



*"Idea Crossing has been an excellent partner to work with and knows more about conducting innovation competitions than anyone else in the world."*

**Tom Rabon**  
EVP of Corporate Affairs,  
Red Hat

## Case study – Software

### Red Hat Challenge

[Red Hat](#) changed the way software is created by championing openness, transparency and collaboration in software development.

Although best known as the world's leading Linux provider, Red Hat is leading a variety of [open source](#) solutions into the mainstream by making high quality, low cost technology accessible. As open source grows and the number of companies that operate within the open source model increases, Red Hat retains its position in the vanguard by continuing to innovate.

In the spirit of open collaboration, Red Hat's CEO made the development of new open source business models a community affair through the Red Hat Challenge. The competition awarded \$25,000 and a trip to the Red Hat Summit to the most innovative team.

#### The Challenge:

Even with all that computing power to draw from, Red Hat wanted to streamline the administrative burden of running their global contest.

#### A Skild Solution:

Idea Crossing provided Red Hat with a completely turnkey solution. The Red Hat competition attracted over 344 teams of graduate students from 15 countries while simultaneously bringing together over 100 Red Hat employee judges from offices around the world.

The Skild® platform was configured for consistency with the Red Hat brand identity, and a fully customized competition was instantiated in less than 3 weeks. The Red Hat Challenge brought together a contest community of the next generation of open source leaders by engaging 977 contestants representing the top 144 business, design and engineering schools in 15 countries.

The web-based application enabled Red Hat to efficiently leverage the expertise of their own employees who were distributed across several time zones. At the same time, the collaborative judging process strengthened the company community and culture around a shared vision.