redhat.

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
84%
REPORTED THEIR I.T. BUDGETS WILL INCREASE OR STAY THE SAME
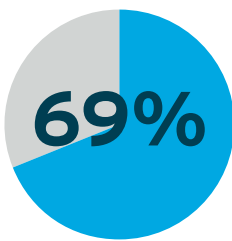
LINUX ADOPTION
59%
PLAN TO USE LINUX® FOR NEW APPS OR SERVICES, OR GREENFIELD DEPLOYMENTS

41%
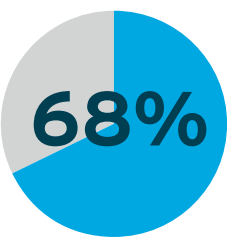ARE PLANNING WINDOWS-TO-LINUX OR UNIX-TO-LINUX MIGRATIONS
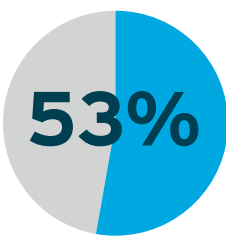
KEY INITIATIVES FOR THE NEW YEAR**
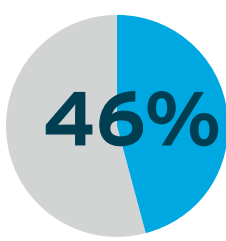
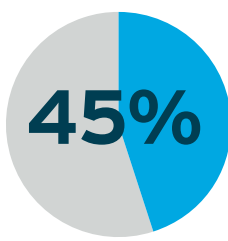| MOBILITY (INCLUDING MOBILE APPS)	BIG DATA	CUSTOMER ENGAGEMENT	PRIVATE CLOUD COMPUTING	DEVOPS
69%	**68%**	**53%**	**46%**	**45%**

CLOUD DEPLOYMENT STRATEGIES

32% 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**
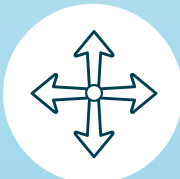
CLOUD: TOP BENEFITS**

COST SAVINGS	SCALABILITY	ACCESSIBILITY	SPEED OF DEPLOYMENT	REPLACE LEGACY TECHNOLOGY
59%	55%	53%	50%	48%

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:
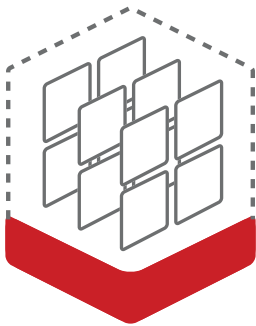
18% GREATER AUTOMATION

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