



RED HAT CLOUD, HP EDITION: PRIVATE IAAS CLOUDS

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Cloud computing promises a dynamic new vision for IT—with servers, applications, storage and networks instantly available and ready to expand or contract to meet the demands of the moment. Building and managing a cloud that delivers on that vision creates many familiar IT challenges—resource provisioning, virtualizing and management—which are magnified exponentially to meet the new expectations of accelerated availability and automated access.

Red Hat Enterprise Linux is the platform of choice for the vast majority of public cloud providers worldwide. Red Hat developed its Cloud portfolio to give IT architects everything needed to build and manage clouds within their own data centers, with the same commitment to open standards to allow technology interoperability. Running this portfolio on the HP CloudSystem Matrix Converged Infrastructure solution, businesses can expect to dramatically reduce their time to cloud deployment and achieve a lean, economical total cost of cloud platform ownership versus traditional infrastructures.

To guide cloud builders through the process of designing, building and managing an enterprise-grade private cloud, Red Hat and HP have collaborated to jointly deliver Red Hat Cloud, HP Edition. This private cloud design, available from HP and backed by HP and Red Hat's exceptional customer support, includes:

- Key components of the Red Hat Cloud product set including Red Hat Enterprise Linux, Red Hat Enterprise Virtualization and Red Hat Network Satellite
- HP CloudSystem Matrix, the industry's first Converged Infrastructure solution delivering the benefits of shared services today, and providing an ideal foundation for private cloud deployments
- Implementation cookbook, reference architecture and other deployment resources
- Assessment and implementation services and training, provided by Red Hat and HP's service organizations

In a market full of hype, Red Hat and HP make private clouds real and compelling. Today.

RED HAT CLOUD

Red Hat Cloud, HP Edition starts with core infrastructure elements taken from the Red Hat Cloud portfolio—the most complete and comprehensive cloud infrastructure platform in the market today, with the flexibility that comes only from the open source leader.

The full Red Hat Cloud portfolio includes everything needed to build and manage a private or public cloud: a comprehensive set of products (virtualization, cloud management, operating system, middleware, application management, and scheduling); cookbooks and reference architectures giving step-by-step instructions; consulting services, training and Red Hat customer support. More Information: redhat.com/cloud.

RED HAT ENTERPRISE VIRTUALIZATION

Red Hat Enterprise Virtualization creates a secure, scalable environment for sharing resources among multiple users and organizations at a cost-effective price. Multi-tenancy creates new performance and security challenges that older virtualization technologies simply were not designed to address. Red Hat Enterprise Virtualization was architected from the ground up to solve these problems. Red Hat Enterprise Virtualization introduces advanced security and Quality of Service (QoS) capabilities, as well as key factors for widespread cloud trust and adoption. That's why so many major public cloud providers deploy Red Hat Enterprise Virtualization as their virtualization layer.

More information: www.redhat.com/virtualization/rhev/



RED HAT ENTERPRISE LINUX

Red Hat Enterprise Linux is the most popular operating system for running applications in the cloud. Its robust base of developers and certified applications make it a natural for moving applications into the cloud. The legendary performance and reliability of Red Hat Enterprise Linux take full advantage of the horizontal scale the cloud offers. Flexible licensing options allow you to move Red Hat Enterprise Linux subscriptions seamlessly between internal clouds and capacity purchased on Red Hat Certified Premier Cloud Providers. More information: www.redhat.com/rhel/

RED HAT NETWORK SATELLITE

Red Hat Network Satellite simplifies the provisioning and distribution of virtual appliances across a diverse set of capacity. You can use the same set of tools to manage virtual and physical servers, internal or on Red Hat Certified Premier Cloud Providers. More information: www.redhat.com/red_hat_network/

HP CLOUDSYSTEM MATRIX AND HP CONVERGED INFRASTRUCTURE

Red Hat Cloud, HP Edition prepares IT architects to run Red Hat Cloud technologies on HP CloudSystem Matrix, widely recognized as a solid foundation for private clouds. Matrix provisions complex infrastructure and applications in minutes rather than months, and reduces total cost of ownership up to 56 percent, as compared to traditional infrastructure.¹

HP CloudSystem Matrix is built on HP BladeSystem, the industry's leading blade architecture—and a cornerstone of the HP Converged Infrastructure strategy and portfolio. HP Converged Infrastructure solutions transform IT technology silos into interoperable, shared pools of resources—servers, storage and network connectivity. A common management platform manages and automates operations for all applications and infrastructure components.

