



⋮⋮⋮ *Communications Industry Technology Survey*

September, 2012



Program Overview

- *In spring 2012, Gatepoint Research invited selected technology executives to participate in a Red Hat funded survey themed **Communications Industry Technology Survey**.*
- *Candidates were invited via email and 105 executives participated.*
- *All respondents were senior technical executives from the communications industry, spanning communications service providers, cable, satellite, and media companies.*
- *100% of respondents participated voluntarily; none were engaged using telemarketing.*

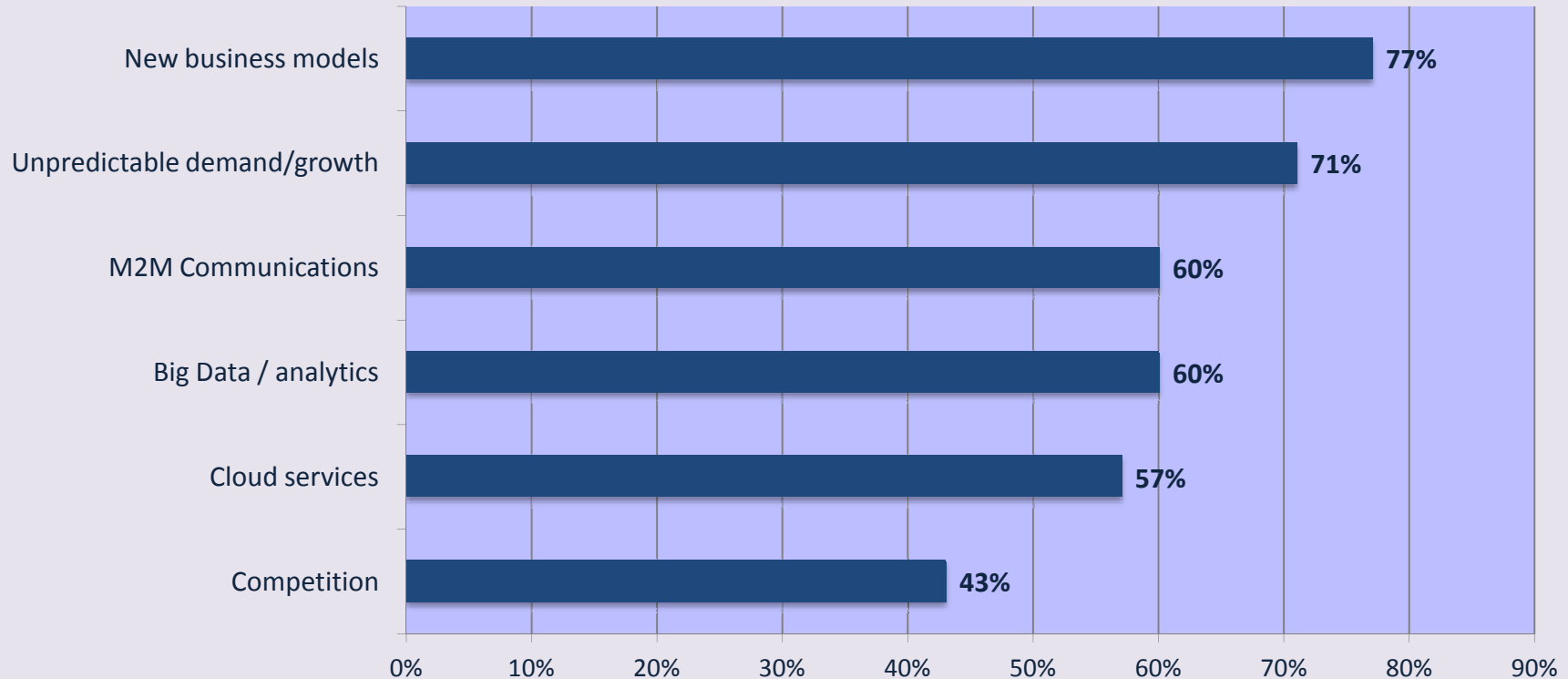


Observations and Conclusions

- *For the communications industry, change and growth are the normal course of business.*
- *Effective business transformation must ensure survival and competitive advantage.*
- *To support this transformation, IT strives to provide a secure, efficient and flexible infrastructure that is also scalable, highly available, and accelerates time to market.*
- *Technology executives recognize that proprietary systems may be working against their priorities.*
- *Over the next five years, open source investments will grow -- especially in Linux and cloud technologies.*
- *An overwhelming majority of the industry's technology executives surveyed reported they see value in Red Hat, the leader in open source solutions, in addressing their challenges.*



