THE RED HAT ENTERPRISE LINUX SUBSCRIPTION ADVANTAGE

INNOVATION, ACCESS, AND ADVOCACY

SOLUTION OVERVIEW

RED HAT ENTERPRISE LINUX SUBSCRIPTION ADVANTAGES:

- Innovation
- Access
- Advocacy

GET DIRECT ACCESS TO:

- Innovation
- Technology-driven solutions
- Emerging technology
- Experience and support
- Continuous security
- Support of your time lines
- The freedom to innovate

GET DIRECT ADVOCACY FOR YOUR REQUIREMENTS:

- Leadership, influence, and contributions
- Assurances through certification

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RED HAT ENTERPRISE LINUX SUBSCRIPTION OVERVIEW

The most direct route to innovation is not always a straight line. With the introduction of private and public clouds, multiple architectures, and virtualization, today's datacenter is like a globe with varying infrastructure choices bringing it dimension and depth. And like pilots flying around that globe with access to continuously updated routing from trusted air traffic controllers, the most efficient and secure access to innovations like cloud, containers, and configuration automation is through a trusted partner who provides continuously updated technology to help you maintain your digital transformation journey.

Red Hat is a trusted partner to thousands of enterprise customers; cloud, software, and hardware suppliers; and the global open source community. A Red Hat® Enterprise Linux® subscription provides customers with direct access to innovation and advocacy—both within the open source community and within a certified and trusted network of partners. This access to open source innovation and advocacy is fueling technology projects shaping the world.

This short solution-oriented overview will highlight why an investment in a Red Hat Enterprise Linux subscription is more than just software bits—it's an ongoing relationship with a digital transformation partner.

BUILD, ACQUIRE, OR PARTNER

Like an airplane needs to transport its passengers and goods efficiently, you need to run your applications and enterprise workloads efficiently. And like a Linux operating system consisting of millions of lines of code, an airplane consists of millions of tightly-integrated parts. These parts come from hundreds of suppliers, each responsible for manufacturing their piece of the airplane—from seat belts to the engine.

To acquire an airplane, you have three options:

- **BUILD** your own airplane by getting all the parts from suppliers and coordinating with regulatory agencies to ensure you pass inspections and maintain compliance. This option will involve considerable staffing and budget, increase security and compliance risks, and remove attention from the vital revenue-generating aspects of running your business.

- **ACQUIRE** an airplane from a reputable company and choose a third party to handle ongoing service and maintenance. This option may keep you focused on your business in the short term, but many risks can arise when relying on intermediary maintenance service that uses aftermarket parts and secondhand security upgrades.

- **PARTNER** with the leader in aviation technologies—the well-known, trusted airplane manufacturer and the chief architect contributing to and sourcing the various parts and procedures involved in the life cycle of the airplane. By going directly to the source, you get a well-built, secure airplane designed by an industry leader with the tools, resources, and expertise to help you keep it updated and running smoothly.

Like the trusted airplane manufacturer, Red Hat coordinates all the parts of your enterprise operating system across multiple sources—including upstream community projects, hardware manufacturers, and cloud providers—and integrates them into a single functional system ready to support enterprise workloads. Red Hat's job is to keep your enterprise software airplane flying on schedule and securely, to continuously monitor it to ensure it is operating properly, to make sure you can incorporate other pieces of new technology inside of your airplane, and to ensure that you reach your final technological destination.

ADVANTAGES OF PARTNERING

The decision to work with a partner should be based on trust, confidence, and technical merit. With Red Hat as a partner, you'll get access to:

INNOVATION

A subscription to Red Hat Enterprise Linux provides you with direct access to open source innovation, without the risk of experimentation. At Red Hat, our only purpose is to make open source technology usable to our enterprise customers. In fact, more than 90% of companies in the Fortune 500 rely on Red Hat products and services[1] to do just that.

TECHNOLOGY-DRIVEN SOLUTIONS

Harden, certify, secure, and enhance the latest Linux innovations with a Red Hat Enterprise Linux subscription. Red Hat Enterprise Linux serves as the base for all Red Hat technologies, and it gives you access to a trusted, curated, tested, and supported array of open source technologies to increase the efficiency of your ecosystem. With a Red Hat Enterprise Linux subscription, it's easier to integrate other Red Hat solutions to help you with these challenges:

- **Virtualization**. Get an open, software-defined, secure platform for virtualized Linux and Windows, built on Red Hat Enterprise Linux and Kernel-based Virtual Machine (KVM) technologies—with Red Hat Virtualization.

- **Software-defined storage.** Get scalable, reliable, and cost-effective software-defined storage data management platform, streamlining file and object access across physical, virtual, and cloud environments—with Red Hat Storage.

- **Centralized automation.** Get centralized automation to manage complex, multitier deployments with control, knowledge, and delegation benefits, ensuring consistency and compliance across the enterprise—with Red Hat Ansible® Automation.

- **Predictive analytics.** Get a predictive IT analytics service to proactively identify, and automatically resolve, infrastructure risks before they impact business operations—with Red Hat Insights.

