



# ENTANDO, PROUD PARTNER OF RED HAT

## INTRODUCTION

If you're developing new apps using legacy platforms and processes, they could be out of date before they debut. And if you aren't closely following how people actually use your applications, you might fall short of customer expectations. At Entando, we believe we can help bridge those gaps. That's why, in May 2017, we embarked on an open source technology collaboration with Red Hat, aimed at developing a new intelligent platform for low-code, process-driven applications. Entando is now certified on Red Hat® OpenShift® and is integrated with Red Hat's business automation solutions.

## RED HAT AND ENTANDO

Entando shares and endorses Red Hat's vision on Modern Applications: the rapid creation, maintenance, and management of applications that operate across hybrid cloud environments without modification. Entando's add-on to this vision is a strong focus on user experience and harmonized omnichannel user interfaces. Entando delivers powerful app building capabilities on top of Red Hat's growing portfolio of products. This integration is aimed at unlocking the true business potential of Red Hat's technology offerings.

## PROCESS DRIVEN APPLICATIONS

Processes are an essential part of every business. Any digital transformation effort must also digitalize the firm's processes, meaning the organization needs to renew the way it interacts with customers, employees, partners, and suppliers. Most BPM software and applications, however, only focus on process automation and task efficiency. Entando and Red Hat have a broader vision. We believe that process driven applications have to meet two additional requirements: user-centered process design and user engagement, because managing tasks by itself falls short of an interesting, user-focused experience. By combining Red Hat business automation solutions with the Entando App Manager, organizations have all the tools necessary to build modern process driven applications and address the following challenges:

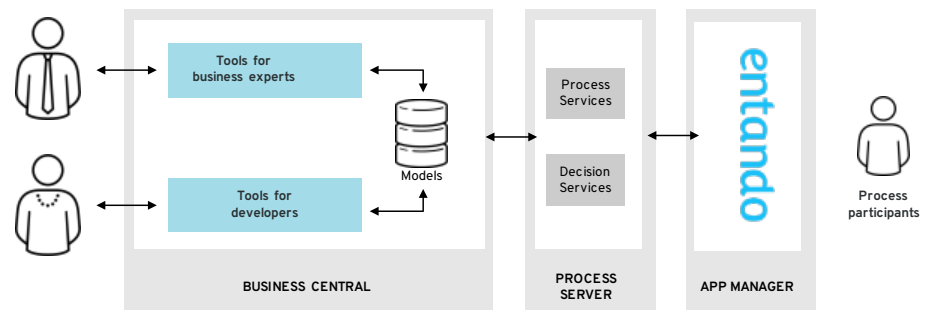
- automate** manual tasks and decisions
- enable** less technical users to participate in configuration
- orchestrate** between front, middle and back office workers
- analyze** present business metrics and recommend actions
- engage** all the users involved in the process and deliver positive user experiences

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## THE TECHNOLOGY STACK FOR PROCESS DRIVEN APPLICATIONS

Entando and Red Hat have integrated their technologies to build applications that both deliver deeper engagement with customers and drive organizations' efficiency. Entando App Manager allows for rapid applications design and development, provides ready to use fully integrated widgets and supports custom rich case management applications. A common goal is to enable process driven applications that are customer centric, intelligent, omni-channel, distributed, cloud-native, integrated.



Entando running atop Red Hat business automation solutions

### WHAT IS ENTANDO

Entando is the lightest open source Digital Experience Platform (DXP) for enterprise Modern Applications. Our platform harmonizes user experience across enterprise omnichannel applications, accelerating time to market and increasing development efficiency.

Entando bridges the gap between business and IT by leveraging the new paradigm of modern software design, development and deployment.



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## BENEFITS

### ACCELERATED DEVELOPMENT

The Entando low-code App Manager accelerates the creation of applications atop business process management software

### MODERN UX DELIVERED ON MODERN INFRASTRUCTURE

Entando App Manager brings new UX/UI features to Red Hat's powerful modern platforms and business automation services

### HIGHER CUSTOMER CENTRICITY

Rapid prototyping tools facilitate collaboration between business and IT, delivering what customers need faster

### FASTER TIME TO VALUE

Entando shortens application release cycles by accelerating and improving the software design, development and delivery

### MAXIMUM PERSONALIZATION

Each process driven application can be easily adapted to any organizational need: instead of one size fits all, it's your size fits you