprietary technology at a fraction of the cost.

The life cycle



Red Hat subscription model

SUBSCRIPTION MODEL: Subscribe once, predictable cost and value



True benefits of the subscription

- Fast time to market
- Low development cost
- High reliability
- Rigorous testing and certification
- Leads to 97% security issues addressed in a day
- Security
- No lock-in



#1

IN VALUE. **AGAIN.**

RED HAT NAMED #1 SOFTWARE VENDOR FOR VALUE.
FOUR YEARS RUNNING.

CIO Insight Vendor Value Study



TOP 10 FOR ENTERPRISE SOFTWARE 2007

RANK 07	RANK 06	RANK 05	VENDOR	OVERALL 07	VALUE	RELIABILITY	WOULD CONTINUE TO DO BUSINESS (%YES)
1	1	1	RED HAT	80%	80%	80%	97%
2	2	2	Citrix Systems	76%	76%	76%	93%
3	-	-	Adobe	73%	71%	76%	91%
4	7	6	SAP	64%	66%	62%	89%
5	6	7	Microsoft	62%	62%	61%	84%
6	8	3	Business Objects	61%	60%	62%	83%
7	5	5	Novell	60%	60%	60%	70%
8	8	10	Oracle <i>(Including Hyperion)</i>	58%	57%	59%	79%
9	11	9	CA	52%	51%	54%	68%
10	10	8	Cognos	51%	50%	52%	80%

97% said they would buy FROM RED HAT AGAIN.

#1 MEETING COMMITMENTS ON TIME AND ON BUDGET

Red Hat customers



ticketmaster
StrongMail



DREAMWORKS
ANIMATION SKG



Virgin
america



ORBITZ



New Zealand Post



amazon.com.



AOL.COM



CREDIT SUISSE | FIRST BOSTON



Deutsche
Telekom



provincie
GELDERLAND



VeriSign



SKANSKA



cme
Chicago Mercantile Exchange



BRICO
DEPOT



STATOIL



MCKESSON
Empowering Healthcare



KING FISHER



UBS



HIGHMARK.



baylis



priceline.com



LAPEYRE la maison...



SNS Bank



citistreet
A State Street and Citicorpus Company



DENKAVIT



BPU < banca
BANCHE POPOLARI UNITE



GJ
Gruner + Jahr AG & Co KG
Druck- und Verlagshaus
Hamburg



GOIG



swisscom



backcountry.com



castorama



gasNatural



randstad



Sixbell NEKOTEC
SOLUTIONS



wotif.com
always accommodating



deRemate.com



LVM
Versicherungen

Partner Opportunity

Consulting

- Consolidation

- Best solution at best price

- Open source migration
strategy

Services

- Unix to Linux migration

- Application migrations

- Core builds

Hardware Sales

- Server consolidation

- Industry standard servers

Software Sales

- Proprietary and open
applications

- Application
server/middleware



READY
BUSINESS PARTNER

New things to look out for

■ Red Hat Enterprise IPA

- Identity
- Policy
- Audit

■ Red Hat MRG

- Messaging
- Real-time
- GRID

All You need to do is to ask ...

- partner-helpdesk@redhat.com
-
- redhat@vdel.com
-
- **ADSL**
-
- **+43 676 751 3055**



Questions?