



# RED HAT CLOUD UPDATE

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# RED HAT CLOUD UPDATE

**Red Hat is highlighting its initial success with Cloud Foundations and discussing its cloud strategy in a webcast on August 25, 2010**

- Red Hat has achieved significant success with Cloud Foundations in just two months
- Red Hat is focusing on portability for its next release of Cloud Foundations
- Red Hat's PaaS strategy has evolved so that we'll be the only provider able to deliver a choice of programming models and clouds for PaaS
- DeltaCloud is gaining industry traction



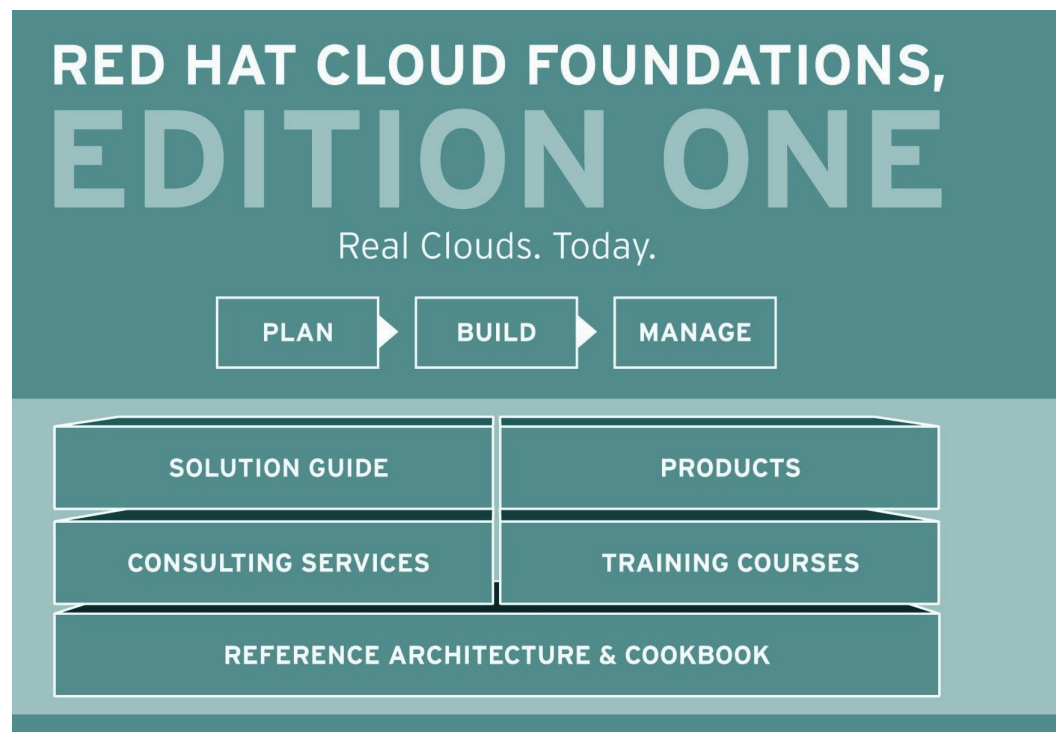
# Summit 2010: Cloud Foundations Edition One

Comprehensive product family  
Detailed reference architecture  
and cookbook implementation  
guides