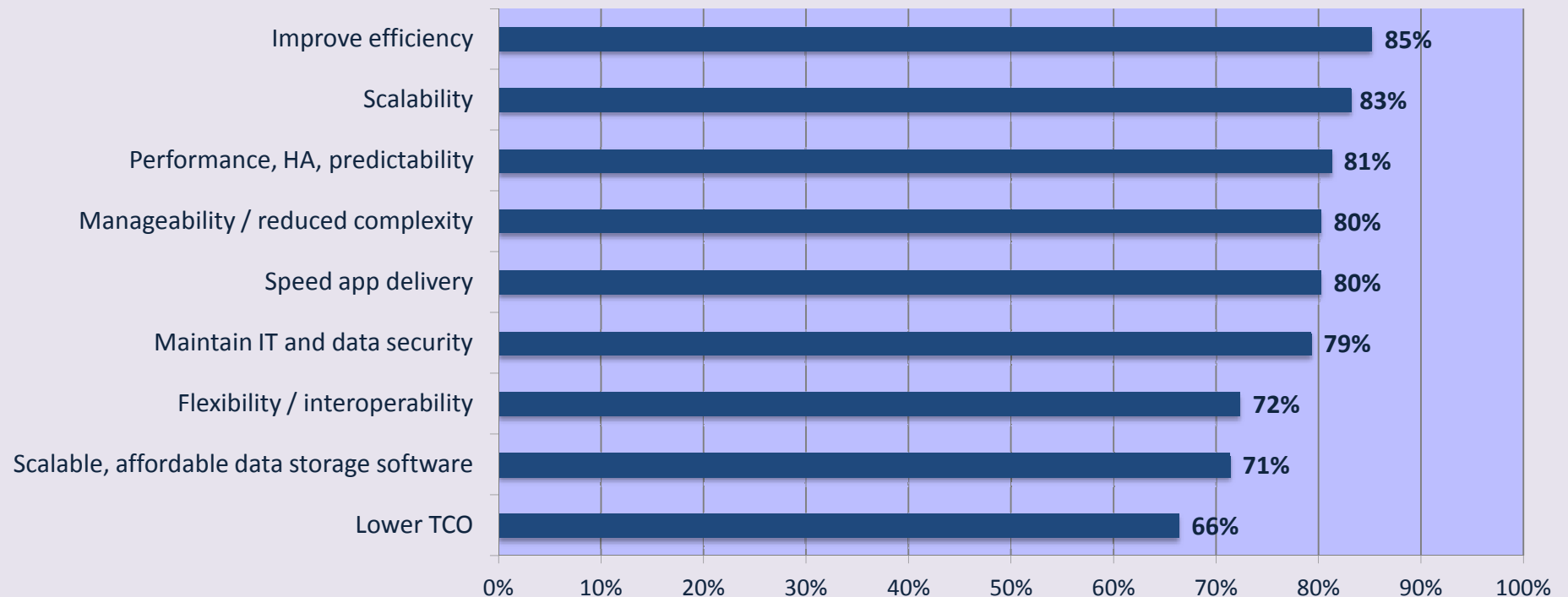
Which concerns are most important to the communications industry?



The industry is in constant flux. Technology leaders must support change and growth including Big Data and machine-to-machine communications (M2M).



