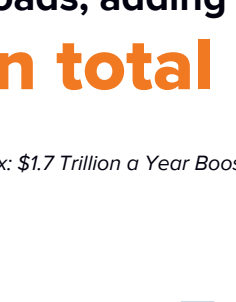


The Economic Impact of Red Hat Enterprise Linux (RHEL)

The Power of RHEL



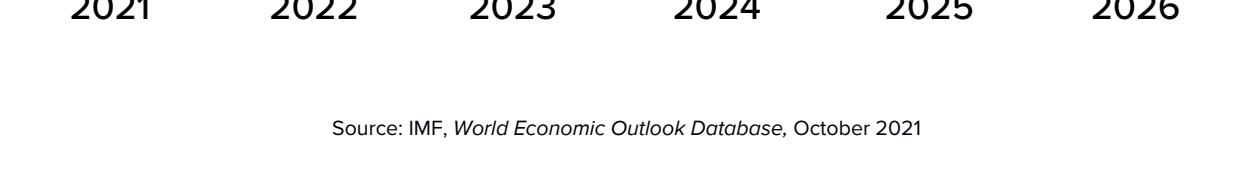
RHEL impacts all lines of business
—and most of all, IT.



More than \$1 out of every \$10
in the global economy this year will be “touched”
by RHEL workloads, adding up to more than
\$13 trillion in total productivity.

Source: Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers, IDC, March 2022

RHEL Economic Footprint (\$T)

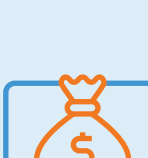


Source: IMF, World Economic Outlook Database, October 2021

RHEL Boosts Customer Revenues and Saves Costs



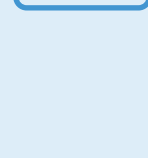
Having a large footprint in the economy is one thing;
making an impact with that footprint is another.



By opting for RHEL, businesses can deploy the applications
they need to win and retain customers, maximize employee
productivity, and save on IT costs.

