

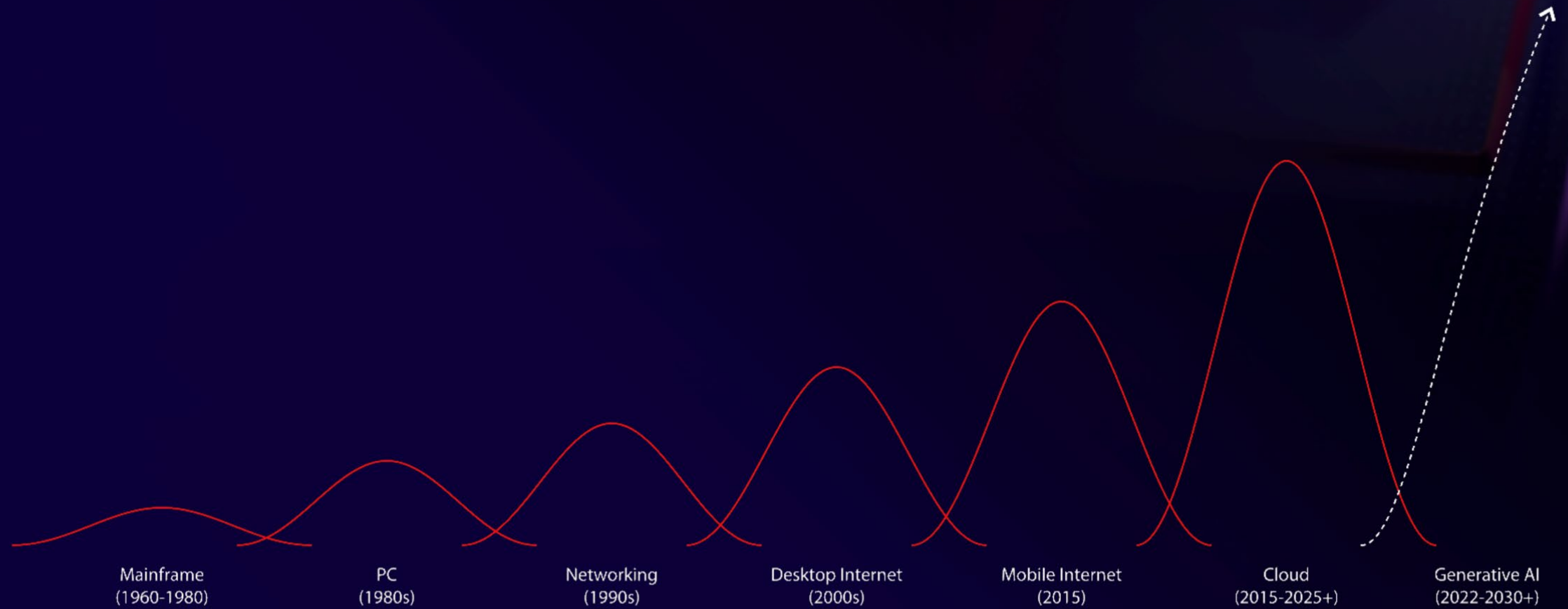
Julia Bernal

Regional Manager – Mediterranean Region

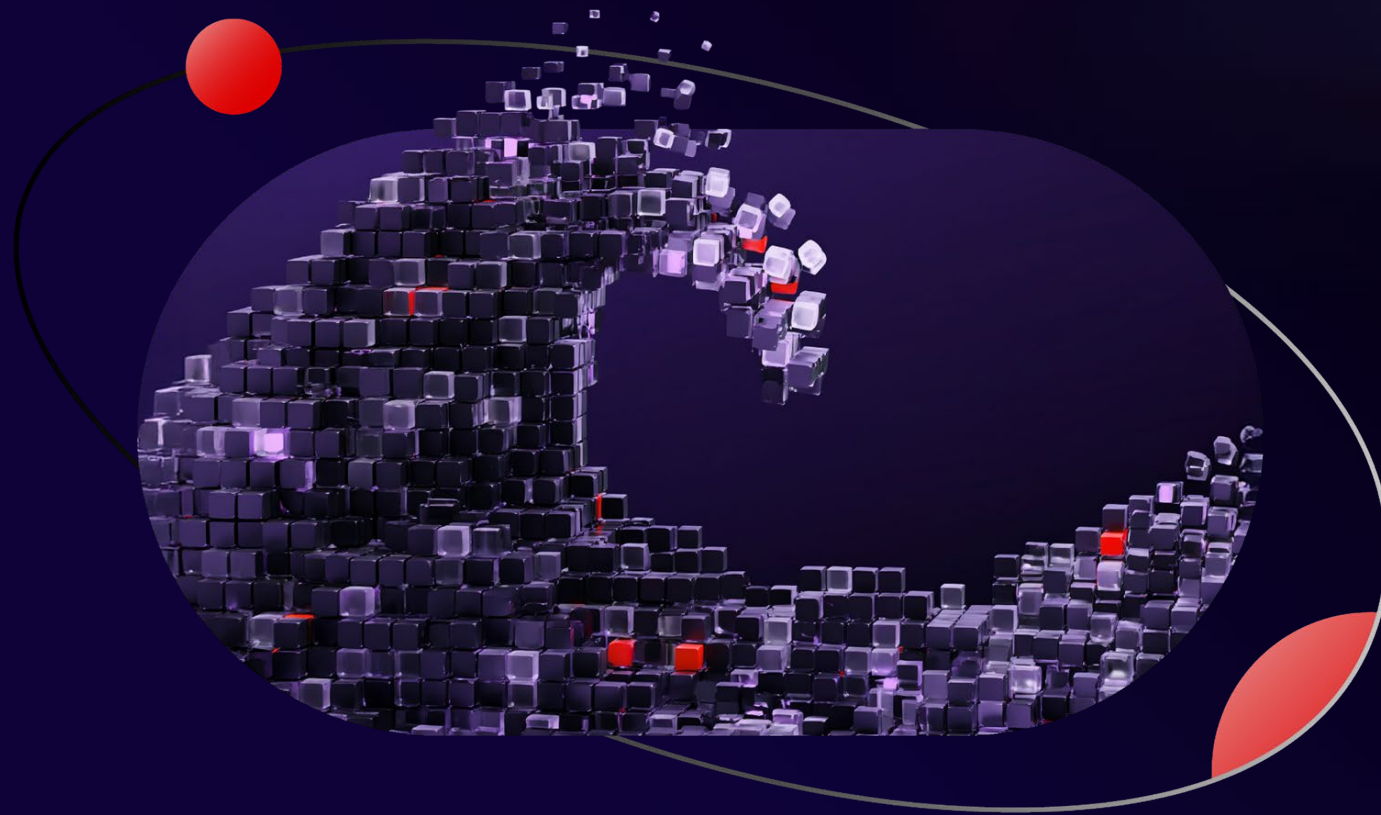


Unlock what's next

Business is driven by major technology waves

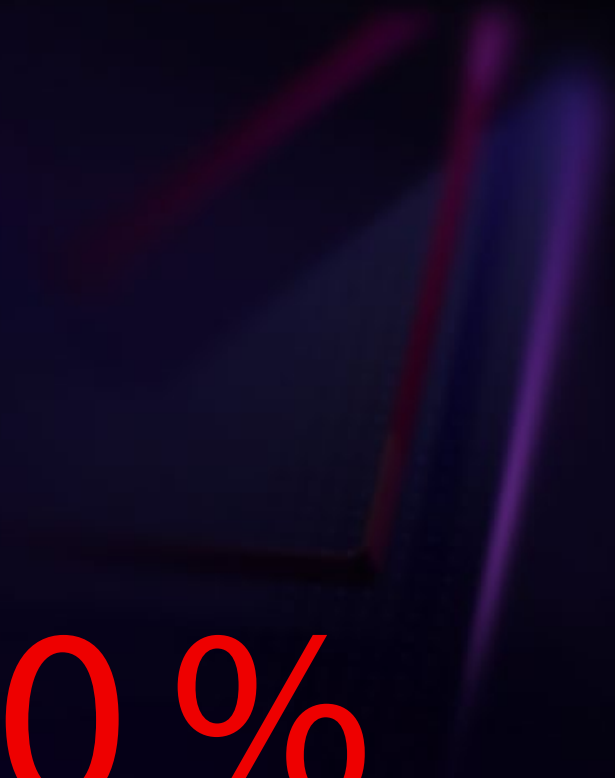


The AI wave is just building



The real concern is that organizations **won't embrace AI** – because someone else out there will – and then you will be facing **significant disruption.**

Gartner predicts **70%** of enterprises adopting gen AI will cite **sustainability and digital sovereignty** as top criteria for selecting between different public cloud gen AI services by 2027



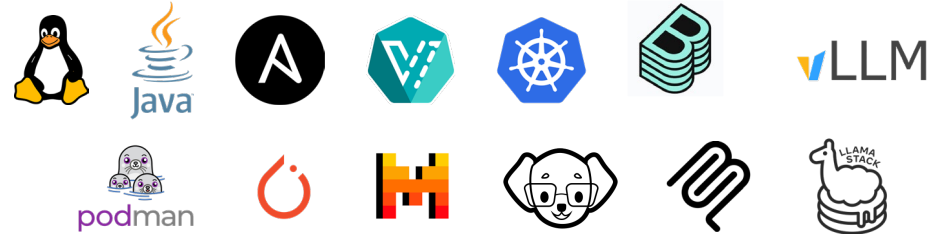
70%

Open source is foundational to digital sovereignty

Open source
software

Provides
transparency
and trust

Technology



Community



Control



Private cloud



Public cloud



Edge

Open hybrid cloud – market recognition

FORRESTER®

- A **Leader** in the Forrester Wave™: Multicloud Container Platforms, Q3 2025
 - A **Leader** in the Forrester Wave™: Infrastructure Automation Platforms, Q4 2024
-



- **Top Badges** - Red Hat OpenShift, Red Hat Ansible Automation Platform, and Red Hat Enterprise Linux

Gartner®

- A **Leader** in the 2025 Gartner® Magic Quadrant® for Container Management
 - A **Leader** in the 2025 Gartner® Magic Quadrant® for Cloud-Native Application Platforms
-



- **Top Rated** and **Buyer's Choice** - Red Hat OpenShift, Red Hat Ansible Automation Platform, and Red Hat Enterprise Linux

Embrace the
future the open
way



Abstract geometric shapes in the top right corner, including a dark blue triangle and a purple parallelogram.

How do we navigate the transition
from the cloud era to the AI era?