MIGRATING TO RED HAT ENTERPRISE LINUX:

THE RIGHT TIME IS RIGHT NOW

EXECUTIVE SUMMARY

These are times of unprecedented challenges: an economy in freefall; extraordinary pressure on enterprises large and small to fully leverage scarce financial and personnel resources; and extreme demands on IT organizations at a time when budgets are shrinking and headcounts are being slashed. Today's business is, by definition, risky business.

But with these unprecedented challenges come unprecedented opportunities. Amidst all this turmoil—indeed, because of it—for IT the biggest risk comes from doing nothing at all.

Specifically, for businesses that have long depended on proprietary UNIX, it is now time to migrate to Red Hat Enterprise Linux. The opportunities for cost savings are tremendous. Not only can businesses power their enterprises using industry-standard x86 machines with price tags a fraction of what proprietary RISC servers cost, but they reap significant operational efficiencies that translate directly into less overhead and greater employee productivity. Chances are excellent that their mission-critical applications—even those written for specific vertical markets—have been certified for Red Hat Enterprise Linux. Add to all of this the acclaimed reliability and stability of the Red Hat Enterprise Linux platform and they have infinite possibilities for achieving a competitive edge at the time when they need it most.

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SEIZE THE OPPORTUNITIES OFFERED
BY RED HAT ENTERPRISE LINUX

Time-honored ways of coping with tough times include laying off workers, curtailing capital expenditures, and delaying deployment of new technologies. But this is no time to play it safe by sticking to conventional tactics. Today's extreme economic conditions mean that organizations don't have the luxury of conducting business as usual. Extraordinary times call for new strategies. Migrating from proprietary UNIX to Red Hat Enterprise Linux would make sense even under better economic conditions. In today's climate, it is an imperative.

Migrating to Linux allows companies to:

- Slash hardware costs. The ability to use commodity hardware such as Intel x86 systems rather than proprietary machines represents the largest cost-saving opportunity. Not only are the base systems much cheaper, but maintaining and servicing the hardware is substantially less expensive. Indeed, the savings on hardware alone often pay for all the costs of migrating.

- Reduce operational overhead. In addition to conserving cash and lines of credit by reducing capital expenditures on hardware, there's even more good news. Migrating to Red Hat Enterprise Linux also enables businesses to cut operating costs. For example, many enterprises run their applications on different versions of different types of UNIX. Consolidating these to a single Linux platform enables them to do much more with the same — or smaller — IT staffs. Then there are the reduced real estate, power, and cooling requirements of x86 machines compared to proprietary RISC systems.

- Enhance application performance. Achieve higher reliability, stability, and performance when running your commercial off-the-shelf (COTS) applications on Red Hat Enterprise Linux. Not only are most COTS applications now available on Red Hat Enterprise Linux, but they run more efficiently and downtime is minimized.

- Focus IT on more strategic initiatives. The easy learning curve of Red Hat Enterprise Linux coupled with the availability of sophisticated management and administrative tools allow businesses to allocate fewer personnel to routine support tasks, freeing them up for more strategic IT work.

- Build a scalable foundation for your business. An incremental unit of processing power from an x86 server is much cheaper than an incremental unit from a proprietary machine — especially given today's multicore systems. Given the ease and low cost with which businesses can provision and add servers, they get unparalleled ability to quickly scale as needed to respond to even the most uncertain market conditions.

- Access the latest technologies. Because the vast global open source community is continuously collaborating on new innovations. Linux is usually the first operating system to offer leading-edge technologies. And precisely because that community works en masse to test for problems, Linux is more reliable and bug-free than proprietary UNIX. Additionally, Red Hat works hand-in-hand with major hardware manufacturers such as Intel and AMD to ensure that when new products reach market, Red Hat Enterprise Linux can take advantage of their new features.

COMPONENTS OF AN ENTERPRISE LINUX SOLUTION

Red Hat Enterprise Linux encompasses much more than the bare-bones operating systems hobbyists downloaded for free a decade ago. Absolutely reliable, scalable, and enterprise-ready, Red Hat has incorporated a broad range of "must-have" features for businesses seeking to migrate their most mission-critical applications.