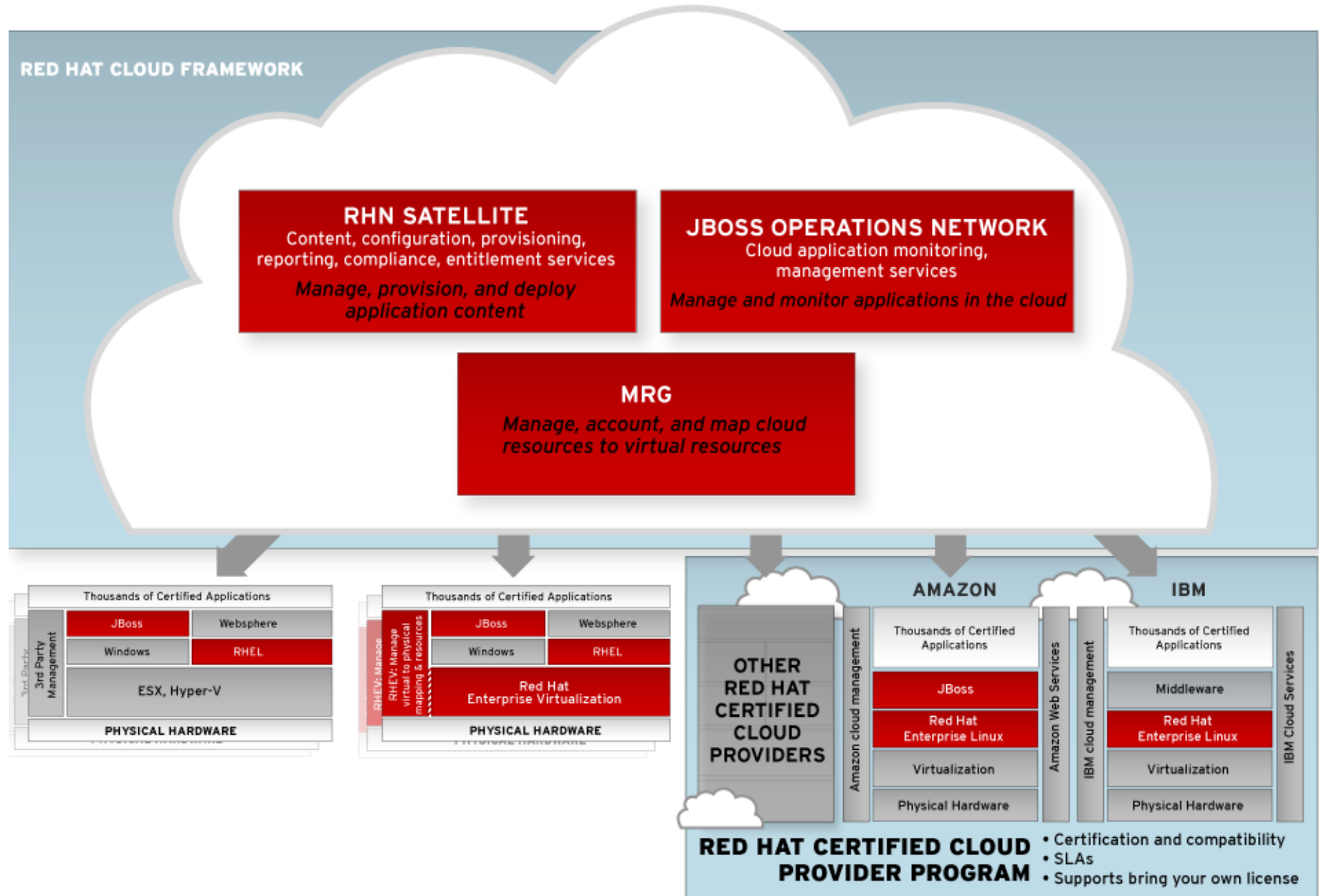
Expert services to plan, build  
and manage.

Training classes for knowledge  
transfer and development

**June, 2010: Cloud  
Foundations, Edition One:  
Private Infrastructure-as-a-  
Service Cloud.**



# CLOUD FOUNDATIONS EDITION ONE PRODUCTS



# Cloud Foundations Launch Positioned RHT as a Major Cloud Player

“Linux giant Red Hat is moving the ball forward on its mission of becoming a key virtualization and cloud infrastructure player.” -- InfoWorld

“With this release [Cloud Foundations], Red Hat is one of only two companies that offer a complete package for running a hybrid cloud...the other company is Microsoft, with its Azure platform.” -- Computerworld

"Red Hat launches rival to Windows Azure." -- IDG News

"Unlocking the value of the cloud...In several different ways Red Hat demonstrated its ability to orchestrate the work of many different open-source communities and companies to nudge a large ecosystem toward its vision of what companies need. The vision was compelling." -- Forbes

