

Why Run Red Hat Workloads on IBM Cloud?

Session 8048A @ IBM THINK

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March 21st, 2018

AGENDA

- The Open Hybrid Cloud Story
- IBM Cloud Story
- IBM Cloud Joins Red Hat CCSP Program
- What This Means for our Customers

The Open Hybrid Cloud Story

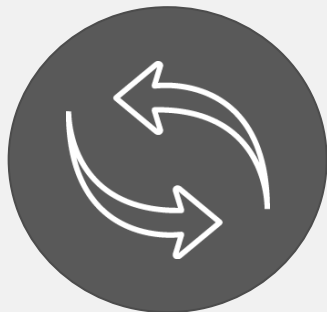
THE OPEN HYBRID CLOUD STORY

Balancing Innovation and Optimization



Optimize the IT
you have

GAIN EFFICIENCY



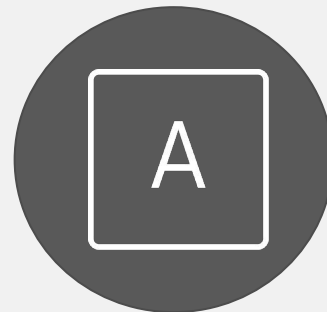
Integrate apps, data,
& processes

**IMPROVE
PRODUCTIVITY**



Add & manage cloud
infrastructure

**INCREASE
AGILITY**



Build more modern
applications

**MOVE
FASTER**

THE OPEN HYBRID CLOUD STORY

Cloud Infrastructure Has Become a Top Priority

70%

Indicate **cloud infrastructure**
(private, public, or hybrid) is their
top IT funding priority for 2017

52%

Indicate **cloud strategy** is their
organization's **greatest IT challenge**
for 2017

HOW A LACK OF CLOUD INFRASTRUCTURE SOUNDS

“I can’t scale our IT infrastructure to meet demand.”

“How do we use public cloud to our advantage, without the risks to our business?”

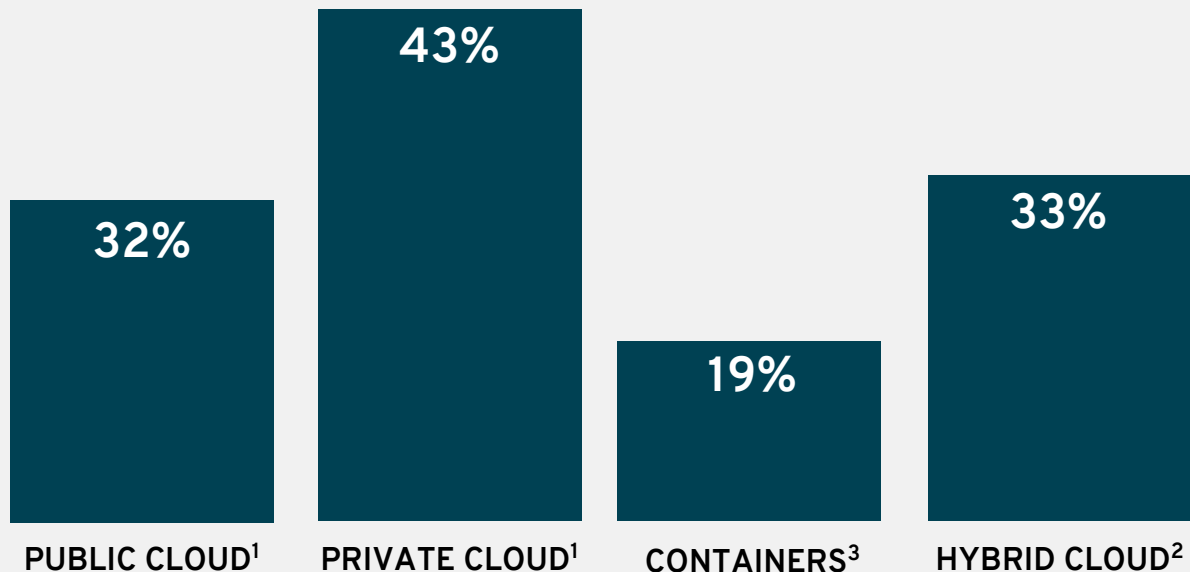
“We can’t seem to keep up with our competitors!”