These features include:

- The operating system. The Red Hat Enterprise Linux operating systems features the latest, cutting-edge technology advancements developed by the fast-innovating global open source community. Rapidly overtaking proprietary UNIX solutions in the market in terms of performance, scalability, and security, Red Hat Enterprise Linux is also extremely cost-effective, especially when offered via innovative business models such as subscriptions.

- Large application ecosystem. The number of applications—both COTS and open source software—that have been certified to run on Red Hat Enterprise Linux is enormous, and growing. The reduced cost and improved reliability and availability of such applications Red Hat Enterprise Linux makes migrating from UNIX to Linux a win-win proposition.

- Virtualization technology. Many data centers have very low hardware utilization rates. This utilization can be dramatically improved through virtualization technology and the raw performance advantages that Red Hat Enterprise Linux delivers. Red Hat Enterprise Linux 5, the latest version of the operating platform, includes virtualization integrated with the Linux operating system, providing one full solution to customers. With Linux-based virtualization, it is possible to improve operational efficiency without having to modify the application environment. For example, a server can be virtualized with one solution, and then run existing operating systems and applications as virtual "guests," without making any changes to those operating systems or applications. This is a low-cost, low-risk way of significantly enhancing hardware utilization.

- Systems management tools. To help customers easily manage and monitor open source solutions, Red Hat provides no- or low-cost alternatives for proprietary systems management solutions, including the reliable Red Hat Network Satellite solution. Because Linux management tools are better suited to managing multiple systems efficiently, internal IT staff resources can be redirected elsewhere for enhanced organizational productivity.

- Enterprise-class support. Red Hat provides the same—or superior—support for its products as proprietary UNIX vendors. Customers can choose from a broad menu of support options, from basic services to 24/7 services capable of ensuring that the largest and most mission-critical Linux deployments maintain 99.999 percent availability. Enterprises can safely license or subscribe to Red Hat Enterprise Linux without worrying about compromising on the level and quality of help they will receive when they need it.

- Consulting services. Precisely because businesses might not have sufficient Linux expertise internally, Red Hat offers an extensive menu of consulting services, ranging from those that perform a basic needs analysis to top-tier solutions capable of successfully completing complex UNIX-to-Linux migrations.

CONCLUSION: PREPARING FOR THE FUTURE

Most businesses considering a migration from UNIX to Linux do so because of an immediate need. Perhaps senior management has issued a cost-cutting mandate. Or they've reached the end of the lifecycle for a key hardware or software product. Or they're experiencing reliability or availability problems that directly impact their ability to serve customers.

Yet many enterprises for which proprietary UNIX solutions current work just fine are also seriously considering Red Hat Enterprise Linux. These are the businesses that recognize how the current market turbulence requires them to be flexible and agile — and proactive at meeting future challenges. After all, it's extraordinarily rare that an IT infrastructure built for today will suffice 18 months from now. Whether a business decides to introduce a new product line, enter a new global market, acquire or merge with a competitor, or transform its operating model because of unanticipated shifts in market or economic conditions, it needs an infrastructure flexible and scalable enough to handle it. Rather than being caught unprepared, leading businesses are moving to Red Hat Enterprise Linux today in anticipation of what they need to succeed tomorrow.

ABOUT RED HAT, INC.

Red Hat, the world's leading open source solutions provider, is headquartered in Raleigh, NC with over 65 offices spanning the globe. CIOs ranked Red Hat as one of the top vendors delivering value in Enterprise Software for five consecutive years in the CIO Insight Magazine Vendor Value survey. Red Hat provides high-quality, affordable technology with its operating system platform, Red Hat Enterprise Linux, together with applications, management and Services Oriented Architecture (SOA) solutions, including JBoss Enterprise Middleware. Red Hat also offers support, training and consulting services to its customers worldwide. Learn more: **http://www.redhat.com**.

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