- **Unified hybrid environment management.** Get unified management for hybrid environments, providing a consistent experience and functionality across virtualization, private or public cloud platforms, and container-based infrastructures—with Red Hat CloudForms.

- **Provisioning and subscription management.** Get a scalable platform to manage the patching life cycle, provisioning, and subscription management of your Red Hat environment—with Red Hat Satellite.

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1   *Red Hat client data and Fortune 500 list, June 2017*

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According to IDC, Red Hat Training customers achieved a 389% return on their training investment and broke even almost immediately on their investment as staff members became more productive and systems improved from better IT configuration and support.[2]

THE BOMBAY STOCK EXCHANGE LTD. (BSE) BUILDS WORLD'S FASTEST TRADING SYSTEM WITH RED HAT SOLUTIONS.[3]

BSE built a new trading system using open source technology from Red Hat, with help from Red Hat Consulting and a Red Hat Technical Account Manager.

As a result, BSE has expanded from 10 million to 400 million orders per day, achieved the fastest trading speed in the world, and reduced its total cost of ownership (TCO) by 90%.

"We have found the support from Red Hat to be exemplary. Whenever we need anything from them, they have given it... Red Hat is now our backbone. Our business cannot run if Red Hat is not there."

- ASHISHKUMAR CHAUHAN, CHIEF EXECUTIVE OFFICER, BSE

EMERGING TECHNOLOGY

A Red Hat Enterprise Linux subscription gives you access to the latest emerging technology like containerization with OpenShift. Red Hat OpenShift Container Platform is a container application platform that brings technologies like Docker and Kubernetes to the enterprise by letting you easily build, develop, and deploy infrastructure whether it's in a hybrid, public, or private cloud environment. Red Hat OpenShfit Container Platform can be deployed and supported anywhere Red Hat Enterprise Linux is deployed and supported, including Amazon Web Services, VMWare, Microsoft Azure, and Google Cloud.

EXPERIENCE AND SUPPORT

Red Hat Enterprise Linux is about the experience with Red Hat people and technology in your datacenter. Red Hat Enterprise Linux is much more than its components, or even the value of the technology itself, it's about the symbiotic relationship that every one of our enterprise customers has with us through the help, feedback, and support we provide:

• Our award-winning Red Hat Customer Portal is your single place for subscription resources—from comprehensive product documentation and intelligent tools, to security updates and technical support. The Customer Portal uses community-powered knowledge to help you plan, deploy, maintain, and manage your Red Hat solutions, so that you can resolve issues quickly and ensure optimal system performance.

• Red Hat Training and Certification helps you maximize your team's skills and the impact of your organization's technology investments. Red Hat is in the business of supporting free software, so you don't have to. We've published thousands of solutions from support cases that have already been solved, so that you can fix small problems before they become big problems. If you need to open a support case, we provide around-the-clock access to a network of Red Hat Certified Engineers (RHCEs) to cover unlimited incidents for the complete life cycle of your products. Your case will be routed to engineers that specialize in the products you use, so that your issue is efficiently resolved by experts.

• The Open Source Assurance program safeguards you from legal concerns when developing and deploying open source solutions. The Open Source Assurance program provides certain assurances in the event that there is an intellectual property issue with Red Hat Enterprise Linux, or any other Red Hat-branded subscription product.

CONTINUOUS SECURITY

Red Hat products are backed by a dedicated team of engineers who monitor, identify, and address risks to protect you and your customers' data from meaningful security concerns. The Red Hat Product Security team seeks out threats and analyzes vulnerabilities against all Red Hat products. When a vulnerability is found, you can rely on clear, calm, and accurate advice from the Product Security team to help you quickly assess the risk to your environment and minimize impact to your business.

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2 *"The business value of Red Hat training."* IDC infographic. 2017. redhat.com/en/resources/idc-training-infrastructure-staff-productivity-infographic

3 *"BSE builds world's fastest trading system with Red Hat solution."* Red Hat customer case study. 2016. redhat.com/en/resources/bse-case-study

ADOBE ENHANCES THE CUSTOMER EXPERIENCE WITH THE CLOUD. SAVES $2-3M A YEAR STANDARDIZING ON A HYBRID CLOUD OS

As a leader in digital media, Adobe knew it could serve customers better with new cloud-based offerings. It wanted to provide cloud access to its sandbox—where customers create applications with Adobe products—and offer a Software-as-a-Service (SaaS) option for customers to easily deploy their solutions. Adobe did it all with Red Hat Enterprise Linux and Amazon Web Services (AWS).

Red Hat and Intel have collaboratively worked for many years to optimize the performance, reliability, security, and effectiveness of Red Hat Enterprise Linux running on Intel architecture platforms. This is important to organizations considering moving off of their legacy RISC-based UNIX systems to more modern architectures. Our co-engineering efforts helped to incorporate the latest x86-based platforms with new, advanced RAS (reliability, accessibility, serviceability) features focused on system resilience, like Intel Machine Check Architecture Recovery—part of the Intel Run Sure technology features built into Intel Xeon Scalable processors—for automated system recovery from many different uncorrectable errors, maximizing uptime.