“It’s taking too long to bring new applications and features to market.”

“We’re losing control of our security policies and compliance regulations.”

THE OPEN HYBRID CLOUD STORY

What are Customers Deploying?



Sources: [1] RightScale: [State of the Cloud Report 2017](#) [2] 451 Research [Voice of the Enterprise: Cloud Transformation](#), Q1 2017
[3] Datadog, [8 surprising facts about real Docker adoption](#), April 2017

THE OPEN HYBRID CLOUD STORY

Cloud for Digital Transformation

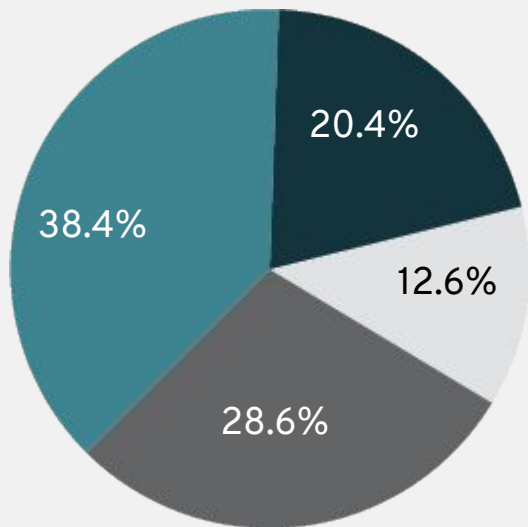
“Nearly all enterprises will exploit public, private and hybrid cloud computing, especially for their digital business needs.”

GARTNER, July 2016

THE OPEN HYBRID CLOUD STORY

Hybrid Cloud is Growing

How will organizations use different cloud environments in the next 2 years?



- Will focus primarily on a single cloud environment
- Will have multiple different cloud environments, but little to no interoperability between the environments
- Will have multiple cloud environments to migrate workloads or data between cloud environments
- Will have multiple cloud environments where the delivery of a single business function across the different cloud environments is seamless
- Will have multiple cloud environments where the delivery of a single business function across the different cloud environments is seamless

