

THE CIO'S ALTERNATIVE

BROCHURE

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing **cloud, virtualization, storage, Linux®, and middleware** technologies. Red Hat also offers award-winning support, training, and consulting services.

For more than 20 years, the Red Hat® open source software development model has produced high-performance, cost-effective solutions. Our model mirrors the highly interconnected world we live in and takes advantage of the ability to share ideas and information worldwide, in seconds. It allows our customers to enjoy the highest levels of technology innovation while remaining aligned with business requirements. Traditional, proprietary software development models cannot match this efficient, rapid customer-focused method.

DOING BUSINESS WITH TODAY'S I.T. VENDORS

Red Hat in contrast to proprietary vendors





Purchase process	Complex purchasing scenarios	Designed for flexibility and simplicity
Compatible software and hardware	Focus on vendor-only solutions	Comprehensive third-party ISV and OEM certifications
Maintenance	Complicated support and maintenance products	Unlimited, fully inclusive support, updates, upgrades, and maintenance
Licensing	Proprietary, closed	GPL, open
Legal assurance	Indemnification, proprietary IP	Indemnification, open IP
Adoption strategy	High cost-of-entry, high cost-of-exit (lock-in)	Low cost-of-entry, portability with low-cost-of-exit
Budgeting	Purchase: Capital expense Sustaining: Operational expense	Subscriptions: Operational expense only
	COMPLEX, MULTI-FACETED ENGAGEMENT	ALL-INCLUSIVE SUBSCRIPTION MODEL

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Red Hat offerings in contrast to industry alternatives



RED HAT CUSTOMERS

Operating system	Microsoft Windows Server, Oracle Solaris, IBM AIX, HP/UX, SUSE Linux Enterprise Server, FusionSphere, Ubuntu	Red Hat Enterprise Linux	
PaaS	Pivotal Cloud Foundry, Microsoft Azure, Amazon Web Services, Google App Engine, Salesforce Heroku	OpenShift by Red Hat	

THE CIO'S ALTERNATIVE (CONTINUED)

		 redhat.	RED HAT CUSTOMERS
Cloud orchestration	VMware vRealize Suite, RightScale Cloud Management, BMC Cloud Lifecycle Management, Microsoft System Center 2012	Red Hat CloudForms	
IaaS	VMware vCloud Suite, HP Helion, Rackspace, VMware vCAC, VMware Integrated OpenStack (VIO), Mirantis	Red Hat Cloud Infrastructure, Red Hat Enterprise Linux OpenStack® Platform, Red Hat Satellite	
Virtualization	VMware vSphere, Microsoft Hyper-V 2012	Red Hat Enterprise Virtualization	
Storage	NetApp, EMC (Isilon, ScaleIO, ECS, VIPR), VMware Virtual SAN, Scality	Red Hat Gluster Storage, Red Hat Ceph Storage	
Application server	Pivotal tc Server, VMware vFabric, Oracle WebLogic Server	Red Hat JBoss® Enterprise Application Platform, Red Hat JBoss Web Server	
In-memory data grid	IBM WebSphere eXtreme Scale, Oracle Coherence, Pivotal GemFire, Software AG Terracotta	Red Hat JBoss Data Grid	
Enterprise service bus (ESB) and application integration	IBM Integration Bus, Oracle SOA Suite and ESB, MuleSoft AnyPoint Platform, Sonic ESB, Tibco ActiveMatrix	Red Hat JBoss Fuse	
Data virtualization and data services	IBM InfoSphere Federation Server, Progress DataXtend SI, Composite Information Server, Denodo	Red Hat JBoss Data Virtualization	
Business rules and process automation	IBM Operational Decision Manager and IBM Business Process Manager, Oracle BPM Suite, Pegasystems Business Rules, FICO Blaze Advisor	Red Hat JBoss BRMS Red Hat JBoss BPM Suite	Booz Allen Hamilton
Messaging	IBM WebSphereMQ, VMware vFabric RabbitMQ, Oracle AQ, Tibco EMS	Red Hat JBoss A-MQ	
System management	HP Server Automation, BMC BladeLogic, Microsoft System Center Configuration Manager	Red Hat Satellite	
Mobile	IBM MobileFirst, SAP Mobile Platform, Kony Mobility Platform, Telerik Platform, AnyPresence	Red Hat Mobile Application Platform	