



December 19, 2012

## Online Jewelry Retailer Restructures IT Infrastructure with Red Hat Technologies

*Ice selects Red Hat Enterprise Linux and JBoss Enterprise Application Platform to better meet business needs*

RALEIGH, N.C.--(BUSINESS WIRE)-- Red Hat, Inc. (NYSE: RHT), the world's leading provider of open source solutions, today announced that online jewelry retailer [Ice](#) has deployed Red Hat Enterprise Linux and JBoss Enterprise Application Platform, on Amazon Web Services (AWS), as part of an initiative to restructure its IT infrastructure to overcome operations challenges that were limiting the company's growth and profitability. The solution was designed to reduce IT costs and enable the company to respond to new market opportunities quickly and efficiently.

The combination of Red Hat Enterprise Linux, JBoss Enterprise Application Platform and AWS has helped Ice better serve existing customers while exploring new market opportunities. As an e-commerce retailer, scalability, support and mobile capabilities were top of mind for CIO and COO, Jason Ordway, who led the initiative.

"Our existing system simply didn't support the needs of the business. Its limitations were felt throughout the company," said Ordway. "We needed to set a new direction for the company that would allow us to do what we needed to do as a growing business while also reducing IT expenditures. Red Hat's open source solutions offered us the flexibility and support we needed to achieve these goals."

Support is a core function at Red Hat alongside product management and engineering. Red Hat's Global Support Services team provides support for Red Hat customers, in all locations, across all product lines, and has been [recognized](#) by numerous [industry associations](#) for the [quality of its work](#).

Modernizing its application infrastructure and laying an open, hybrid foundation will enable Ice to develop and deploy applications across on-premises, physical, virtual, or cloud environments in the future.

Since launching the system in 2011, Ice has empowered its merchandising teams to make changes in real time without involvement of the tech team. This has allowed the company to increase the amount of product it adds to its online store daily, freeing both teams for more strategic tasks. The company has also launched a new mobile application and mobile-optimized site, [m.ice.com](#), as well as developed its own suite of web services for partners. Ordway estimates the company is saving nearly \$250,000 annually because of its move to open source applications and the cloud.

To view the full Ice case study, visit <http://red.ht/VNNOwQ>

### Additional Resources:

- [JBoss Enterprise Application Platform product information](#)
- [Red Hat Enterprise Linux product information](#)

### Connect with Red Hat

- Get more [Red Hat news](#) or subscribe to the [Red Hat news RSS feed](#)
- Follow [Red Hat on Twitter](#)
- Join [Red Hat on Facebook](#)
- Watch [Red Hat videos on YouTube](#)

### About Red Hat, Inc.

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As the connective hub in a global network of enterprises, partners, and open source

communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT. Learn more at <http://www.redhat.com>.

## **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 delays or reductions in information technology spending; the effects of industry consolidation; the ability of the Company to compete effectively; uncertainty and adverse results in litigation and related settlements; the integration of acquisitions and the ability to market successfully acquired technologies and products; 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; the ability to deliver and stimulate demand for new products and technological innovations on a timely basis; 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.

*Red Hat and JBoss are trademarks of Red Hat, Inc., registered in the U.S. and other countries. Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries.*

Red Hat, Inc.  
Daniel Thompson, 978-589-1059  
[dthomps@redhat.com](mailto:dthomps@redhat.com)

Source: Red Hat, Inc.

News Provided by Acquire Media