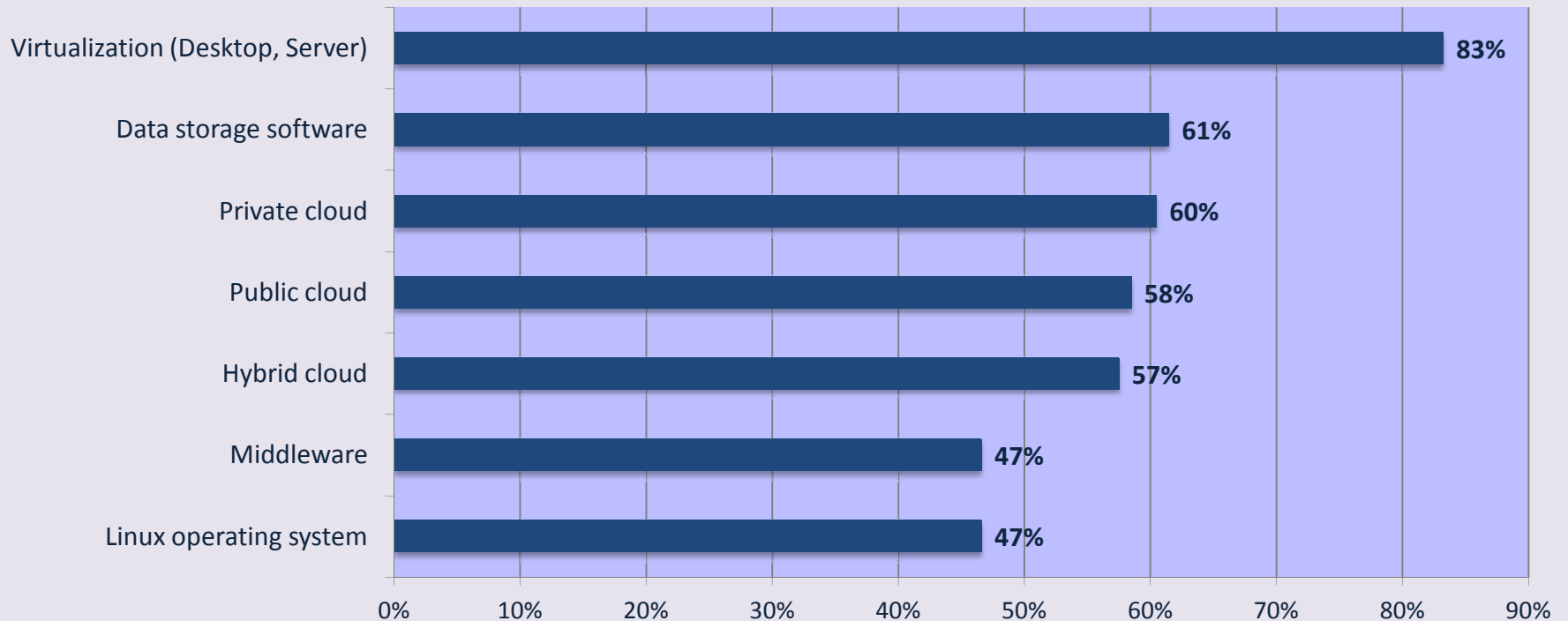
Which IT priorities are most critical?



IT struggles to support change and growth. The infrastructure must be efficient, manageable, secure, as well as scalable, highly available, and able to accelerate time to market.



Where will increased software investments be made over the next 5 years?

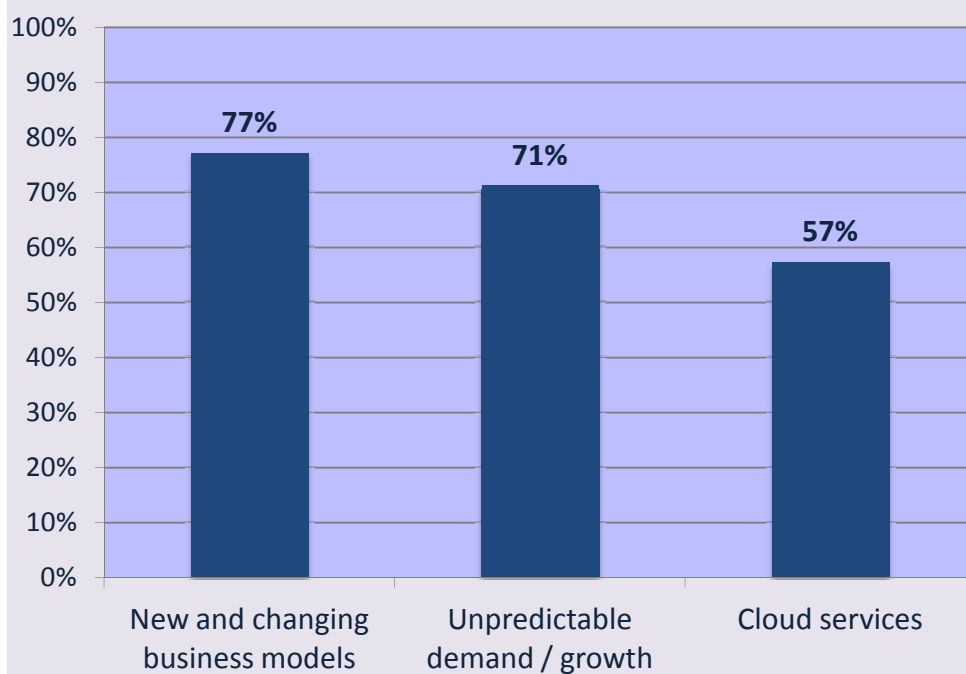


Increased software investments in virtualization, data storage, and cloud technologies aligns with the need to become more agile and efficient to meet demands and support change and growth.

