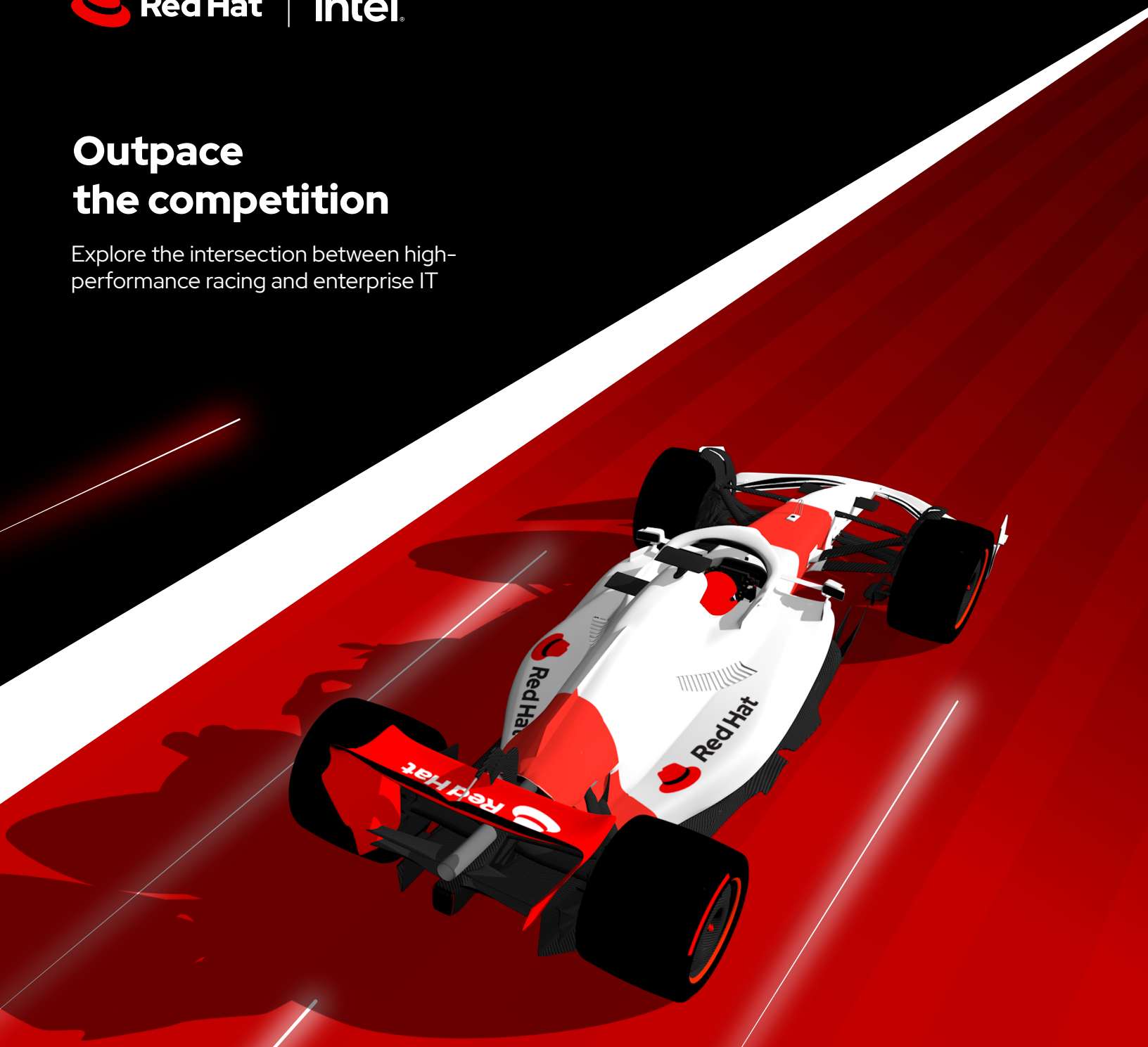
Red Hat | intel

Outpace the competition

Explore the intersection between high-performance racing and enterprise IT



OUTPACE

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INTRODUCTION

Insights from the racing world applied to cloud management

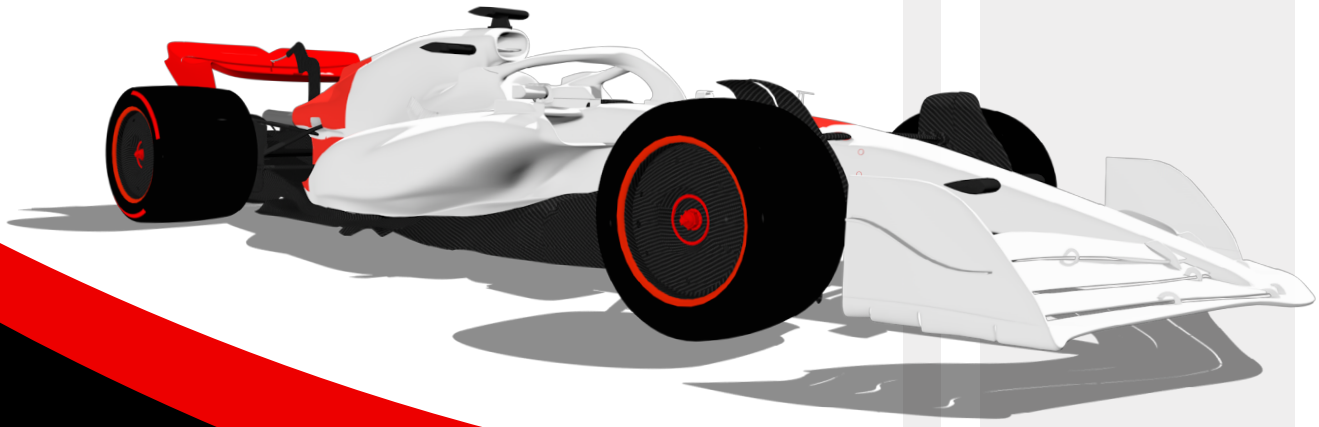
The world of high-performance racing is fast-paced, competitive, and constantly evolving

To succeed, racing teams need to maintain a high level of coordination, respond immediately to changing conditions, and work efficiently together to synergize intelligence and action. The same can be said about many industries, including the world of enterprise IT, where modernization is critical and digital transformation is constant.

Organizations want to accelerate their time to value, build with consistency and efficiency, gain insights that give them an advantage, and help their teams collaborate more effectively. Marty Wesley, Director of Portfolio Product Marketing at Red Hat, sat down with Mark Gallagher, a Formula One racing industry analyst who spent 15 years on the management boards of well-known F1 teams including Red Bull Racing and Jordan Grand Prix, to discuss the common ground between their two fields.

Watch the conversation now

In this e-book, we break down the fascinating conversation between Marty and Mark, highlighting the parallels between cloud management and high-performance racing, the mutual lessons to be learned, and how experiences in one industry can inform strategies in the other.

