

IBM/Red Hat Leftovers

By *Roy Schestowitz*

Created *15/10/2021 - 6:02pm*

Submitted by Roy Schestowitz on Friday 15th of October 2021 06:02:04 PM Filed under [Red Hat](#) [1]

- [Reach your open source community with content marketing](#) [2] [Ed: IBM has totally lost direction; this is how they think of Free software...]

Both startups and more established firms are increasingly turning to content marketing as a way of reaching prospective customers.

However, corporate marketers often consider the open source software (OSS) community a challenge to reach. This article features ways your technology and content marketing teams can work together to target and reach the community around an OSS project your organization supports.

- [Why digital transformation demands a change in leadership mindset](#) [3]

Recently a key retail executive forecast that their industry will change more in the next five years than it has in the past fifty. Another executive believes society will change more in the next fifty years than it has in the last three hundred. A recent headline declared that, "We are approaching the fastest, deepest, most consequential technological disruption in history?", and Ray Kurzweil, Google's Director of Engineering and co-Founder of Singularity University, has said that there will be fourteen internet size revolutions in the next decade. Whichever way you look at it, things are shifting? fast.

When you speak with the visionaries and entrepreneurs actually building the solutions of tomorrow, from on-demand retail to vertical farms, and ask how far into this new era we are, almost universally the reply is: "only one percent?". Imagine then, where we will be ten years from now? How about 50?

Major industries, from medicine to energy to travel to entertainment, are radically transforming, putting pressure on others such as manufacturing, construction, transportation,

finance, education?frankly, all of it. What an extraordinary opportunity this presents.

●

[DevSecOps lessons learned during a pandemic | The Enterprisers Project](#) [4]

As we've seen over the past year and a half, the pandemic has accelerated digital transformation and forever changed workplace culture. Increased reliance on digital tools has elevated the value of DevSecOps, as enterprises of all sizes and across all industries realize the importance of automating and integrating security at every phase of the software development lifecycle ? from initial design through integration, testing, deployment, and product delivery.

My engineering team was no exception to this shift ? we had to quickly prepare to build a new Virtana SaaS platform and deliver several new modules, all while working remotely.

Here I'll share some observations, pain points, and lessons learned to help others intelligently embrace DevSecOps best practices within their teams.

[Red Hat](#)

Source URL: <http://www.tuxmachines.org/node/156826>

Links:

[1] <http://www.tuxmachines.org/taxonomy/term/142>

[2] <https://opensource.com/article/21/10/content-marketing-open-source-community>

[3] <https://enterpriseproject.com/article/2021/10/why-digital-transformation-demands-change-leadership-mindset>

[4] <https://enterpriseproject.com/article/2021/10/devsecops-lessons-pandemic>