



# FIVE STRATEGIES TO HELP YOU CARVE OUT COSTS WITH OPEN SOURCE SOLUTIONS FROM RED HAT

In today's economic climate, everyone's feeling the pressure. No industry is safe. And no one can comfortably predict just when things will turn around.

The challenge is especially great for your IT department: you need to figure out how to cut costs while keeping pace with ever-escalating demand for IT-supported business transactions.

The solution is open source. Red Hat offers low-cost, enterprise-class software and services that deliver the flexibility demanded by today's economy. By freeing yourself from proprietary vendors and capitalizing on the scalability of open source technology, you can adjust more easily to changing economic conditions—in both good times and bad.

So where to start? In this quick guide, you'll find five proven strategies for carving out costs with Red Hat while maintaining or even expanding the services you currently provide.

## **STRATEGY #1: MAXIMIZE YOUR TECHNOLOGY INVESTMENT WITH A RED HAT CONSULTING ASSESSMENT**

In this climate, the last thing you want to do is make a rash move, especially when migrating mission-critical systems. That's why our Red Hat Consulting team is on hand to help you reduce costs safely, proactively, and with an eye toward the future—whatever the future may bring.

Our consultants offer years of experience solving a broad set of problems across multiple industries. They're experts in helping you identify areas where you could be saving money while maintaining performance. And they're armed with best practices to help ensure that each migration is as safe and stable as possible.

Visit [www.europe.redhat.com/consulting](http://www.europe.redhat.com/consulting) to learn more.

## **STRATEGY #2: IMPROVE YOUR EMPLOYEES' PRODUCTIVITY WITH WORLD-CLASS TRAINING**

Your employees are your most valuable assets. By investing in the expertise of your IT staff, you can help ensure optimal system performance, enhance productivity, and mitigate risk.

Comprehensive, hands-on training from Red Hat gives your employees the tools they need to maximize your open source implementation. Red Hat's Training and Certification program has been widely recognized as a cost-effective, high-impact way to improve operations for the long haul—all while driving down costs. The Red Hat Certified Engineer (RHCE) certification was even voted the hottest certification in all of IT by [Certcities.com](http://Certcities.com).

An engineer that's Red Hat-certified can manage more servers and troubleshoot problems more quickly. Best of all, well-trained engineers are better prepared to train other employees on best practices for improving efficiency across all of your systems.

Visit [www.europe.redhat.com/training](http://www.europe.redhat.com/training) to learn more.

## **STRATEGY #3: VIRTUALIZE, VIRTUALIZE, VIRTUALIZE**

Whether you're riding an upturn or enduring a downturn, flexibility is the key to keeping your business thriving. And flexibility is the reason why virtualization has become such a major trend in IT: by grouping your servers and storage into a single resource pool, your IT resources can be instantly allocated in response to changing demand.

Red Hat is a pioneer in commercial-quality open source virtualization, offering you improved application availability and significant cost savings with the added bonus of industry-leading performance. Whether you're looking for fully integrated server and storage virtualization or a smaller-scale desktop solution, we offer a full range of options so that you can be more responsive to your customers while streamlining your resources.

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#### **STRATEGY #4: SIMPLIFY SYSTEMS MANAGEMENT WITHOUT SACRIFICING SYSTEMS PERFORMANCE**

When you're in a large organization, it's tough to manage all of your assets from one location. But keeping track of remote systems doesn't have to be a hands-on chore. With solutions from Red Hat, you can manage it all from one location as securely and reliably as you could in person – and at a far lower total cost.

Red Hat offers easy-to-use systems management platforms so that you can provision and monitor many servers as if you were monitoring just one. By using a centralized management tool over a secure connection, administrators can manage systems with greater efficiency, consistency, and confidence. They can group systems together for easier administration. They can automate formerly manual tasks. And they can help keep your organization lean, no matter the economic outlook.

#### **STRATEGY #5: TAKE ACTION NOW SO THAT YOU CAN CAPITALIZE ON FUTURE OPPORTUNITIES**

The status quo – expensive, complex proprietary software – may seem like the safe move in the current economic climate. But the greatest risk is in doing nothing. By investing in a scalable, low-cost infrastructure now, you'll be primed to take best advantage of competitive situations when the economy bounces back.

We offer you the solutions you need to be as responsive as possible both now and five years from now. With Red Hat, you won't be locked into inflexible, one-size-fits-all contracts. Instead, you'll benefit from an agile, reliable subscription model that allows you to scale your solutions as conditions change. The result? You can begin looking at your technology infrastructure in terms of possibilities, rather than in terms of limitations.

#### **WHY RED HAT?**

In order to make the most of your investment in open source, you need best-in-class guidance and support from the industry leader that offers both deep experience and proven solutions.

Red Hat is the leader in open source. We offer a vast network of development partners, suppliers, technology experts, and consultants. We've trained tens of thousands of engineers. And our 2.5 million subscribers would agree that our solutions are viable, robust, and business-ready.

Our subscription-based products and solutions make it easy for you to scale your investment so you can plan with confidence. Find out how Red Hat can help you carve out costs now so that you can innovate for the future.

Visit [www.europe.redhat.com/carveoutcosts](http://www.europe.redhat.com/carveoutcosts) today.

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