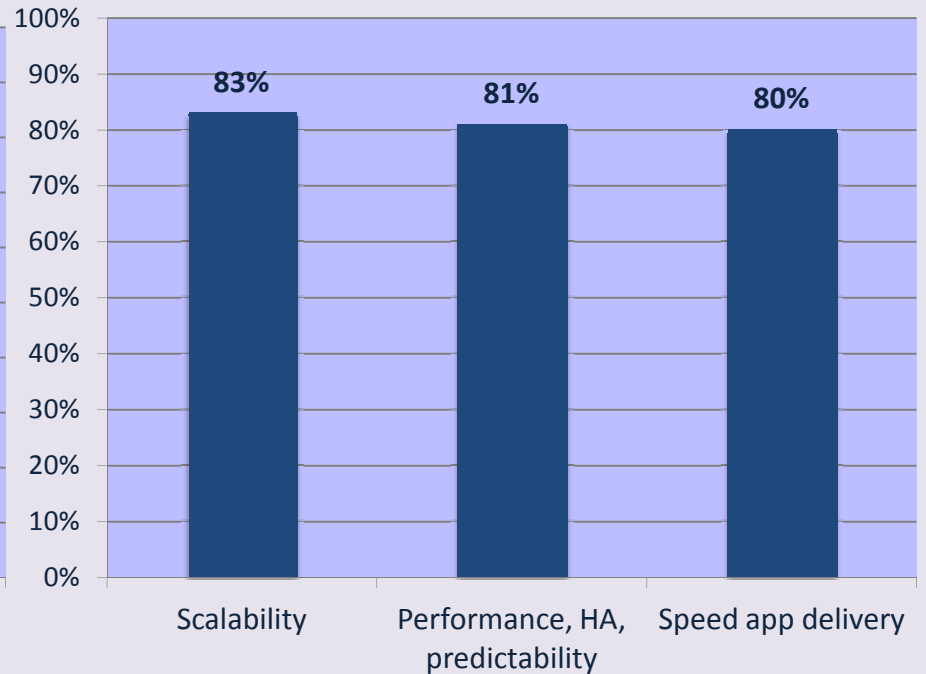


Change and growth drive IT priorities around performance, scalability, and product time to market.

