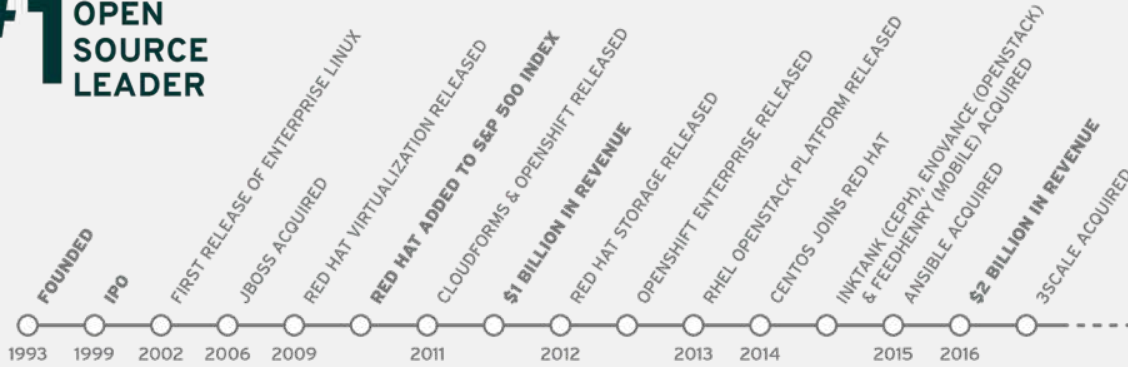




QUALITY VS. QUANTITY: CUSTOMER REFERENCES AT RED HAT


Kathryn Poole
Director, Marketing Communications
October 2016

#1 OPEN SOURCE LEADER



the **FIRST**
\$2 BILLION DOLLAR

MORE THAN
90%
of the
FORTUNE 500
use
RED HAT
PRODUCTS & SOLUTIONS.*

~9,300
EMPLOYEES
85
OFFICES
 **35**
COUNTRIES

S&P
500
COMPANY
NYSE:
RHT

 **AWARD-WINNING SOLUTIONS**



OPEN SOURCE COMPANY
in the
WORLD

* Red Hat client data, 2015

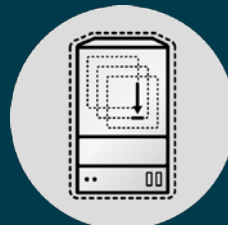
WHO ARE OUR CUSTOMERS?



WHAT WE DO

Red Hat's Global Customer Reference program authentically presents Red Hat's successes to the marketplace leveraging the voices of the customers we serve.

Our priorities are focused on telling emerging technology stories, highlighting certain industries such as financial services and telecom, showcasing recognizable brand names, and pulling representation from global regions.



INTERNAL AGENCY MODEL

LEADS



CREATION



PROMOTION

- Sales
- Product & services marketing
- Field & regional marketing

- Agency writers & project managers
- Content & video editors & designers

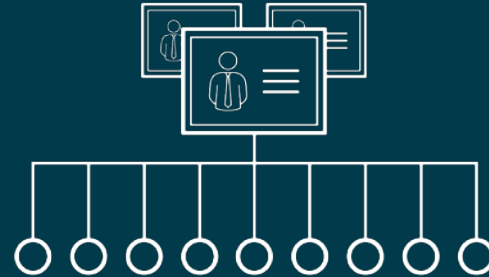
- Web & social media
- Events, PR & AR

FROM QUANTITY TO QUALITY



FROM:

Scrambling to fulfill many reference needs with many 2-4 page case studies



TO:

Proactively infusing a few key customers across many aspects of marketing and communications making customer references truly pervasive at Red Hat

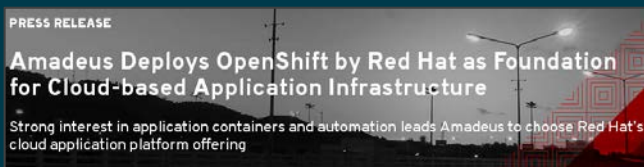
AMADEUS SUCCESS STORY VIDEO



[Watch the video](#)

CUSTOMER STORY: aMADEUS

Amadeus is the leading provider of advanced technology solutions within the global travel industry running on Red Hat technology.



SALES KICKOFF

Apr 2015

Jun 2015

Oct 2015

Nov 2015

Mar 2016



RED HAT
SUMMIT



CUSTOMER STORY: aMADEUS

Amadeus is the leading provider of advanced technology solutions within the global travel industry running on Red Hat technology.



