

Hybrid cloud, your way

The Red Hat Certified Cloud and Service Provider program

Why Red Hat for hybrid cloud solutions?

Embrace hybrid cloud solutions more quickly, with less investment and risk.

Choose from a rich ecosystem of managed service providers (MSPs) that can provide targeted hybrid cloud solutions.

Select from a list of hyperscale cloud partners to grow cloud-based applications and services.

Run eligible Red Hat product subscriptions on certified public cloud providers.

Introduction

Hybrid cloud solutions offer a compelling way to modernize applications and IT services, promising agility, greater flexibility, and attractive pay-as-you-go cost models that can help organizations gain and hold a competitive edge. The IT cloud services market is growing rapidly, with new innovations that are fundamentally changing how applications and services are developed and deployed. The worldwide public cloud services market is forecast to grow 17% in 2020 to total US\$266.4 billion, up from US\$227.8 billion in 2019, according to Gartner, Inc.¹

While many organizations are already engaged with popular hyperscale public cloud vendors, digital transformation initiatives can be daunting and risky for those just getting started. Lack of in-house resources, time, or expertise make it challenging for some organizations to build effective cloud architectures from scratch. Moreover, Red Hat understands that there is no single path to the cloud and no one-size-fits-all solution. Just as every enterprise has its own unique applications and business model, each has different technology needs, strategic regional partnerships, and favorite public cloud vendors. While there are common patterns in application modernization and [cloud migration](#), organizations need technology solutions that meet them where they are on their digital transformation journey, without forcing arbitrary compromises.

For these reasons, Red Hat has invested heavily in IT cloud services, ensuring that you can engage with the latest Red Hat® technology no matter what your cloud strategy or where you are in the process. The [Red Hat Certified Cloud and Service Provider \(CCSP\) program](#) gives cloud providers, managed service providers (MSPs), and hosting service providers the ability to host and resell Red Hat's portfolio of technologies through a flexible, pay-as-you-go model that supports multi-tenant and dedicated managed service delivery models, either on their service or on your premises. [Red Hat Cloud Access](#) complements the CCSP program, allowing you to use eligible Red Hat product subscriptions on certified public cloud providers.

Freedom to choose the best cloud provider by using Red Hat Cloud Access

Public cloud infrastructure, management, and automation can be different from what organizations use in their own datacenters. These aspects can also vary significantly among cloud providers, requiring different experiential skills. Once applications and operations are designed and coded to run using a particular cloud provider's tools, it can be challenging to move workloads to another public cloud or bring them back to on-premise infrastructure, creating lock-in.

Red Hat Cloud Access enables customers to choose the best cloud infrastructure provider while deploying Red Hat solutions that they are already using on site (Figure 1). Familiarity with trusted Red Hat solutions lets IT organizations move faster as they adopt hybrid cloud solutions, and organizations can deliver services to the marketplace more quickly. With portable subscriptions, teams are free to choose the best architecture and infrastructure for their needs, whether in their datacenter or the public cloud.



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¹ Gartner press release. "Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17% in 2020," 13 Nov. 2019.

Red Hat accelerates hybrid cloud transitions by enabling technologies used in the datacenter to be deployed in the public cloud. Organizations can:

- Transfer management and application development skills to the public cloud.
- Use a common set of operating system infrastructure and container platforms across private and public cloud.
- Achieve operational consistency, scalability, portability, and management across virtual, physical, private, public, and multicloud environments.
- Embrace a trusted, heterogeneous, and high-performing platform that spans multiple cloud environments.
- Simplify and reduce operational complexity across a variety of platforms.
- Deploy fully managed container services to keep the focus on app development, not infrastructure management.