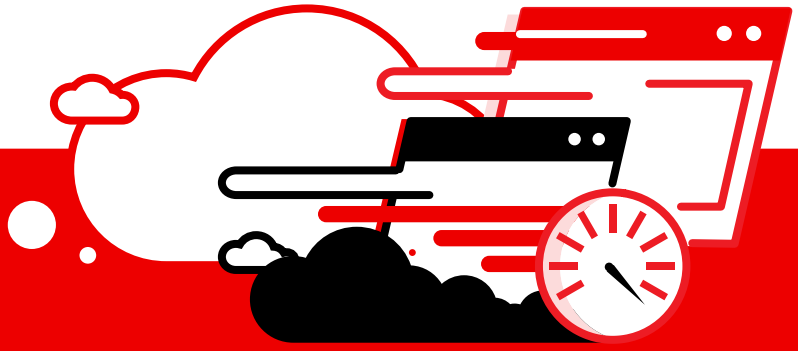


1 Acceleration and quick response time

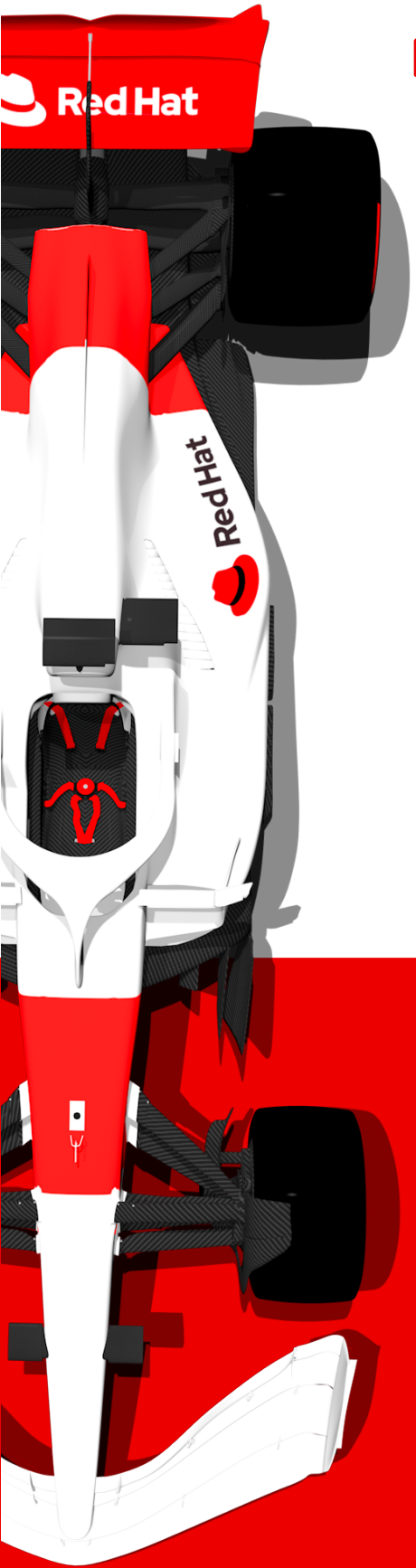
Organizations in both the private and public sector are looking for ways to do more—and do it faster

They are asking themselves some important questions about the future of their business. How should they push forward based on where they are in their journey toward adopting cloud, hybrid cloud, and containerized applications? How can they automate processes and tasks so less manual intervention is needed? And how do they respond when the needs of their customers change?

In the world of high-performance racing, acceleration is a central concept. But acceleration is about far more than how quickly a car can go from standing still to roaring down the track. Racing teams are also working together at all times to accomplish tasks and create solutions faster and more efficiently, whether by accelerating research and development using new technology to bring prototypes and innovations to market, or by quickly responding to changing conditions on race day.



In the world of IT, acceleration is about shortening time to value. How can organizations bring solutions to market as quickly as possible and make the most of this competitive advantage?



I think of acceleration in the software world as being almost like the start of a race. If you can quickly go from starting your concept to being at the front of the group—releasing your capability—that gives you a competitive advantage over the other companies in the race."

- Marty Wesley

The idea of speed is also mirrored in how quickly an organization can identify and react to change. To make the most of new opportunities, an organization must be prepared to react even before the opportunity arrives. That's where Red Hat comes in. Through joint solutions, Red Hat and Intel can help by providing the tools and capabilities organizations need to anticipate and quickly respond to changes, and accelerate time to value.

With Red Hat® OpenShift®, organizations can bring together development, operations, and security teams under a single platform, accelerating cloud-native application development and delivery.
Red Hat OpenShift cloud services help organizations build, deliver, and maintain applications faster—so they can focus on innovative projects rather than application platform management.