Industry Concerns



IT Priorities

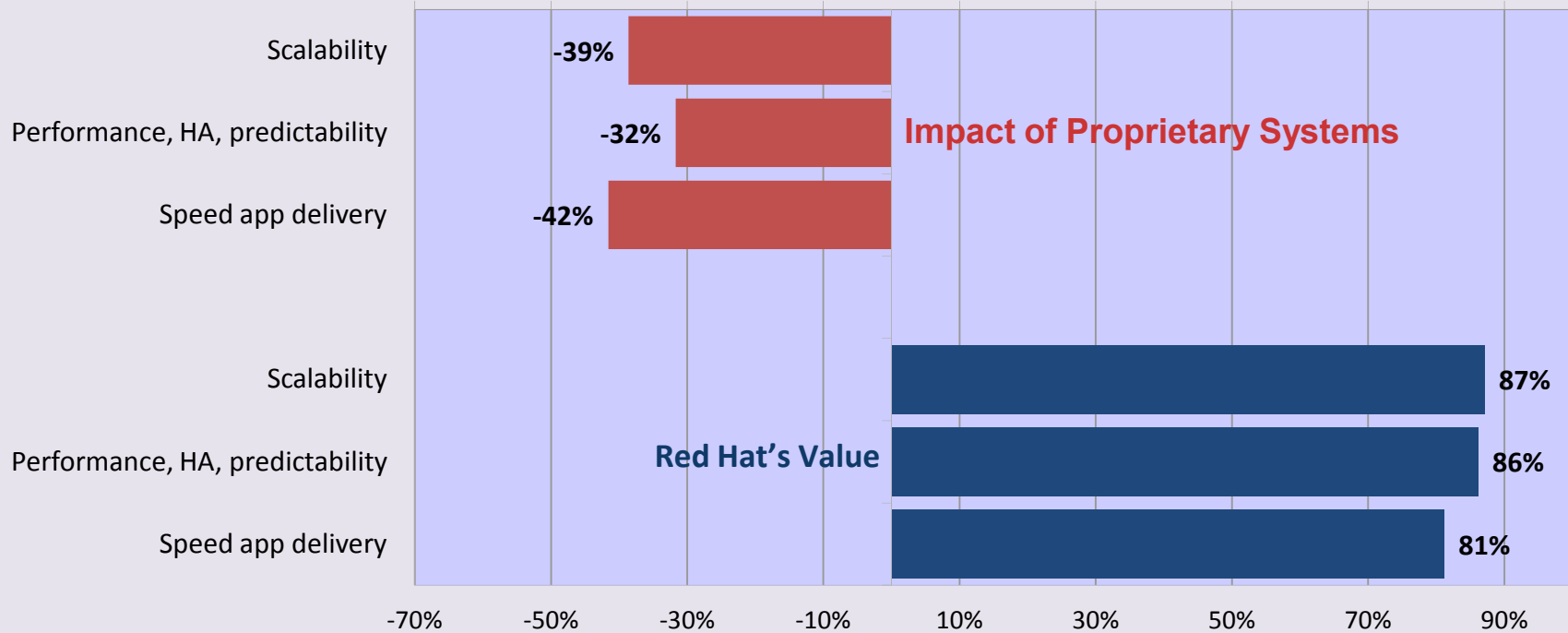


IT must ensure it provides scalability and high availability and accelerate time to market in order to support changing business models and unpredictable demand / growth.



How well are current systems supporting these priorities?

Proprietary systems vs. Red Hat's open source solutions

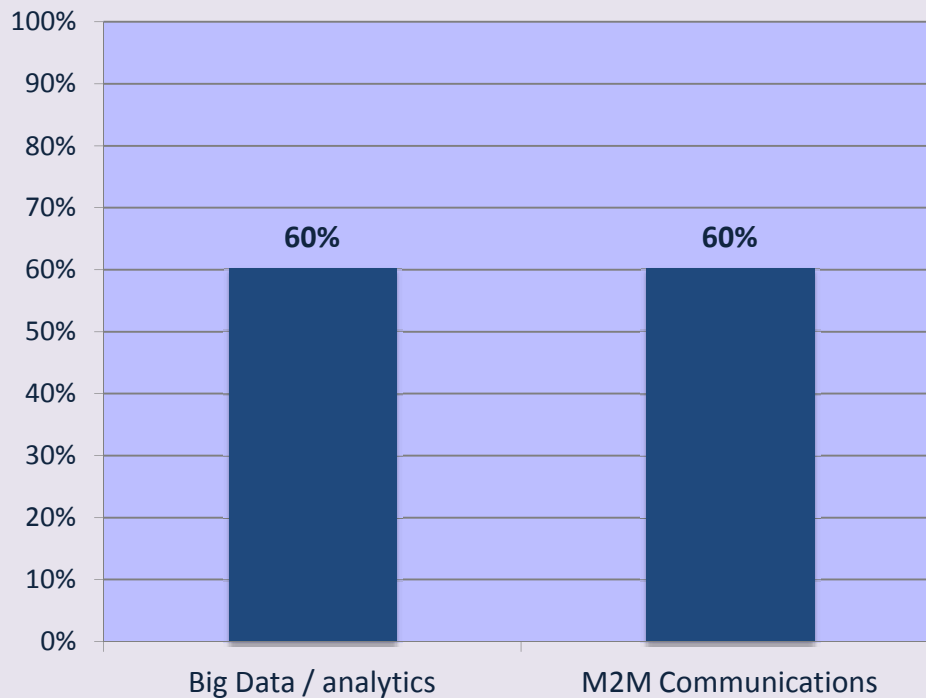


Proprietary systems slow time to market. They lack scalability and performance requirements. An overwhelming majority reported that Red Hat provides value in these same three areas.