Apr 2016



Jun 2016



Jul 2016

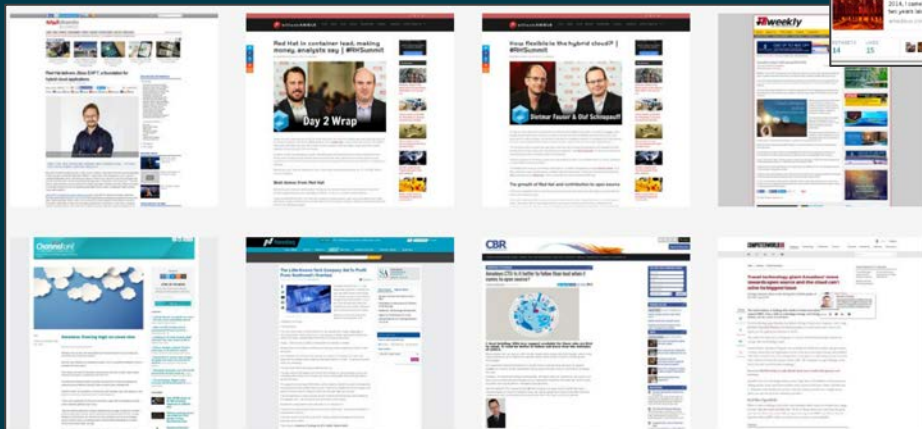
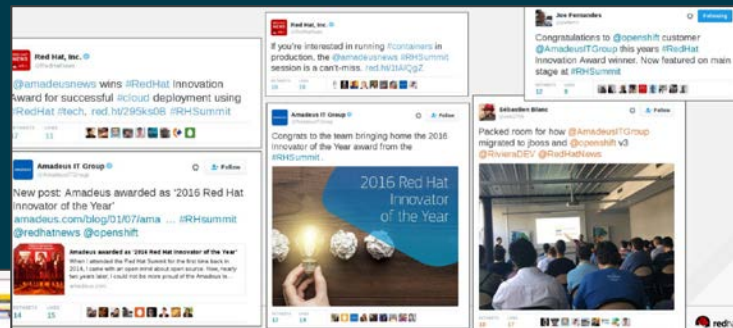
Sept 2016



CUSTOMER STORY: aMADEUS

SOCIAL MEDIA COVERAGE

- 9M estimated impressions from 1.1K Twitter mentions by 529 users



PRESS COVERAGE

- 25 pieces of coverage
- 26.7 million online readership
- 112k estimated coverage views
- 258 social shares

FROM THE CUSTOMER

aMADEUS

“We're thrilled to be named the 2016 Red Hat Innovator of the Year. The solution we have built with Amadeus Cloud Services, using Red Hat OpenShift Container Platform, has helped us eliminate innovation barriers and enabled us to increase our focus on providing value to our business and customers.”



- **Dietmar Fauser**, vice president, Architecture, Quality and Governance, Amadeus

WHAT'S WORKED FOR US

RELATIONSHIPS

Make a friend in the customer's corp comms or marketing team

Connect your execs to their execs

LEARN ABOUT THE COMPANY AND THE INDIVIDUAL

What motivates them to share their story?

DEVELOP A PLAN TOGETHER

Identify opps for the customer to promote their own story on their turf

Shoot once to get wholistic story, then break it into meal, snack and bite size pieces



THANK YOU



plus.google.com/+RedHat



facebook.com/redhatinc



linkedin.com/company/red-hat



twitter.com/RedHatNews



youtube.com/user/RedHatVideos

CUSTOMER STORY: aMaDEUS

Amadeus is the leading provider of advanced technology solutions within the global travel industry running on Red Hat technology.

PRESS RELEASE

Amadeus Deploys OpenShift by Red Hat as Foundation for Cloud-based Application Infrastructure

Strong interest in application containers and automation leads Amadeus to choose Red Hat's cloud application platform offering

APRIL 2015



JUNE 2015

RED HAT
SUMMIT



JUNE 2015

CUSTOMER STORY: aMADEUS



OCTOBER 2015



NOVEMBER 2015



**SALES
KICKOFF**

MARCH 2016

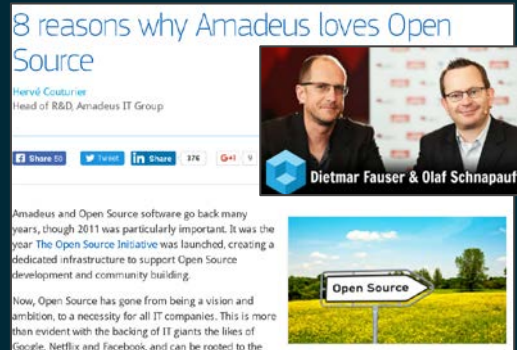
CUSTOMER STORY: amadeus



APRIL 2016



JUNE 2016



JUNE 2016

CUSTOMER STORY: aMADEUS



JUNE 2016



JULY 2016



SEPTEMBER 2016