"While everybody and their brother was trying to figure out how to get in on the cloud action, only Red Hat and one other company - Microsoft - can deliver a comprehensive solution for clouds." -- The Register

"Red Hat is mounting a multi-pronged bid to become a larger supplier of cloud computing." -- InformationWeek

"Amazon and IBM are the 'cloud champions' according to a new report, but Microsoft, Google, Cisco, Red Hat and VMware are also among the list of heavyweights in the emerging cloud computing field." -- Network World

"Cloud Foundations could turn the potential disintermediation of cloud computing for solution providers into a revenue stream."-- ChannelWeb's Computer Reseller News



# DREAMWORKS IS USING CLOUD FOUNDATIONS



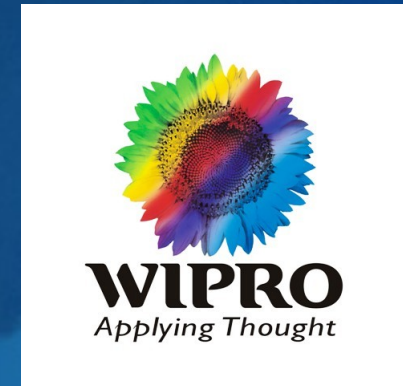
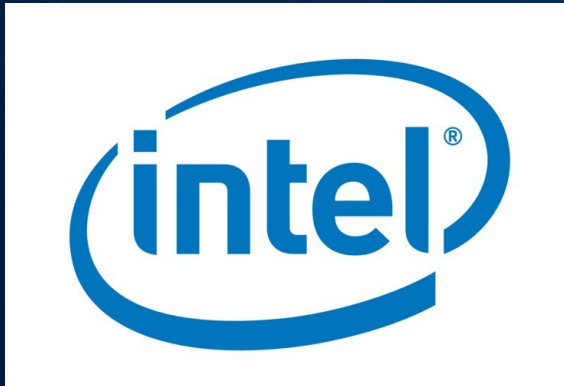
*“We needed to change the model and make compute services expand and contract automatically.”*

*“Red Hat gets it. In kernel virtualization, virtualization management, the application orchestration and cloud abstraction layers, Red Hat get it. Red Hat is giving customers the opportunity to innovate [in different ways] and leverage them where it makes sense.”*