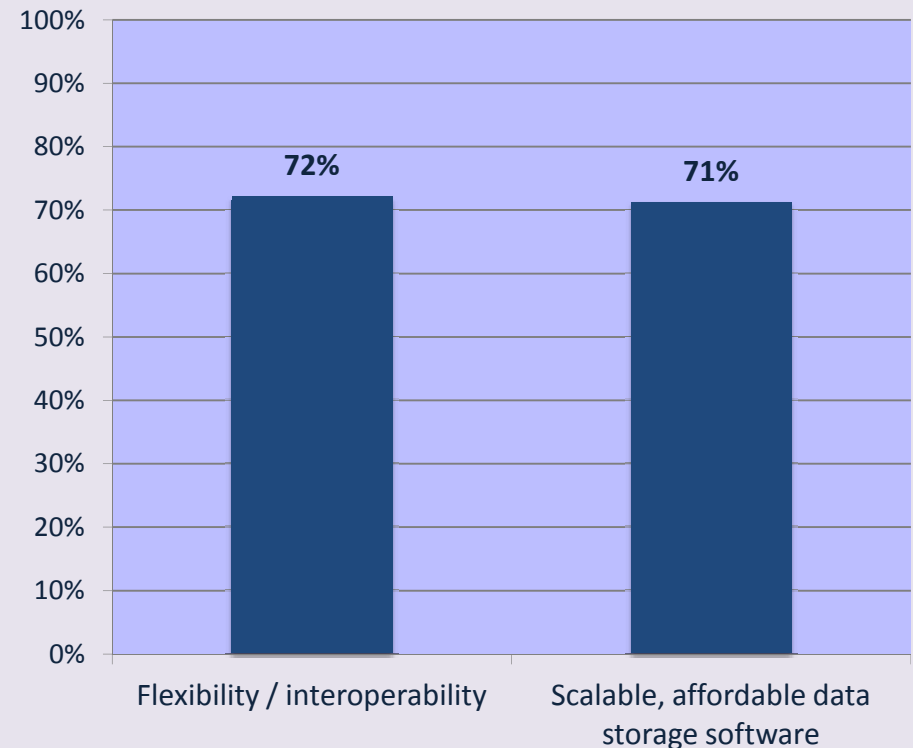


Big Data and M2M drive demand for interoperability and scalable storage software.

Industry Concerns



IT Priorities

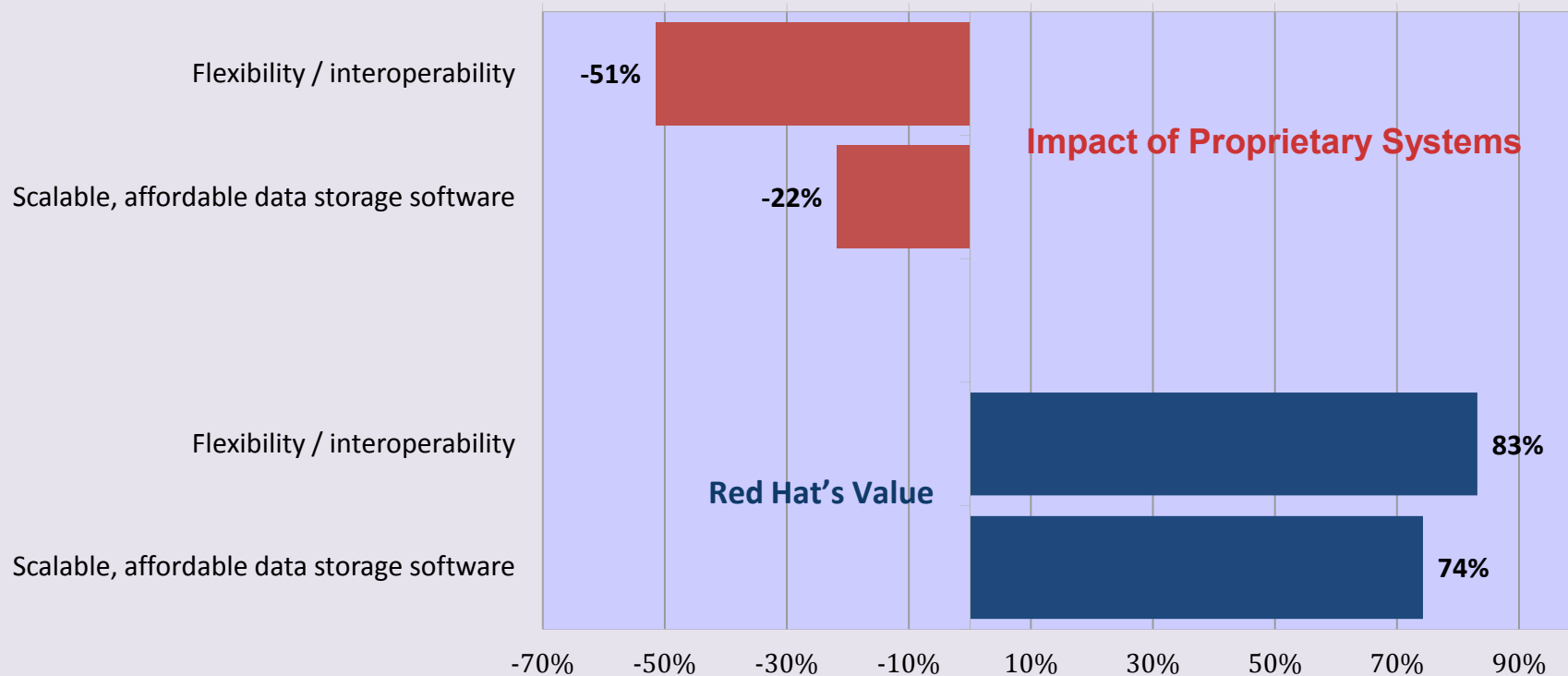


IT must provide an infrastructure that is flexible, interoperable, and scalable to support Big Data and diverse M2M communications.



