

# EXPAND YOUR BUSINESS GLOBALLY WITH RED HAT AND ALIBABA CLOUD

PARTNER BRIEF



*“By working with Alibaba Cloud, we’re bringing even more choice and flexibility to customers as they deploy Red Hat’s open source solutions across their cloud environments.”*

MIKE FERRIS  
VICE PRESIDENT, TECHNICAL BUSINESS  
DEVELOPMENT AND BUSINESS  
ARCHITECTURE, RED HAT

## MODERN BUSINESS REQUIRES A GLOBAL MINDSET

Technology has helped to create an increasingly global economy. To remain successful and grow business, companies must adapt by expanding their reach and offering innovative, localized services and products. However, serving markets and regions that have specific requirements for data sovereignty, security, and connectivity can be challenging. Cloud infrastructure and modern application development platforms can help you meet these conditions so your organization can expand and innovate faster.

## SIMPLIFY EXPANSION WITH RED HAT AND 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 data-centers in **18 locations worldwide**—including the United Arab Emirates, Malaysia, Indonesia, and China—providing high performance with less latency for all end users. It is also the top public cloud provider in China and third-largest worldwide.<sup>1</sup>

Red Hat delivers a comprehensive portfolio of enterprise products and services using an open, collaborative business model and affordable, predictable subscription pricing. With 95 offices in 35 countries, the company offers a global reach for its customers. In fact, 100% of commercial banks, airlines, healthcare companies, and telecommunications companies in the Fortune Global 500 use Red Hat® products and solutions.<sup>2</sup> Key layers of Red Hat’s open source software stack—including **Red Hat Enterprise Linux®**, **Red Hat OpenShift®**, and **Red Hat Ansible® Automation**—are certified for operation on Alibaba Cloud.

With Red Hat and Alibaba Cloud, you can expand your operations globally while still maintaining your local reach with high-performance environments and enterprise services—all from a unified, supported infrastructure.

## ACCESS NEW REGIONAL MARKETS WORLDWIDE

CEOs cite laws and regulations as one of the top challenges to growth.<sup>3</sup> Based on local expertise, Red Hat and Alibaba Cloud can help you satisfy regional data sovereignty, connectivity, and security requirements to reach new customers across the globe. Comply with local regulations through specific, regional programs that provide integrated support and services, like billing and operations. Set up business licenses, permits, and an environment that meets Chinese requirements through Alibaba Cloud’s ChinaConnect channel. Gain a unified, connected experience and infrastructure across regions—inside and outside of China—to simplify and streamline operations.

<sup>1</sup> [alibabacloud.com/why-alibaba-cloud](https://alibabacloud.com/why-alibaba-cloud).

<sup>2</sup> Red Hat client data and Fortune Global 500 list, September 2018.

<sup>3</sup> Gartner, “CEOs Look for Serious Growth in Gartner 2018 CEO Survey,” June 20, 2018. [gartner.com/smarterwithgartner/ceos-look-for-serious-growth-in-gartner-2018-ceo-survey/](https://gartner.com/smarterwithgartner/ceos-look-for-serious-growth-in-gartner-2018-ceo-survey/).

## 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.

## ABOUT ALIBABA CLOUD

As the cloud computing arm and business unit of Alibaba Group (NYSE: BABA), Alibaba Cloud provides a comprehensive suite of global cloud computing services to power both our international customers' online businesses and Alibaba Group's own e-commerce ecosystem. Alibaba Cloud's international operations are registered and headquartered in Singapore, and the company has international teams stationed in Dubai, Frankfurt, Hong Kong, London, New York, Paris, San Mateo, Seoul, Singapore, Sydney and Tokyo.



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## DEPLOY CLOUD INFRASTRUCTURE FASTER

It is estimated that by 2020, 83% of enterprise workloads will run on cloud infrastructure, with 41% running on public cloud infrastructure.<sup>4</sup> Both Red Hat and Alibaba Cloud foster large certified partner networks that can help you plan, deploy, and manage cloud infrastructure quickly and effectively. Gain worldwide coverage through global system integrators (SIs) and regionally nuanced services through local partners. Simplify deployment of a stable, reliable environment with your choice of certified third-party hardware and software.

## RAPIDLY BUILD AND DEPLOY CLOUD-READY APPLICATIONS

38% of CEOs are concerned about the speed of technological change and its impact on their organization.<sup>5</sup> Red Hat and Alibaba Cloud offer a flexible foundation for building and running cloud-scale applications, so you can adapt to change faster. Create consistency across development, test, and production environments with an innovative container platform. Streamline application development, testing, and deployment with advanced life-cycle automation. Create applications using your choice of tools and build your developers' skills with progressive training offerings. Integrate industry-specific services into your own to create compelling offerings faster and with less effort. Deploy applications across infrastructures, regions, and platforms—without recoding or refactoring—to extend the reach of your business.

## LEARN MORE

Modern application development and cloud technologies can help you expand your business into new markets. Move your organization forward using trusted open source solutions on a comprehensive cloud infrastructure. Red Hat and Alibaba Cloud deliver the complete and connected worldwide, regional, and local support and services you need for success in a global economy.

Learn more at [redhat.com/en/partners/alibaba-cloud](https://redhat.com/en/partners/alibaba-cloud).

<sup>4</sup> Forbes, "83% Of Enterprise Workloads Will Be In The Cloud By 2020," January 7, 2018. [forbes.com/sites/louiscolombus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/#35d8bedb6261](https://forbes.com/sites/louiscolombus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/#35d8bedb6261).

<sup>5</sup> PWC, "21st CEO Survey: The Anxious Optimist in the Corner Office," January 2018.