

OpenShift wins InfoWorld Technology of the Year & MO's Using It

OpenShift in the News

There are a number of tools and vertical [solutions](#) in the [Red Hat portfolio](#). However, [Marketing Operations \(MO\)](#) uses one particular tool, OpenShift, to enhance the resources of Marketing. And it just so happens that on February 9th, OpenShift by Red Hat was named [InfoWorld Technology of the Year Award Winner](#) for the Second Year in a Row. Red Hat's container application platform was recognized as one of the year's best tools and technologies for its wide assortment of databases, languages and application stacks, which is why we use it to support Workflows, Velocity (coming soon!), and other internal tools like MO's custom To-do app.

What is OpenShift and what does it do?

[OpenShift](#) is Red Hat's Platform as a Service (PaaS) that allows developers to quickly develop, host, and scale applications in a cloud environment. With OpenShift, you have a choice of offerings, including online, on premise, and open source project options. This [video about OpenShift by Red Hat](#) demonstrates how OpenShift allows you to easily streamline product development through each phase.

What is it made of and how do you use it?

OpenShift online is for individual developers to host their apps whereas the [OpenShift Enterprise](#) platform is for internal developers and business customers. This PaaS is made up of a number of "cartridges" or custom applications that make it more dynamic. Some of these components, which Marketing Ops uses, include MongoDB, [Node.js](#), Meteor, and more.

- **MongoDB:** a database system used for keeping track of information storage in an application. This type of database uses "documents" formatted as json to store information from an application.
- **Node.js:** a web server and code execution environment for running JavaScript. In addition to just [using JavaScript as code for your web pages, you can also use JavaScript to write your server-side applications.](#)
- **Meteor:** a framework that we use, but not actually a cartridge. In fact, Meteor requires a completely different build process that is not native to OpenShift.

Cartridge Installation Steps

- login
- define dependencies
- choose the Cartridge
- go

Marketing Operations Usage of OpenShift

We're not the only group using OpenShift, but we're turning it into more of an IT enterprise role. [Marketing Operations](#) is proud to be using OpenShift to reduce the need for extra resources and budget. OpenShift is valuable for MO in that we don't have to make a hardware/software request to IT every time we need to host a new application. Instead, we just login to OpenShift, create an application with the required technology, and push the code up. Using our own tools ensures Red Hat Marketing Operations is better able to support other divisions, such as the rest of marketing, within the company.

MO uses OpenShift to host [Workflows](#) and soon to host Workbench. Workbench is going to be a central [Data as a Service](#) offering where you will be able to login to accomplish certain tasks like find SFDC account match and search across multiple tools. This will get us to proof of concept sooner. It also means further reliance on OpenShift as a platform.

Talk about all things [OpenShift in the Mojo Group](#) and explore the [OpenShift Documentation Group](#) for additional information.

This article was written in consultation with the Solutions Engineers of MO, namely [Weston Greene](#), [Falon Thomas](#), [Bethany Curtis](#), [Chris Rook](#), & [Kyle Phelps](#). Thanks to them for sharing their expertise.