IBM Cloud Story

IBM CLOUD: Five Guiding Principles



Choice with Consistency

To put the right workload in the right place



Hybrid Integration

To unlock existing data



DevOps Productivity

To develop, experiment and iterate at speed



Powerful, Accessible Data & Analytics

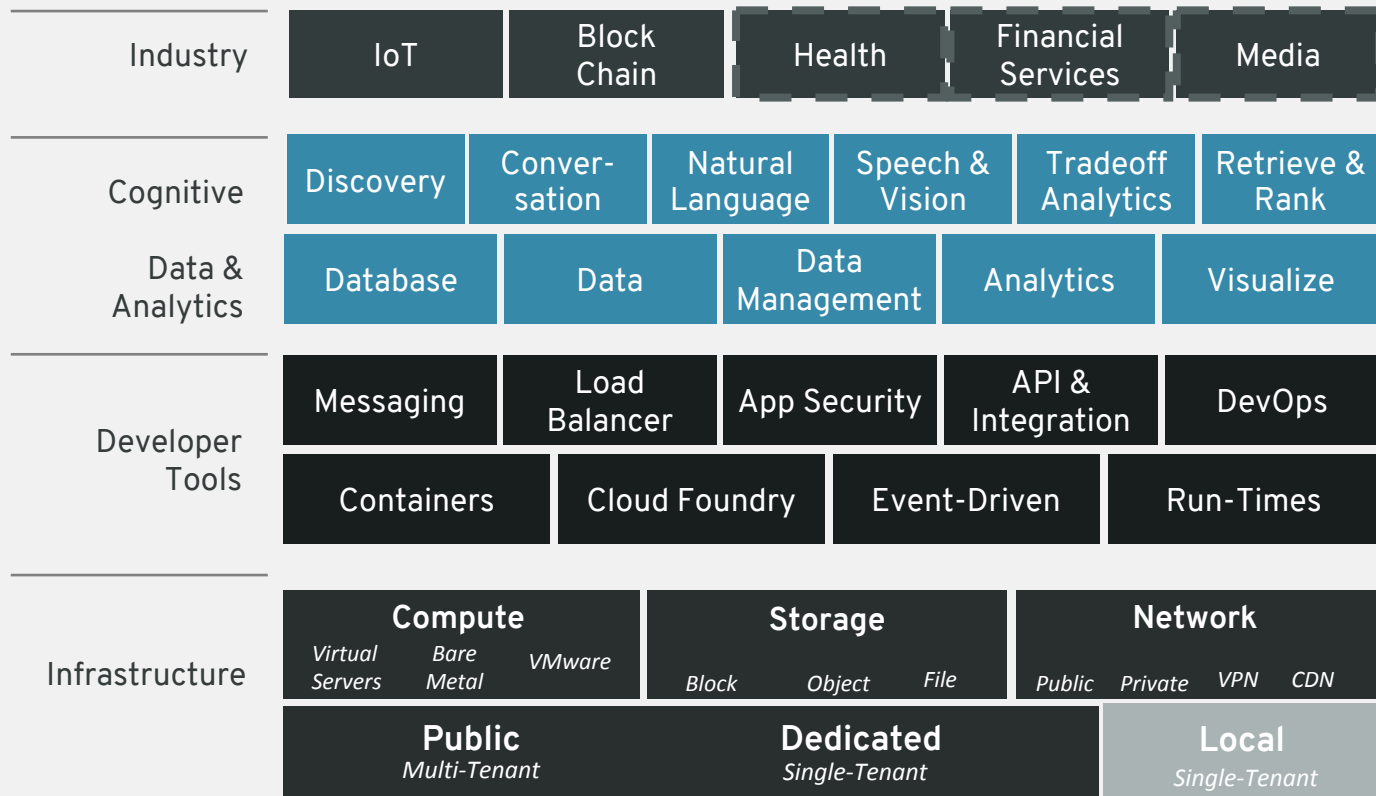
To extract deeper insight



Cognitive Solutions

To build understanding and learning into decisions and interactions

The IBM Cloud is an Integrated Cloud Platform



Security & Compliance

IBM Cloud

Client

FLEXIBLE COMPUTE OPTIONS



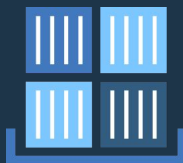
Bare Metal

Maximum performance
and control



Virtual Server or VMware

Leverage existing
languages and tools



Containers

Maximum portability



Cloud Foundry

Open PaaS
environment



OpenWhisk

Maximum speed with
serviceless apps

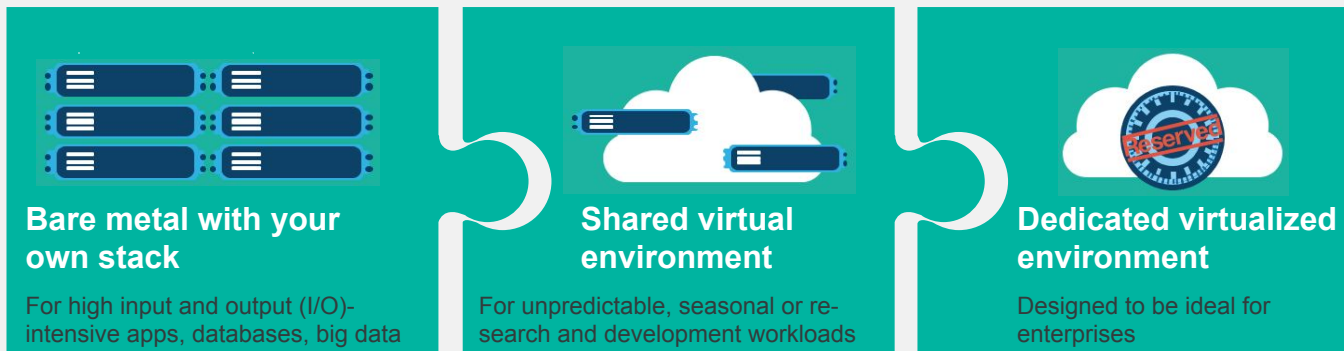
PERFORMANCE &
CONTROL

PORTABILITY

DEVELOPMENT SPEED

IBM Cloud Infrastructure services offers a broad portfolio of infrastructure choices