How well are current systems supporting these priorities?

Proprietary systems vs. Red Hat's open source solutions

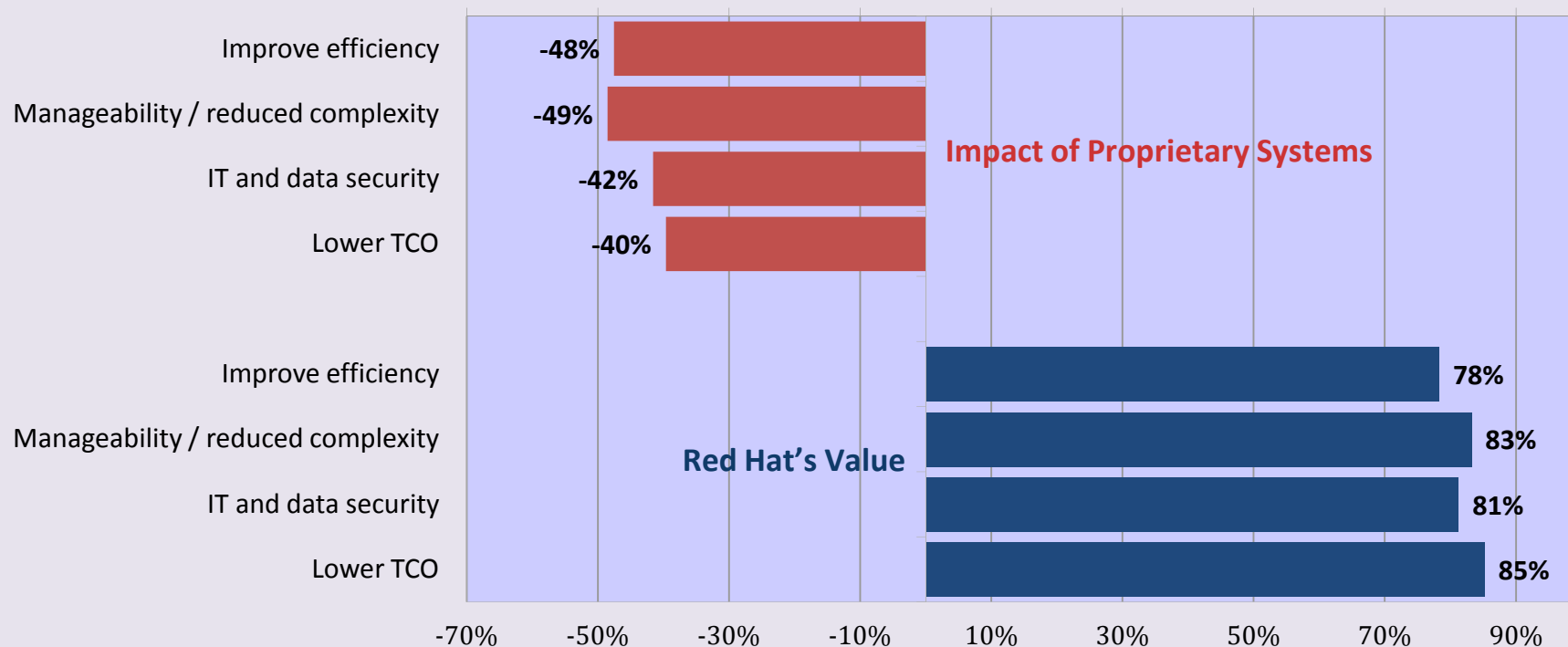


Over half the respondents fault proprietary systems for lack of flexibility and interoperability. In contrast, most report that Red Hat improves flexibility, provides scalable, and provides affordable data storage software.



How well are current systems supporting IT's priorities?