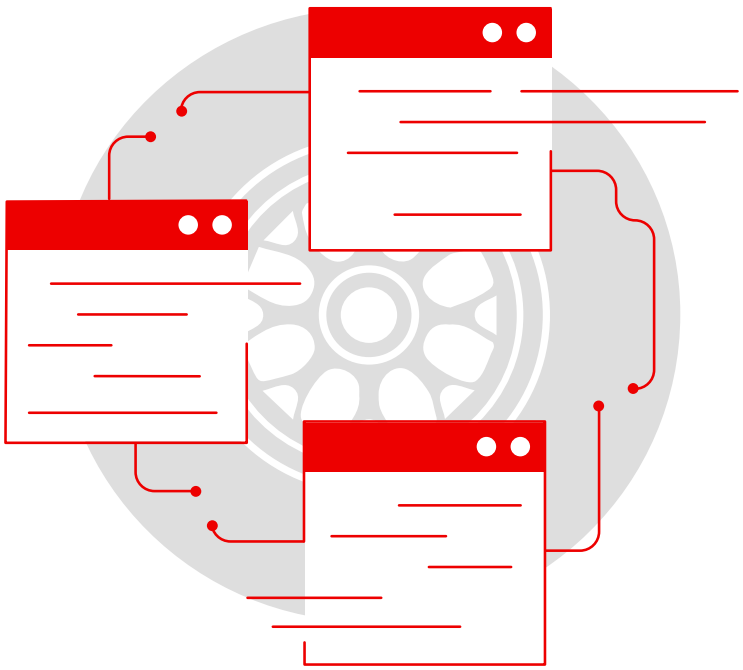
Red Hat OpenShift can help your organization accelerate application development, drive operational efficiency, operationalize intelligent operations faster, automate DevSecOps, and support full application life cycle security. Built by open source leaders, this unified platform can help enhance business innovation and modernize your applications and infrastructure, accelerating digital transformation.

Red Hat and Intel have been working together for more than 25 years to build agile, cloud-ready network architectures based on high-performance, industry-standard platforms and open, software-defined infrastructure. Together, Red Hat and Intel provide innovative, security-focused enterprise-level solutions that help our customers gain a competitive advantage.

2 The power of consistency and efficiency

Today's organizations run workloads across a multitude of environments every day—in the cloud, on-premise, hybrid, and at the edge. To be effective, organizations need a cloud services solution that can ensure their environments can run with consistency and efficiency.

In racing, the most successful drivers are those who master efficiency—the art of performing their tasks with almost robotic precision. In the case of a world-class driver, the ability to repeat top-quality performances again and again, lap by lap without significant deviation, means their support team can worry less about the human component and focus on the technical aspects of the race.



> **The drivers who are able to be super consistent rise to the top because they can deliver a metronome-like performance, lap after lap, corner after corner, race after race, weekend after weekend. Those drivers are our engineering colleagues' best friends, because they take away the uncertainty."**

- Mark Gallagher

In racing, the most successful drivers are those who master efficiency—the art of performing their tasks with almost robotic precision

This same prowess extends to the pit crew. The top pit crews build and refine their procedures to the point of perfection, so that, in Mark's words "twenty-two people can carry out thirty-six tasks in two seconds."

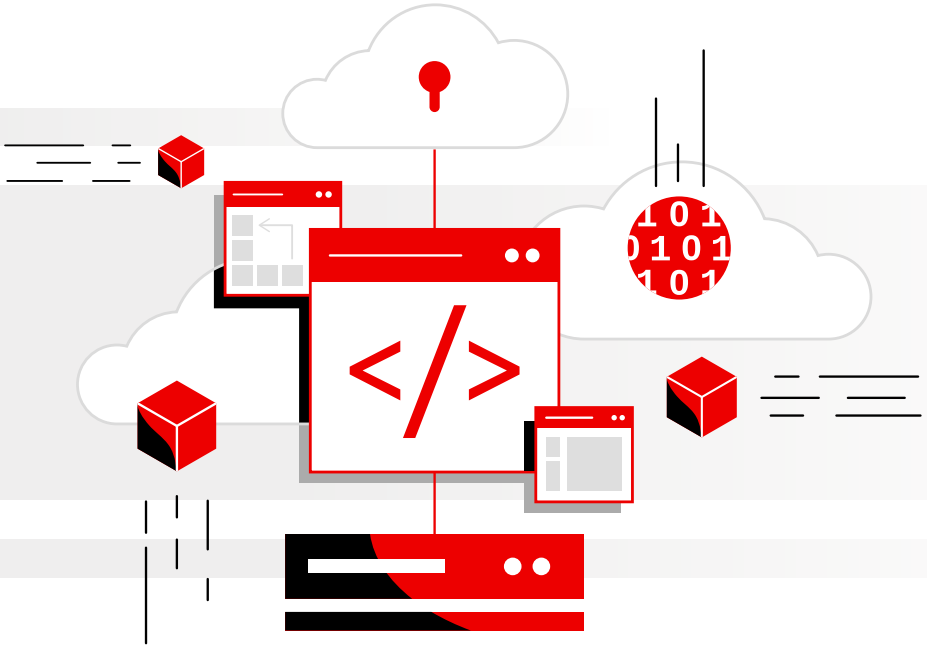
That predictability is key to maintaining a competitive advantage. It stands to reason that the best racing teams are also the most consistent. Perfecting a rote process may seem dull, but the results are undeniably exciting. This is an important takeaway for application developers working in the IT world as well.