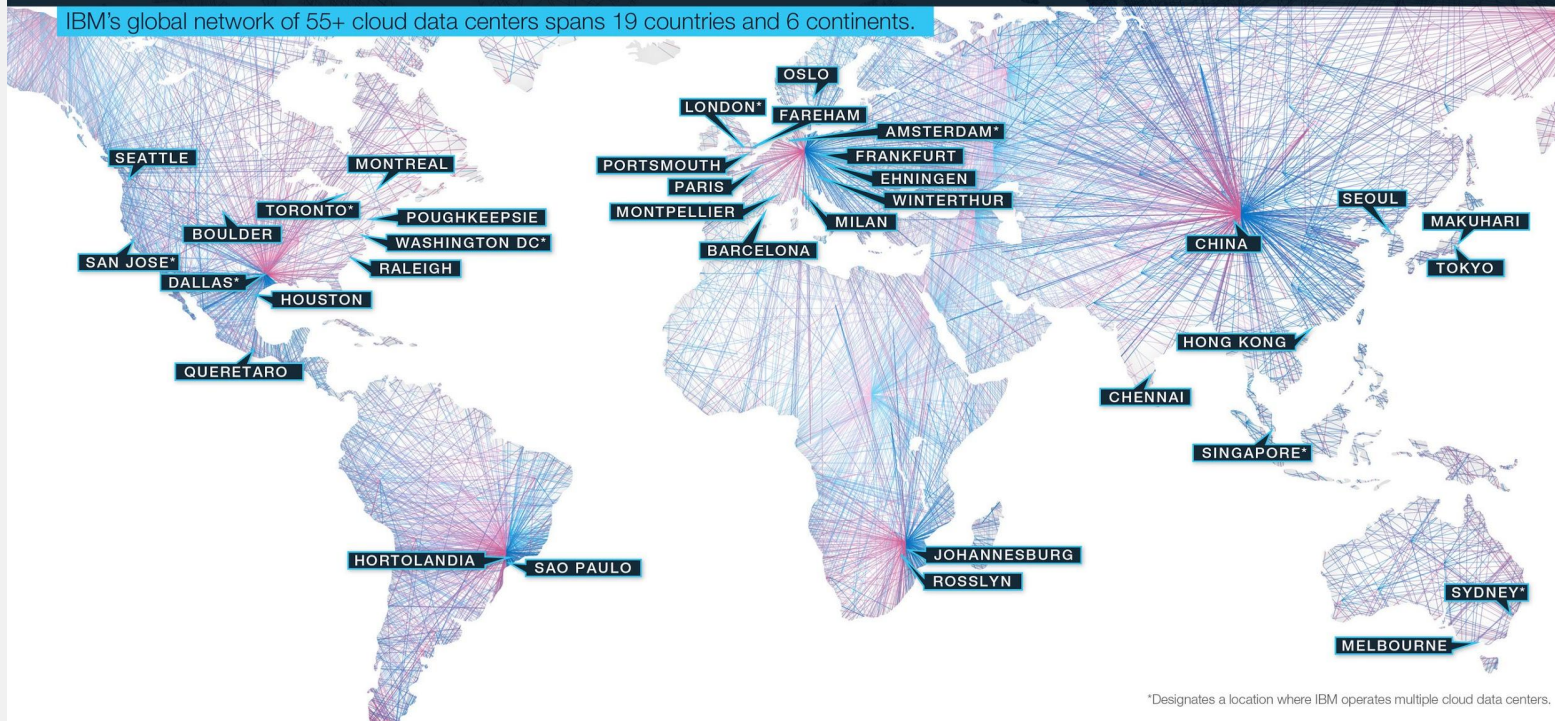
Any compute and storage combination at any time is available in three models.



- Build and customize the environment based on what you want to achieve
- Fine-tune to meet changing business needs or respond to competitive pressures
- Available by the hour or by the month – no oversubscribing of compute resources

IBM Global Cloud Data Centers

IBM's global network of 55+ cloud data centers spans 19 countries and 6 continents.



*Designates a location where IBM operates multiple cloud data centers.



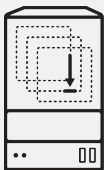
IBM Cloud Joins the Red Hat CCSP Program

CCSP Program Overview

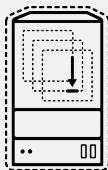
Why does the program exist?

The CCSP program allows cloud, hosting, system integrator, and managed service providers to host and resell certified Red Hat offerings on-demand via multi-tenant, dedicated, and managed models.