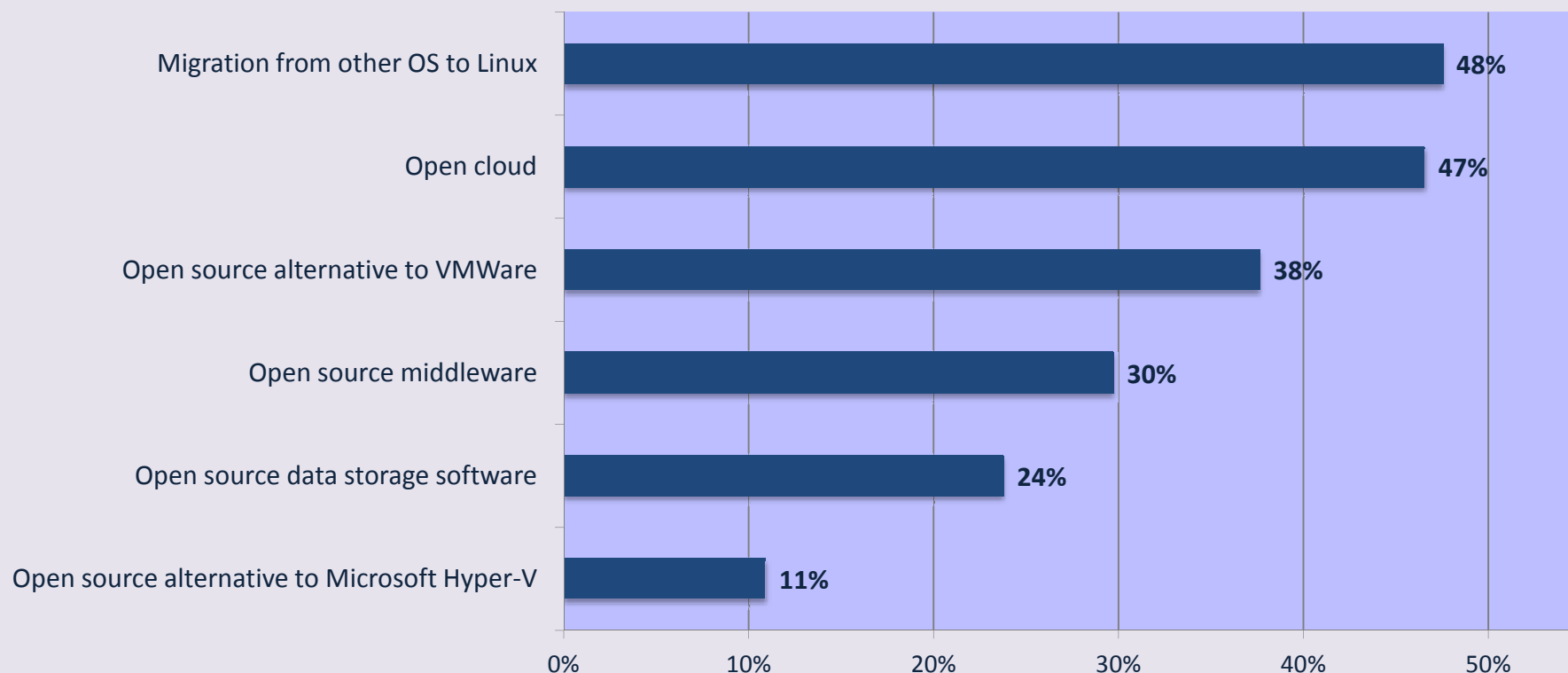
Proprietary systems vs. Red Hat's open source solutions



Where proprietary systems impede IT's priorities, Red Hat adds value – improving efficiency, reducing complexity, improving security, and lowering TCO.



What are the expected open source plans over the next 5 years?



With the promise for open source software to improve high availability, efficiency, security, and flexibility, there is a widespread move toward more open source alternatives.



Final Thoughts

Open source development is a rapid, highly innovative, and cost-efficient way to make software. Because the source code is open, it is a more flexible, interoperable, reliable, and manageable alternative to proprietary systems. In particular for communications companies, these capabilities are well suited for a heterogeneous environment of suppliers, partners, and vendors. And compared to proprietary counterparts, open source provides a foundation for portability – something that is especially important in building a cloud environment.



About Red Hat

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. And as the connective hub in a global network of enterprises, partners, and open source communities, Red Hat enables the creation of relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT. Red Hat is an S&P company with more than 70 offices spanning the globe, empowering our customers' businesses.

Ranking 4th on Forbes 2012 Most Innovative Companies list, Red Hat's ability to continuously deliver innovation from its community resources is proven incomparable.



About SimplyDIRECT

SimplyDIRECT helps you identify, engage and qualify prospects with maximum precision through custom database building and survey-based lead generation into your target accounts. We specialize in account penetration by developing qualified warm opt-in leads from Director, Vice President and C-level decision makers.

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