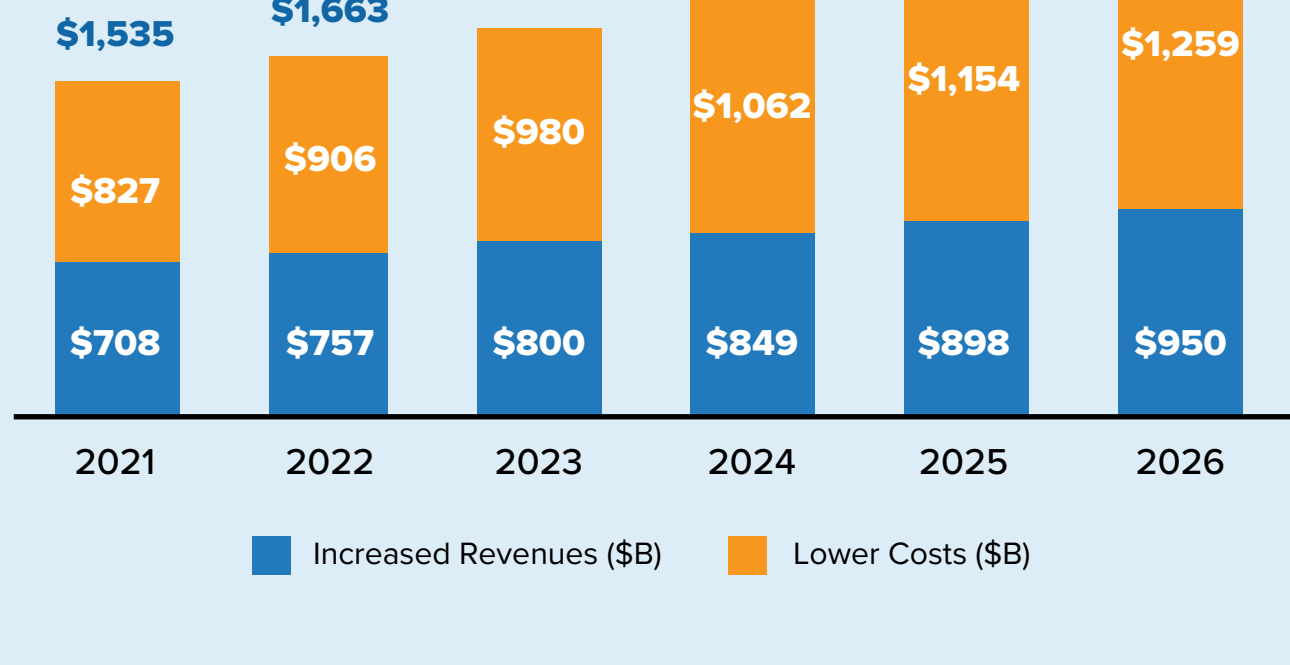


RHEL customers can expect a direct impact of roughly
\$1.7 trillion this year compared to \$900 billion
in expected IT costs. That's nearly a two-for-one payoff.



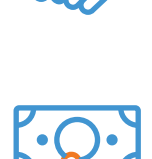
By 2026, this impact is expected to be more than
\$2.2 trillion or 33% more than today.

The RHEL Financial Payoff



Source: Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers, IDC, March 2022

Partners Win with RHEL



RHEL is a platform that is designed to support add-on products
and services provided via its partner ecosystem.



IDC survey respondents indicated their IT projects required an
average of seven vendors – spanning hardware, software, and
services providers – to successfully implement.



Within the Red Hat ecosystem, IDC expects partners to earn
\$22.60 this year for every dollar
spent on RHEL as an operating system.

IDC estimates Red Hat's ecosystem will earn more than

\$100 billion in 2022,

split between:



40%
Additional
software



30%
Services



15%
Hardware



15%
Margin

n = 612

Source: IDC's RHEL Economic Impact Survey: Line of Business Execs and IT Professionals, September 2021

The RHEL Magic Ratio



Source: Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers, IDC, March 2022

RHEL Underpins IT and Moves it Forward

IDC survey respondents indicated over **half of net-new workloads deployed during the past two years were on RHEL.**

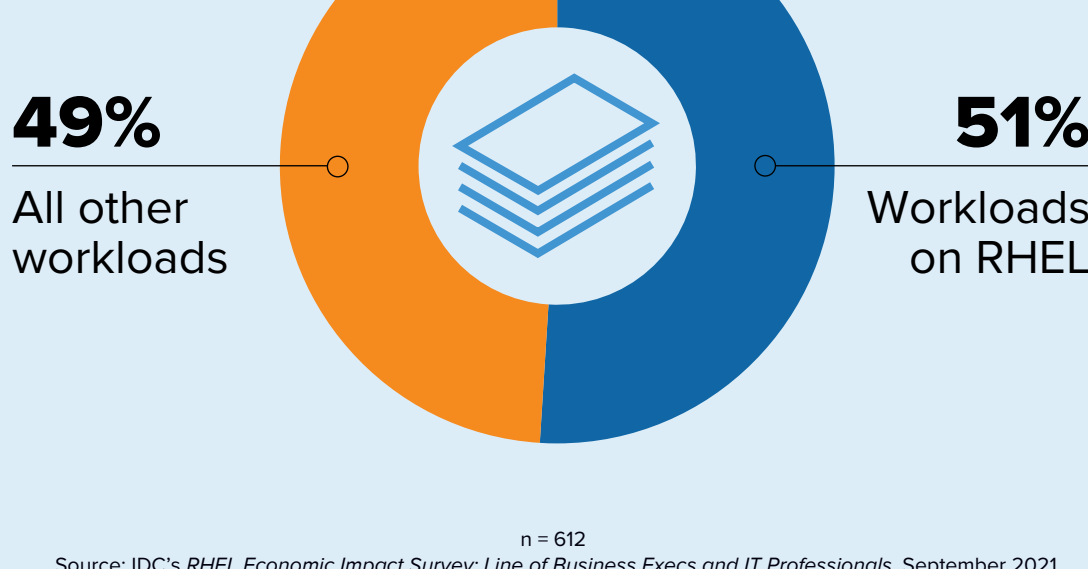


Many of these workloads helped businesses adapt to and navigate
the global pandemic. Of those projects paused due to COVID-19,
an average of 87% of those deployed on RHEL
are expected to be completed in the near future.