This quick delivery of critical security fixes is particularly important in securing your organization since the median time from a vulnerability being exposed to its being exploited is just 22 days. When you rely on third-party support or unsupported Linux, patches for these vulnerabilities arrive days later or never get deployed at all, opening up your organization to potential headline-making news.

When critical security issues come up, like Meltdown and Spectre, Red Hat collaborates with upstream peers and industry partners to promote coordinated disclosure and will work under a security embargo to address these exploits and minimize the risk of potential attacks. With a Red Hat Enterprise Linux subscription you receive these updates through your content sets and guidance on the severity of the issue on the day of public disclosure before the press release goes out.

SUPPORT YOUR TIME LINES

At Red Hat, we understand that you want to run your critical workloads for as long as possible before upgrading applications, hardware, and finally the OS. Red Hat Enterprise Linux supports your goal by offering 10+ years of support for major versions with the commitment to preserve application compatibility with every minor update. For example, a package update from Red Hat Enterprise Linux 7.3 to Red Hat Enterprise Linux 7.4, or a package update that fixes a security vulnerability should not break the functionality of your deployed applications that adhere to standard application binary interfaces (ABIs).

THE FREEDOM TO INNOVATE

For Linux, it is easy to focus on the features of the various software components and packages that make up a Linux distribution. But, Linux is only important as a platform for applications that solve customer and business problems. In other words, the value isn't in the bits—it is in solving problems and delivering customer benefits today and tomorrow.

DIRECT ADVOCACY FOR YOUR REQUIREMENTS

An airplane manufacturer doesn't just assemble parts, it acts as a coordinator and an architect. That process involves taking in customer feedback for feature and technology requests, advocating for those requests with partners, and incorporating them into a finished product.

At Red Hat, we make sure that feature enhancements are not just functional, but that they fit together without damaging your IT ecosystem and comply with regulations. Then we provide you with certifications that they comply. Red Hat also represents you with our hardware, software, and cloud partners and the open source community and invests an incredibly large amount of our research and development resources with partners to continue delivering innovation back to you.

LEADERSHIP, INFLUENCE, AND CONTRIBUTION

Red Hat Enterprise Linux earned its reputation by being a leader, a major contributor, and an influencer in the open source community. Red Hat is a top contributor to the Linux community, a top contributor to the Linux kernel, and the maintainer of hundreds of subsystems including sVirt, KVM, and SELinux.

Additionally, all development is done in the open and all code must be accepted by the appropriate upstream maintainer before it is included in a Red Hat product. For Red Hat, open source isn't just a buzzword, it's a way of life. Open source is the Red Hat way.

Red Hat Enterprise Linux is Common Criteria EAL 4+ security certified and FIPS 140-2 certified, and version 7.1 is the first operating system with Linux Container Framework Support to be Common Criteria-certified.

Red Hat Enterprise Linux is the only enterprise Linux operating system natively shipping NIST-validated National Checklist Program content for OpenSCAP for commercial and government needs, including PCI-DSS and DISA STIG

Red Hat Enterprise Linux is the #1 commercial Linux distribution in the public cloud, according to enterprise respondents in a recent survey.[4]

With open development, Red Hat cooperates with other companies to better our products for you. Red Hat works in close partnership with technology leaders such as Intel, AMD, IBM, HP, Dell, Amazon Web Services, Microsoft, Google, and Alibaba on a wide range of projects of mutual interest. Like the airplane manufacturer doesn't build all pieces of the plane, Red Hat doesn't build all of the pieces of Red Hat Enterprise Linux—that isn't where the value is—we lead the roadmap of Red Hat Enterprise Linux with our contributions to the community and building relationships with hardware, software, and cloud partners.

ASSURANCES THROUGH CERTIFICATION

Red Hat is committed to making your certification and accreditation process as easy as possible. We certify our solutions and provide resources that help you comply with a variety of government requirements.

Red Hat maintains relationships with thousands of software vendors, hardware vendors, and cloud and service providers to provide certified technologies that run in your Red Hat environment. Multivendor support gives you a single source to trust when it comes to keeping your business running.

In addition, you can bring a consistent foundation of experience to your cloud-native applications when you extend your Red Hat Enterprise Linux subscription to any number of the 550 Red Hat Certified Cloud and Service Providers (CCSPs), including Amazon Web Services, Microsoft Azure, Google Cloud Platform, Alibaba Cloud, and hundreds of regional cloud and managed-service providers.

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4 State of Linux in the Public Cloud for Enterprises, *July 2017*

CONCLUSION

Red Hat Enterprise Linux is powering innovation around the globe. As the premier platform for enterprise workloads, Red Hat has the knowledge and tools to act as your trusted partner for access to the latest innovation and to advocate for your requirements. It also allows us to provide a stable, secure, and performance-driven foundation for the applications that run the business of today and tomorrow.

Red Hat Enterprise Linux provides you with an innovative platform that serves as the foundation of your business' innovation. It is hardened, certified, and supported by a respected Product Security team, support teams, and certified engineers.

Red Hat supports your time lines and advocates for your requirements so you can focus on the work of your business rather than being your own OS vendor. Red Hat uses its leadership in the open source community to do the leg work that brings you the best of open source.
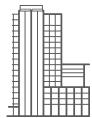
ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

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