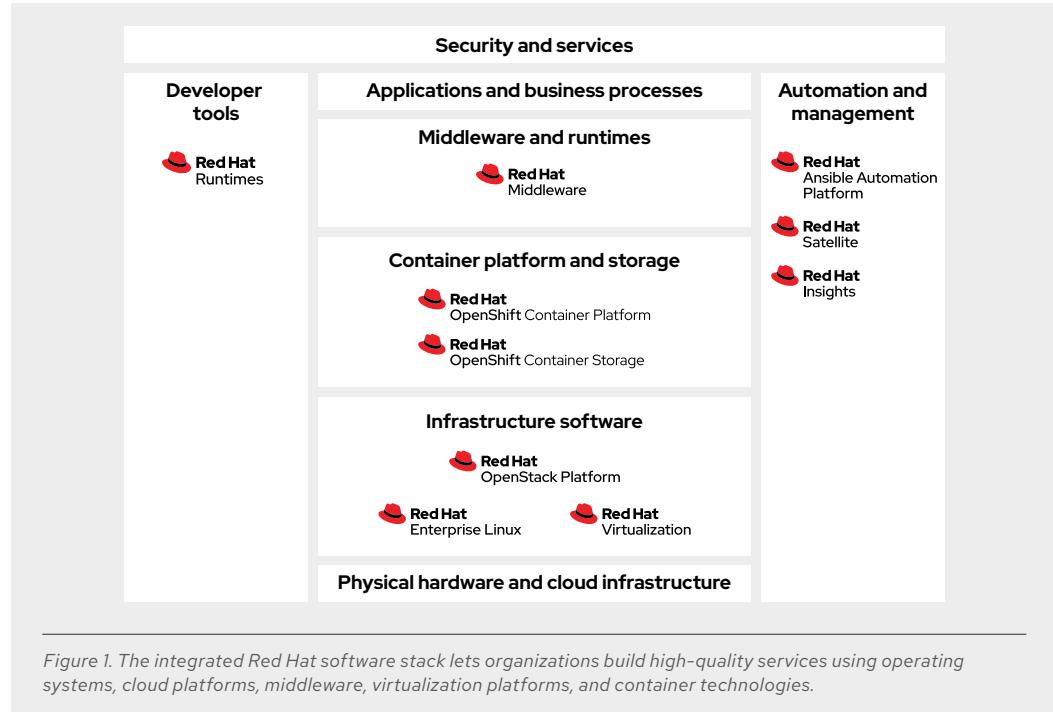


Figure 1. The integrated Red Hat software stack lets organizations build high-quality services using operating systems, cloud platforms, middleware, virtualization platforms, and container technologies.

Red Hat's approach is to provide the same familiar (and certified) environment and tools on-premise and in the cloud, capitalizing on existing skills while providing access to new cloud-specific development and deployment models. Red Hat offers access to an integrated suite of open source software that combines a container- and [Kubernetes](#)-based application development platform, virtual machines (VMs), and serverless functions, all based on a trusted foundation with [Red Hat Enterprise Linux®](#).

The resulting environment is massively scalable, with a unified management framework that supports deploying workloads across any cloud environment. This successful approach is reflected in the rapid growth of server operating environments in the cloud, with [Linux becoming the foundation for most new cloud services](#) (e.g., containers).²

Select from more than 2,000 global trusted partners

With more than 1,000 Red Hat certified cloud providers, the Red Hat CCSP program provides a rich ecosystem that helps you get to the cloud faster, using proven and supported technology solutions from Red Hat. A Red Hat certified cloud or managed service is a trusted destination for enterprise IT customers, independent software vendors (ISVs), and partners to access and use Red Hat technologies. Certified cloud environments and services use Red Hat infrastructure and guest offerings to serve customers with trusted, scalable, and supported enterprise solutions within specific business and operational models. Typical offerings from providers include hosted physical machines, self-service VMs, hosted virtual private cloud environments, fully managed services, and outsourcing.

² IDC InfoBrief, sponsored by Red Hat. "Moving to the Public Cloud: The Strategic Role of Server Operating System Environments," April 2019.

"The cloud managed service landscape is becoming increasingly sophisticated and competitive. In fact, by 2022, up to 60% of organizations will use an external service provider's cloud managed service offering, which is double the percentage of organizations from 2018."

Sid Nag
Research Vice President,
Gartner³

Managed service providers (MSPs)

With [considerable consolidation](#) in the cloud marketplace over the last several years, MSPs are especially critical. MSPs can provide unique cloud solutions as well as strategic guidance to help organizations understand and navigate the public cloud landscape. Red Hat certified MSPs bundle, create, deliver, and manage complete technology solutions in a subscription or consumption-based model. MSPs deliver business outcomes that address application-specific business challenges and provide customer solutions in a given niche or vertical market. In addition, regional MSPs reduce risks associated with individual country data sovereignty laws, giving enterprises a foundation for secure and compliant cloud solutions.

