

2015 RED HAT CUSTOMER PRIORITIES SURVEY

Survey reported interest in cloud, containers, and OpenStack®

Red Hat customers are among the most innovative in the world-in fact, they make up more than 90% of the Fortune 500*. We surveyed 115 global customers, ranging from Fortune 500 companies to small businesses, about their priorities for 2015. Here's what they told us.

LOOKING AHEAD TO 2015



BUDGETS

REPORTED THEIR I.T. **BUDGETS WILL INCREASE** OR STAY THE SAME

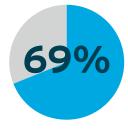
LINUX ADOPTION

PLAN TO USE LINUX® FOR NEW APPS OR SERVICES, OR **GREENFIELD DEPLOYMENTS**

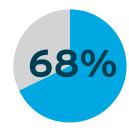
WINDOWS-TO-LINUX OR **UNIX-TO-LINUX MIGRATIONS**

KEY INITIATIVES FOR THE NEW YEAR**





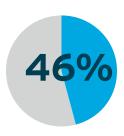
BIG DATA



CUSTOMER ENGAGEMENT



PRIVATE CLOUD COMPUTING



DEVOPS



CLOUD DEPLOYMENT STRATEGIES

of respondents said their organizations are still planning their cloud deployment strategies. The rest identified their organizations' cloud deployment strategies as:

27% PRIVATE CLOUD

26% HYBRID CLOUD

15% PUBLIC CLOUD

CLOUD: TOP BENEFITS**

COST SAVINGS



59%

SCALABILITY



55%

ACCESSIBILITY



SPEED OF DEPLOYMENT



REPLACE LEGACY **TECHNOLOGY**



CLOUD: BIGGEST CHALLENGES IN 2015**

Security (57%) | Cloud interoperability (31%) | Compliance (30%) Ability to measure ROI (29%) | Cloud portability (27%) | Governance / Loss of IT control (27%)

CLOUD: OPENSTACK**

The majority of respondents reported plans to invest in OpenStack in 2015, and report it will help them achieve the following:

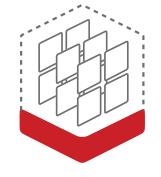
18% **GREATER AUTOMATION**

17% IMPROVED AGILITY

15% **LOWER** COSTS

EMERGING TECHNOLOGY WATCH: CONTAINERS

Linux containers accelerate application delivery by making it easy to package applications with their dependencies. Containers are gaining momentum because of their potential to radically change the way applications are built, shipped, deployed, and instantiated.



TOP PERCEIVED BENEFITS OF CONTAINERS 1. Ability to deploy applications faster - 54%

- 2. Reduce effort to deploy applications 50%
- 3. Streamline development and testing 38%
- 4. Provide lower costs associated with app deployment 32%
- 5. Help consolidate servers 25%

20% OF **CUSTOMERS** SURVEYED ARE **EVALUATING** CONTAINERS

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^{*} Red Hat client data and Fortune Global 500 list, 2013.

^{**}Respondents were allowed to select more than one response.