Converged Infrastructure components are:

- Virtualized to increase utilization and flexibility
- Resilient to support mission-critical applications and increase business continuity
- Based on open industry standards to provide choice
- Orchestrated to increase agility and reduce operations cost
- Modular, so you can build on current investments to address immediate needs, while being better positioned for the future

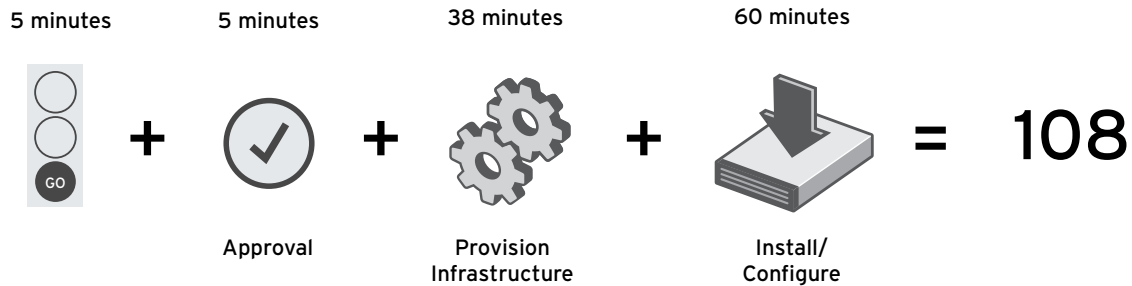
HP CloudSystem Matrix combines automated design and provisioning through a self-service portal with capacity planning and disaster recovery to deliver a command center that unites your physical and virtual worlds. With CloudSystem Matrix, you get a wire-once infrastructure that converges network, storage, and compute resources to help you accelerate complex IT projects, simplify daily tasks, and lower costs across your data center on an ongoing basis.

¹ <http://www.hp.com/go/matrix>



PROVISION AND MODIFY INFRASTRUCTURE AND APPLICATIONS IN MINUTES

108 minutes for one administrator to automatically provision infrastructure for an e-shopping application that, with traditional infrastructure, took 33 days



HP CloudSystem Matrix provisions complex infrastructure and applications in minutes, rather than months.

By converging all IT resources and delivering them as a service, HP CloudSystem Matrix helps you create an Instant-On Enterprise—where customers, employees, and partners receive whatever IT they want or need, instantly, at any point in time, and through any channel. Your converged Instant-On Enterprise enables you to shift IT spending from operations to the innovations your organization needs to drive competitive and service advantage. It also:

- Uses technology to integrate and automate the value chain
- Adapts easily and innovates rapidly
- Manages risk and environmental responsibilities
- Streamlines everything required to deliver a service to any user, anywhere, anytime
- Leverages HP Cloud Maps to accelerate automation of business applications

More information: www.hp.com/go/matrix

CLOUD DESIGN, IMPLEMENTATION RESOURCES AND SERVICES

Red Hat and HP have collaborated on a cloud design, implementation and support services engagement model to facilitate the cloud-building process from readiness assessment through supported deployment.

The HP Cloud Discovery Workshop demystifies cloud computing by assessing business readiness to deploy private clouds, and then defining strategies to utilize this new computing environment for specific industries and hybrid delivery needs. HP experts help your IT department evaluate the possibilities, risks and business implications of cloud computing adoption, covering such topics as the path to transformation, governance, security, architecture, financials, infrastructure, applications and people.