The Red Hat CCSP program embraces MSPs, helping them effectively act as an extension of Red Hat. More than just a solutions catalog, the program offers partners:

- **Flexibility.** The program encompasses most service provider delivery architectures and flexible consumption models, allowing customers to choose from a broad selection of Red Hat products.
- **Certified infrastructure.** Whether the largest hyperscale public cloud vendors or regional MSPs, all CCSPs must use Red Hat certified infrastructure. Those who offer Red Hat Enterprise Linux in a public cloud must certify their images with Red Hat. CCSPs offering [Red Hat OpenShift® Container Platform](#) as a service, with accompanying storage and management, must certify their teams to ensure the best customer experience possible.
- **Support.** Partners get training and premium support directly from Red Hat for all infrastructure components. This lets them provide advanced issue resolution while delivering high-quality services and support to their customers. CCSPs also get content updates and patching directly from Red Hat to ensure the highest quality software and security on behalf of their customers.
- **Access.** Red Hat Cloud Access is included in the Red Hat CCSP program, making it easier for Red Hat customers to use their subscriptions on the cloud. Partners also get access to a wealth of Red Hat guidelines and reference architectures, helping them design robust service offerings.

Hyperscale public clouds

Hyperscale public cloud vendors in the Red Hat CCSP program are significant Red Hat partners, offering full-stack support for Red Hat technologies on their cloud infrastructure platforms. In addition to the largest global cloud providers, the CCSP program includes regional cloud providers and hosters—offering local and regional infrastructure options to organizations of all sizes and industries (including public sector organizations). Customers can work directly with the hyperscale cloud vendors of their choosing or employ MSPs that use hyperscale infrastructure to host applications and services. Examples of hyperscale cloud options include:

- **Amazon Web Services.** Red Hat and [Amazon Web Services \(AWS\)](#) offer a hybrid environment that modernizes IT management and application development, adapts to your schedule, and prepares you for future change. Together, Red Hat and AWS give you the tools you need to innovate faster, deliver high-quality customer experiences, and scale to match changing demand.

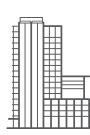
³ Gartner press release. "[Gartner Forecasts Worldwide Public Cloud Revenue to Grow 17% in 2020](#)," 13 Nov. 2019.

- **Google Cloud Platform.** With more than 10 years of collaboration, Red Hat and [Google Cloud Platform](#) are focused on hybrid cloud environments based on [containers](#), unifying on-premise and cloud infrastructure for increased workload portability. Red Hat and Google share a vision for open source as well as containers orchestrated by Kubernetes technology.
- **IBM Cloud.** IBM and Red Hat have partnered to bring IBM Cloud and its portfolio of applications services, including [IBM WebSphere](#), [IBM MQ](#), and [IBM Db2](#) to Red Hat OpenShift Container Platform. This partnership allows customers to simplify the process of app modernization while reducing operational complexity.
- **Microsoft Azure.** The Azure cloud platform comes with security, support, and a wide range of hybrid cloud solutions, allowing you to select hybrid cloud infrastructure that best fits your needs. Red Hat and [Microsoft](#) offer flexible choices for your container deployments and cloud-native development, including self-managed OpenShift on Azure and [Microsoft Azure Red Hat OpenShift](#) (OpenShift as a service managed by Microsoft).
- **Alibaba Cloud.** Red Hat and [Alibaba Cloud](#) collaborate to deliver trusted open source solutions on a global cloud infrastructure. As a leading public cloud service provider, Alibaba Cloud operates connected datacenters in 18 locations worldwide – including the United Arab Emirates, Malaysia, Indonesia, and China – providing high performance with less latency.

Conclusion

Though compelling, the move to hybrid cloud solutions can be complex, involving significant investment and risk. Red Hat offers a safer and easier alternative with a rich ecosystem of hybrid cloud solutions tailored to a wide range of applications, locales, and solutions. MSPs listed with the Red Hat CCSP program provide a wide variety of solutions that ease digital transformation and application modernization. Certified hyperscale cloud providers offer robust and scalable infrastructure, both for their own solutions and those of MSPs. Red Hat Cloud Access allows eligible Red Hat product subscriptions to run on certified public cloud providers, offering portability so you can choose the best architecture and cloud infrastructure to meet the specific needs of your business.

About Red Hat



Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.



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