Consistency and efficiency are just as important for IT professionals

The ability to run an application across any environment and scale workloads is key to maintaining momentum. Cloud management can be complex, and a huge part of mitigating that complexity is the consistency of working with familiar tools and repeatable processes. To that end, Red Hat helps developers work with the tools and solutions they are most used to, across any environment at any scale. This helps teams to operate with the same well-oiled efficiency as a professional pit crew.

Red Hat OpenShift can help developers deploy and run applications in any environment

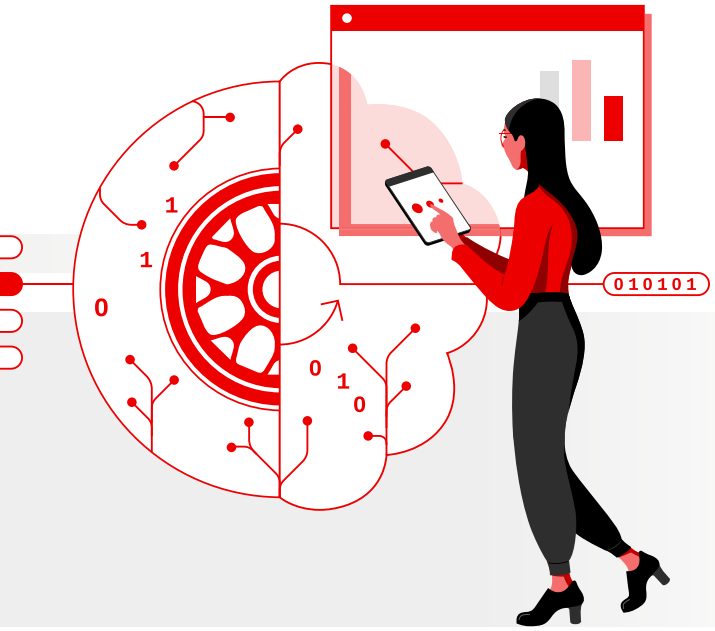
Users can manage containerized workloads with consistency and portability, make infrastructure and existing investments future-ready, and deliver efficient operations from the datacenter, to the cloud, and out to the network edge.



Increase operational efficiency and collaboration

Using Red Hat OpenShift cloud services helps to boost operational efficiency as ongoing management is shifted to Red Hat and the cloud provider, helping organizations to focus on innovation. Red Hat Openshift cloud services provides a uniform, cost-efficient, and streamlined environment for building applications, so organizations can start software projects immediately and finish them quickly.

3 The advantage of insights



Knowledge is power

The need for key insights is driving a swath of business opportunities and fueling innovation. From artificial intelligence (AI) and machine learning (ML) to data science, many organizations are now prioritizing business intelligence and are looking for the right technologies to accelerate their initiatives.

Modern professional racing, too, relies on data and embracing the benefits of analytics in a big way

Everything from race strategy to driver training and even acquisition of automotive components and equipment relies on the predictive power of insights, analytics, and data to improve outcomes. In the past, decisions were often made based merely on gut instinct, anecdotal experience, and historical precedent—but that is not enough to guarantee safety and success on the track. In racing, the use of data has provided the insights needed to build technology, systems, and processes to mitigate risk and improve outcomes if anything does go wrong.

