

Cox Automotive Leads Digital Transformation with Red Hat-based Solution

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Parent company for Autotrader and Kelley Blue Book estimates nearly ten years of time and \$5 million in savings achieved with Red Hat CloudForms hybrid cloud management platform

RALEIGH, N.C.--(BUSINESS WIRE)-- Red Hat, Inc. (NYSE: RHT), the world's leading provider of open source solutions, today announced that Cox Automotive, a leader in vehicle remarketing services and digital marketing solutions for car dealers and consumers, has deployed Red Hat CloudForms, Red Hat Gluster Storage and Red Hat Enterprise Virtualization to scale its internal cloud infrastructure to meet the increasing requests from its customer base. Since moving to Red Hat CloudForms, Cox Automotive greatly decrease its production development time and has achieved millions in savings.

As the internet has emerged as the way for consumers to research and purchase cars, Cox Automotive has digitized and moved its major existing brands online, making it easy to use familiar companies like Autotrader and Kelley Blue Book to buy and sell a car. The online automotive marketplace continues to expand, as does Cox Automotive's volume of requests for customer applications and tools - more than two thirds of car buyers in the United States use a Cox Automotive company at some point in their car buying process. Cox Automotive companies need to quickly deliver new web-based products in order to maintain its leadership positions, but the increased traffic and requests for IT service were slowing deployment and service times.

Building on a continuing relationship with Red Hat that dates from 2005, Cox Automotive chose Red Hat CloudForms to manage its cloud infrastructure and deliver self-service access to IT resources for its portfolio of more than 25 brands. With Red Hat CloudForms' single unified interface, workers from all areas of the company serving various customer groups can view a shared IT environment, enabling easy access to self-service offerings for developers, enterprise architects and QA specialists. Red Hat CloudForms enables various Cox Automotive business units to work together more cohesively and deliver new products to consumers faster, cutting a nearly three-week wait time for new product development and testing down to under twenty minutes.

The Red Hat CloudForms dashboard also provides cross-system visibility and granular metrics, enabling the Cox Automotive teams to better use the capacity in its environment. Cox Automotive has also built an Apache Hadoop Infrastructure based on Red Hat Enterprise Linux as the foundation of its big data initiative, also using Red Hat Gluster Storage, an open software-defined file storage system, and Red Hat Enterprise Virtualization as part of its big data strategy. Presenting more data in one location enables Cox Automotive to see the interactions between customers and its various websites, creating a more customized shopping experience for users.

Additionally, Cox Automotive is using Red Hat Insights, Red Hat's operations analytics service, to proactively manage its IT environment. Red Hat Insights brings Red Hat's expertise supporting hundreds of thousands of customers and provides real-time risk assessments related to critical areas of IT infrastructure. With Red Hat Insights, Cox Automotive can identify specific, verified deployment issues and receive guidance to help resolve risks related to system stability, performance and security - enabling them to avoid disruption and optimize performance of their IT operations.

Supporting Quotes

Joe Fitzgerald, vice president, Management, Red Hat

"Cox Automotive is a fantastic example of a company that has embraced digital transformation to better meet its customers' needs. With this digital transformation comes new management challenges for cloud infrastructure, and user expectations for new self service capabilities. With its Red Hat CloudForms-based solution, I'm thrilled that Cox Automotive can not only effectively manage this hybrid cloud infrastructure, but that they have also experienced compelling ROI not only in terms of costs, but also significantly accelerated production development times."

Jason Cornell, manager of Cloud and Infrastructure Automation, Cox Automotive

"Red Hat CloudForms is a Swiss Army knife. You can do many different things in the IT environment with it - including insights and intelligence on our infrastructure. We analyzed the numbers to see what resources we deployed and how much time it took, and we realized that with the Red Hat solution, we saved almost 10 years of time spent waiting for resources to be delivered and almost \$5 million in soft savings since 2014. Additionally, with Red Hat Insights, we can resolve critical issues before they occur. We no longer have to look at individual systems because we have one tool that gives us much more comprehensive and actionable information on our infrastructure. It's important to have a company like Red Hat that's working toward the same goals we are, that understands our business and what we're trying to accomplish, and understands our infrastructure and our businesses. As the market continues to change and new technologies are released, we'll continue to change as well, and we expect Red Hat to be an important partner to help us on that journey."

Additional Resources

Read the full [Cox Automotive success story](#)

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Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the ability of the Company to compete effectively; the ability to deliver and stimulate demand for new products and technological innovations on a timely basis; delays or reductions in information technology spending; the effects of industry consolidation; the integration of acquisitions and the ability to market successfully acquired technologies and products; uncertainty and adverse results in litigation and related settlements; the inability to adequately protect Company intellectual property and the potential for infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, the Company's growth and international operations; fluctuations in exchange rates; and changes in and a dependence on key personnel, as well as other factors contained in our most recent Quarterly Report on Form 10-Q (copies of which may be accessed through the Securities and Exchange Commission's website at <http://www.sec.gov>), including those found therein under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations". In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic and political conditions, governmental and public policy changes and the impact of natural disasters such as earthquakes and floods. The forward-looking statements included in this press release represent the Company's views as of the date of this press release and these views could change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this press release.

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