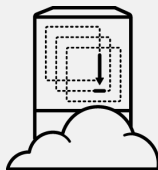
Red Hat also want to ensure that our customers have a positive, reliable experience when they deploy their Red Hat solutions on the provider's infrastructure.



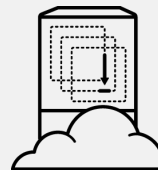
physical



virtual



private cloud



public cloud

Red Hat Consumption Models

On-Demand RHEL

Customers can purchase access to RHEL in a monthly or yearly term directly from IBM Cloud. In this case, IBM Cloud is the seller of record for the Red Hat subscription. This means:

- The customer goes directly to the IBM Cloud support team for OS related support queries
- IBM Cloud is responsible for the L1 support relationship for RH related issues
- The partner provides update infrastructure
- Customers will use RHEL images built and managed by the IBM Cloud
- Customers can NOT manage these instances with their own Satellite infra

Red Hat Consumption Models

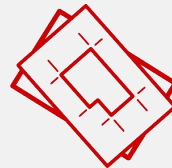
Cloud Access Program



ONE
SUBSCRIPTION



SIMPLE
CONFIGURATION



CHOICE OF
ARCHITECTURE



RED HAT®
ENTERPRISE LINUX®

RED HAT® JBOSSE
MIDDLEWARE

Red Hat Consumption Models

Cloud Access (Bring Your Own Subscription)

If customers bring their own Red Hat subscription via Cloud Access, there are some considerations to make:

- The customer goes directly to Red Hat's support team for RH related support issues
- The customer goes to IBM Cloud's support team for infra related issues
- The customer provides update infrastructure (via Customer Portal or Satellite)
- The customer must bring their own RHEL image
- Customers CAN manage these instances with their own Satellite infra

Red Hat Consumption Models

How to enroll in Cloud Access

1. ELIGIBILITY

Check your eligibility at redhat.com/solutions/cloud/access.

2. ENROLLMENT

Sign in and select *Enroll Now* on the product page for each product you want to use.

3. SELECTION

Select your cloud provider and work with them to import images.

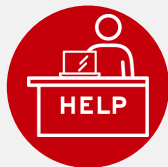
What This Means for our Customers

What This Means for Our Customers

The Value of the Red Hat Subscription Travels with the Workload



CUSTOMER
PORTAL



TECHNICAL
SUPPORT



AUTOMATED
SERVICES



SECURITY



EXPERTISE



CERTIFICATIONS



COMMUNITIES



CONTINUOUS
FEEDBACK



ASSURANCES



LIFE-CYCLE
PROMISE

What This Means for Our Customers

Opportunity to Modernize Technology and Process



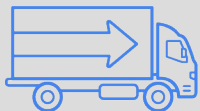
Transfer existing skills
to cloud operations



Access powerful
new cloud tools



Run existing apps in new
cloud environments



Migrate data and services
over time



Gain new skills through
expert training

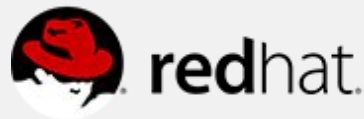


Streamline operations
using automation

What This Means for Our Customers

Addition to Already Robust IBM and Red Hat partnership

- 20 years of partnership between IBM and Red Hat
- Continued innovation for RHEL on Power, Z System
- RHV for IBM Power
- Additional initiatives in place:
 - Red Hat joins OPENPower
 - Container support for RHEL on Power
 - SAP HANA 2.0 certified for RHEL on Power
 - Ansible Tower managing Z System RHEL deployments



What This Means for Our Customers

Call to Action and Next Steps

- Visit the [Red Hat/IBM Partnership site](https://www.redhat.com/en/partners/strategic-alliance/red-hat-and-ibm) [1] to learn more about our strategic alliance
- Reach out to your Red Hat/IBM account teams to explore opportunity
- Visit the [Cloud Access](https://www.redhat.com/en/technologies/cloud-computing/cloud-access) [2] landing page to learn more about Red Hat subscription portability
- Reach out to myself (jmann@redhat.com) and/or Franklin (franklin.nguyen@ibm.com) for any further questions



[1] <https://www.redhat.com/en/partners/strategic-alliance/red-hat-and-ibm>

[2] <https://www.redhat.com/en/technologies/cloud-computing/cloud-access>

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