> **Red Hat provides software that can gather huge quantities of data and apply advanced analytics like artificial intelligence and machine learning, so you can spot things that are projected to happen ahead of time."**
>
> **- Marty Wesley**

In the world of cloud management, IT teams rely on data and analytics in a similar way, to improve business results by adding intelligence to cloud-native applications, automating machine learning operations (MLOps), and by discovering new ways to provide better customer experiences and gain a competitive advantage.

Red Hat OpenShift gives organizations the tools necessary to create MLOps, accelerate the development of intelligent applications, and run them anywhere.

With Red Hat OpenShift and cloud services such as Red Hat OpenShift Data Science, organizations can integrate data analytics and add intelligence to their cloud-native applications, producing better business results and faster development times.

4 Teamwork and the strength to open source

Collaboration is the key to winning in both the racing industry and in business. In automotive racing, collaboration is essential not only to go fast but to complete the race and keep the drivers and cars safe. In enterprise IT, development, security, and operations teams (DevSecOps) must work together in the same way.

From the drivers, to the engineers, to the suppliers, the entire race team needs to be on the same page if they're to achieve success on the track. Teams that unnecessarily hoard their information and refuse to share insights often fall behind. An open approach is applicable to the racing world as well as enterprise IT. With a diversity of ideas comes a greater number of insights into how to solve a particular problem—and once solved, solutions can be shared and reused, saving time.

Open source is at the heart of what Red Hat stands for. Encouraging cooperation within organizations in the form of DevSecOps and a united, open culture reduces downtime and removes the hurdles that can slow down delivery. Collaboration within the larger industry is also crucial. The crux of open source is that the code is available to everyone, opening up avenues for gaining important insights and solutions from across a broad spectrum of sources.

"Collaboration is deeply embedded within the day-to-day reality of how we work and operate. The beautiful thing about our data-driven environment is that everyone can see the data—we share the information. So the person sitting on the pit wall is looking at the same data as the person sitting in the mission control center."

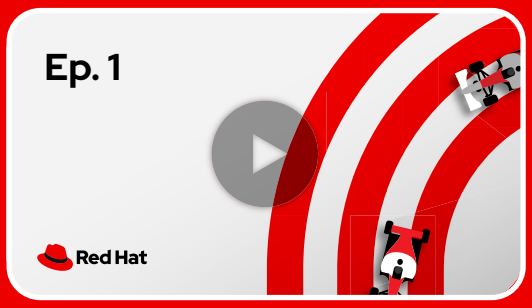
- Mark Gallagher

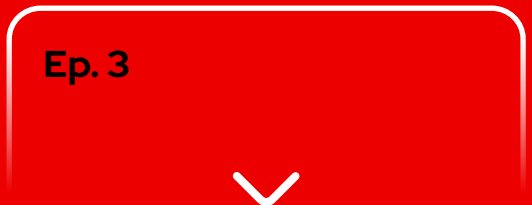
CONCLUSION

Driving innovation and transformation

Over the course of their conversation, Mark and Marty found common ground between the racing world and the world of IT and cloud services. Teams in both fields want to prioritize acceleration and response time, achieve consistent, efficient results, use data and analytics to drive powerful insights, and foster collaboration on a micro and macro scale.

Watch Mark and Marty discuss the intersection between high-performance racing and enterprise IT in the Red Hat and Intel video series, Shift Point





About the experts

Mark Gallagher

Mark is a renowned keynote speaker on a range of business topics relating to his experiences gained while working in senior leadership roles within Formula One motor racing.

Marty Wesley

Marty is a portfolio architect with over 20 years of experience in software product marketing and management. His work with commercial open source solutions dates back to the beginning of Red Hat Enterprise Linux®.

About Intel

Spanning more than 25 years, Intel and Red Hat's long history of engineering achievements includes advanced software-defined infrastructure and industry-standard platforms that improve datacenter agility and flexibility. Together, Red Hat and Intel build agile, cloud-ready network architectures based on high-performance, industry-standard platforms and open, software-defined infrastructure.

About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. A trusted adviser to the Fortune 500, Red Hat provides award-winning support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

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