This one-day workshop provides:

- Education on the cloud and hybrid service delivery strategies from the infrastructure layer to the applications
- Cloud viability assessment
- Strategic cloud adoption roadmap development
- Cloud platform delivery, serving as the foundation for present and future cloud computing initiatives

Each Workshop and Pathway begins with an assessment of your business goals; the maturity of your IT infrastructure; an exploration of open standards, concepts and alternatives; and strategic, personalized recommendations. Upon completion of this phase, Red Hat and HP will actively collaborate with you on a comprehensive deployment strategy.

HP CLOUD ROADMAP SERVICE

After you have decided on the role you want the cloud to play in your organization, HP Cloud Roadmap Service helps you lay out your next steps, so that you can realize the benefits, scope, scale, and all critical success factors of the cloud. We facilitate an in-depth discussion on best practices to carry out a gap analysis and use the results to suitably develop your high-level architecture, business case, organizational models, and master project and program plans. We deliver HP Cloud Roadmap Service using a highly automated HP Transformation Planning Tool and HP Cloud Capability Framework in three steps:

- Developing the foundational architecture of the future operating model – to match the cloud strategy with high-level business, functional, technical, and implementation views.
- Undertake current-state analysis, gap analysis, and program planning by using the HP Cloud Capability Framework. With the help of this automated planning tool we provide an extensive staffing model, strategic planning report, multi-year transformation road map, and a set of project briefs with descriptions.
- Create a business and ROI case with cash flow and payback analysis, as well as alternative scenarios.

HP CLOUD DESIGN SERVICE

The most critical limitation to the business value potential of the cloud is poor infrastructure design – one that does not reflect strategic intent. HP Cloud Design Service takes a structured, proven approach to designing and deploying scalable, cloud-based infrastructures that smoothly evolve from your virtualization, automation, and data center designs. In addition, by using HP Reference Model for Cloud, our design principles enable your cloud infrastructure to support a hybrid sourcing model that includes private and public cloud options. You can take advantage of what we've learned from designing some of the most demanding cloud environments for organizations globally, across industries – including public sector, financial services, and network services.



By using HP Cloud Design Service, you can:

- Address all important elements needed to offer a cloud service:
The HP Reference Architecture for the cloud acts as a common framework for all cloud engagements and accommodates different go-to-market plans, technologies, software stacks, and cloud service needs.
- Shorten “time to delivery” and mitigate risks:
HP provides a detailed design blueprint, bill of materials, and implementation plan that take into account the people, process, technology, cost, and workload migration aspects. In addition, we interpret ITIL v3 best practices to determine which processes are common among cloud services and which need to be implemented individually.
- Use existing HP and non-HP technology investments:
HP provides heterogeneous and highly repeatable design principles as well as objective recommendations. These enable smooth integration of HP Converged Infrastructure technologies, HP software, and third-party products into your overall cloud infrastructure design.

HP Critical Advantage for Red Hat helps you build, operate and continuously improve your IT environment so that you can achieve business IT goals. This integrated packaged offering delivers complete end-to-end service.

HP Technology Services offers complementary real-time reactive services, including a 6-hour call-to-repair option, as well as proactive services to actively monitor systems and help prevent failures before they occur. This vigilant management is designed to help you optimize return on IT investment and focus on innovation rather than troubleshooting.

A task force will also be assigned to your account. These highly trained professionals will function as an adjunct to your IT department. After gaining a complete understanding of your needs and objectives, the team will help you achieve performance and availability goals, while also driving down wasteful costs and the risks of unplanned downtime.

For more information, go to: www.hp.com/services/cloud

Moving to the cloud, together with Red Hat and HP.

For more information on Red Hat Cloud, HP Edition, visit redhat.com/hpopencloud.

To start on your journey to the cloud today, contact your Red Hat or HP representative.

RED HAT SALES AND INQUIRIES

NORTH AMERICA
1-888-REDHAT1
www.redhat.com
sales@redhat.com

**EUROPE, MIDDLE EAST
AND AFRICA**
00800 7334 2835
www.europe.redhat.com
europe@redhat.com

ASIA PACIFIC
+65 6490 4200
www.apac.redhat.com
apac@redhat.com

LATIN AMERICA
+54 11 4329 7300
www.latam.redhat.com
info-latam@redhat.com