**RHEL is at the forefront of the enterprise hybrid cloud
and multicloud journey.** It can be deployed anywhere,
with participants indicating an equal preference for on-premises
and cloud deployments.

How RHEL Permeates Organizations



n = 612

Source: IDC's RHEL Economic Impact Survey: Line of Business Execs and IT Professionals, September 2021

RHEL's Ecosystem Extends to Employees Everywhere

Red Hat and its partner ecosystem this year will employ



**more than 990,000 workers
and provide a livelihood for
1.9 million IT professionals**
who work with RHEL on an everyday basis.

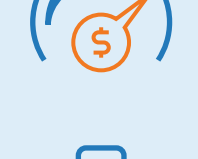
By 2026,

this universe
under the Red Hat-RHEL umbrella
could encompass

3.4 million employees in total.

Source: Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers, IDC, March 2022

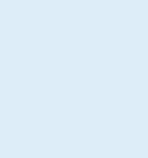
Conclusion



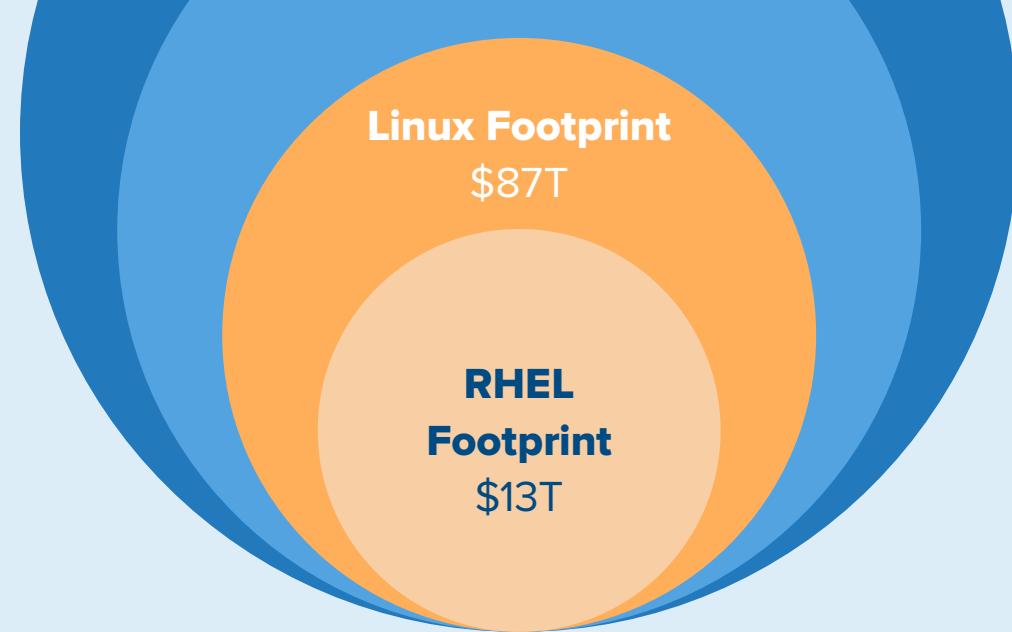
**Operating systems should be seamlessly hybrid and
multicloud capable.** RHEL can be deployed anywhere and
enhances enterprise IT journeys.



RHEL's business revenues this year are estimated to be **more than
\$206 trillion, of which \$161 trillion will be related to IT.**



At \$13 trillion in 2022, the ecosystem opportunity for RHEL is
tremendous and is set to continue to expand.



Source: Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers, IDC, March 2022

Message from the Sponsor

To learn more, read the IDC White Paper, *Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers*, sponsored by Red Hat.

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