- Derek Chen, Digital Operations, DreamWorks



# LEADING PARTNERS SUPPORT CLOUD FOUNDATIONS



# PORTABILITY IS KEY



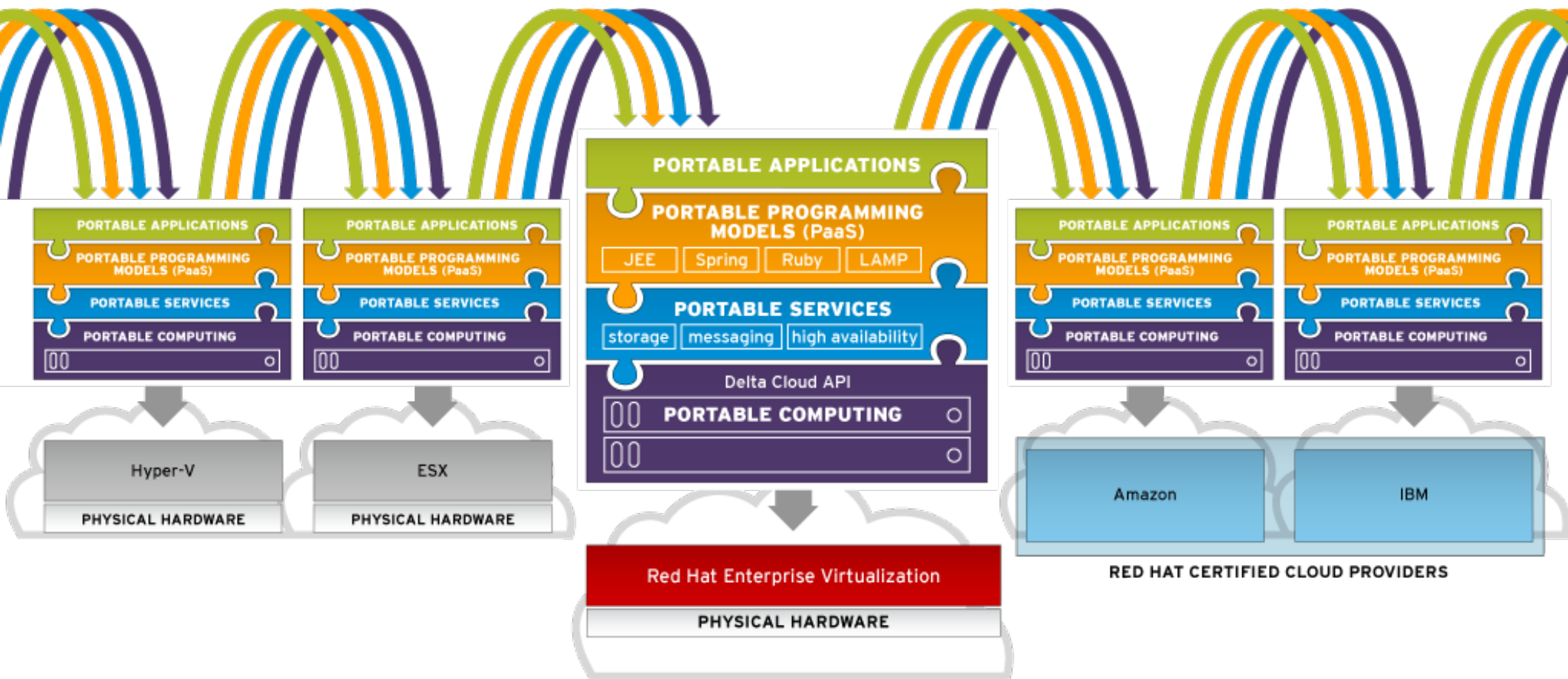
*“In our extensive research, we've found that open APIs and interoperability are essential to customers considering the cloud.”*

*“Our research shows that 80 percent of enterprises cite the lack of interoperability standards as a challenge in adopting cloud computing services. With Cloud Foundations, Red Hat is on the right track with cloud by accelerating interoperability and portability to prevent cloud lock in.”*

*- Gary Chen, research manager, Enterprise Virtualization Software at IDC*



# ACHIEVE FLEXIBILITY AND AVOID LOCK-IN WITH COMPLETE PORTABILITY IN THE CLOUD



## API that abstracts the differences between clouds

### Key benefits

Provides an API that standardizes the capabilities of clouds

Enables heterogeneous cloud and virtualization deployments—just provide a Deltacloud driver for each cloud you want to manage

Enables compatibility with 3<sup>rd</sup> party cloud tools

Simplifies cloud service and application writing for ISV's and SaaS providers

### Broad Industry Support

Intel, Dell, Nimsoft, Cisco, Condor/UW, Ingres, GoGrid, Opsource, Symantec, IBM, etc.

**APIWANTED.ORG**



# RED HAT PaaS ADDRESSES CUSTOMER CHALLENGES

- Preserve flexibility in development tools and leverage existing developer skills.
  - **Red Hat PaaS allows open choice in development frameworks and tools including Java EE, POJO, Seam, Spring, GWT and others.**
- Provide choice in deployment destinations and enable portability for new applications and migration of existing applications.
  - **Red Hat PaaS enables new and existing applications to be deployed to a variety of destinations including RHEV/Windows HyperV, Amazon EC2 and other private/public clouds.**
- High cost & complexity of application-lifecycle management
  - **Red Hat PaaS covers the application lifecycle from development, through deployment & management, with as-a-service tools at every stage**



# STAGED APPROACH – CUSTOM PaaS TODAY

## JBOSS ENTERPRISE MIDDLEWARE + RED HAT CONSULTING

