Red Hat | aws

Maximize your AWS cloud spend with Red Hat

Learn how to streamline procurement and optimize costs

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Introduction

Cloud adoption has become quite widespread in recent years, and with that, many organizations are increasing their cloud budgets and their committed spend with their cloud provider.

Committed spend is the value of products or services an organization agrees to purchase from a cloud provider, such as Amazon Web Services (AWS), within a period of time in exchange for discounted qualifying products, technologies, or professional services in the cloud.

When your organization makes a financial commitment of at least 1 to 5 years through the Amazon Web Services Enterprise Discount Program (AWS EDP), AWS provides you with committed use discounts on AWS consumption and eligible products, with longer commitment terms receiving higher discounts.

Without a strategic approach, however, your organization could struggle to achieve your expected savings and be left with an inefficient and costly software procurement process that hinders your productivity and profitability. In fact, research shows more than half of AWS customers between 2022 and 2023 failed to take advantage of the built-in discounts available to them.[1]

Procurement teams have a number of options to choose from, including purchasing software and services through the AWS Management Console or Marketplace, as well as a range of spend programs, including committed spend programs through AWS and Red Hat's Hybrid Committed Spend (HCS) program, which offers discounts in exchange for volume spend commitments.

In this e-book we will explore how you can maximize your existing committed spend with AWS to purchase solutions and services from Red Hat, while streamlining your procurement processes and realizing significant savings.

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1 "2024 Effective Savings Rate Benchmarks and Insights report." ProsperOps, accessed 21 Oct. 2024.

Chapter 1: Find the best consumption model for your organization

To streamline your organization's procurement process, start by determining where it makes the most sense to make your software purchases from, as well as what type of (or combination of) consumption model works best for you.

Pay-as-you-go. You can purchase Red Hat® solutions—for example Red Hat Enterprise Linux® instances—directly through the AWS Management Console or Marketplace on a pay-as-you-go basis. This purchasing option provides quick procurement processes, simplified billing that is included in your existing AWS bills, and the option to draw down from your existing spend for eligible products. It should be noted, however, that operating on a pay-as-you-go basis at full manufacturer's suggested retail price (MSRP) can reduce your opportunity to create added savings through a prenegotiated agreement with Red Hat and/or AWS. You can check with Red Hat and/or AWS to better understand your ability to receive discounts.

Commitment-based public offer. This procurement option allows you to make an upfront commitment (either monthly or annual) that will make you eligible for a discount. This is a cost-effective option for organizations that know they will consume a specific product or service on a consistent basis for a specified period of time.

Private offer. By creating a contract directly through AWS, or transacting through a Software-as-a-Service (SaaS), your organization can negotiate significant savings by agreeing to a certain level of committed spend upfront. That committed spend can be applied to purchases of Red Hat solutions made directly within the AWS Marketplace. These are traditional subscriptions, also known as static capacity SKUs.

Red Hat Cloud Access (also known as bring-your-own-subscription). This program allows Red Hat customers to run eligible Red Hat product subscriptions on AWS, making your subscriptions portable so that you can choose the best architecture and infrastructure for your needs. The terms of your subscription with Red Hat, including pricing, support, and benefits, remain the same. You work directly with your Red Hat sales representative to determine sizing and pricing when moving to AWS, while paying them separately for cloud usage, but purchases through this program do not count towards your committed spend with AWS.

Chapter 2: Choose the right spend program for you

Selecting the right mix of procurement approach and consumption model is just the initial step in streamlining your procurement process, and should be followed up by selecting the right spend program for your organization's needs.

When buying software from Red Hat, you can choose from 2 primary committed spend programs:

Committed spend agreements through AWS EDP. AWS EDP offers committed spend discounts on solutions purchased through the AWS Marketplace and Management Console, including Red Hat solutions, such as Red Hat Enterprise Linux or a managed Red Hat OpenShift® offering, with the option to draw down on your organization's committed cloud spend. This spend program option helps you save on consumption and third-party vendor solutions purchased directly from the AWS Management Console or marketplace.

Red Hat HCS program. In addition to the discounts that you can access through a committed spend agreement with AWS, you can also receive further discounts on Red Hat products through the Red Hat HCS program. This program gives you the option to acquire Red Hat products from either the AWS Marketplace or directly from Red Hat, while benefiting from volume discounts on the total Red Hat spend with the ability to deploy the products when and where you need them. This allows you to count Red Hat solution purchases from the AWS Marketplace towards your committed spend with AWS and your committed spend with Red Hat at the same time, while receiving discounts from both.

By using the Red Hat HCS program, you can improve your operational flexibility in a number of ways, such as through:

▸ The choice to purchase Red Hat solutions through AWS and deploy those solutions into your preferred operating environment.

▸ The option to receive volume discount considerations for total spend across all channels and environments.

▸ The product deployment flexibility found throughout Red Hat's portfolio, which allows you to shift from 1 product to another on a monthly, weekly, or even hourly basis.

▸ The option to merge traditional subscription payment models with on-demand subscriptions to maximize procurement and financing flexibility.

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Chapter 3: The operational benefits of Red Hat solutions

To best take advantage of your organization's existing committed spend, or any future committed spend you may be considering, it's vital to choose the right solutions for your organization.

Red Hat offers a range of solutions proven to provide operational improvements, such as increased efficiency, improved productivity, enhanced end-user satisfaction, and minimized unplanned downtime. This all comes together to provide a significant return on investment (ROI) for Red Hat solutions.

Red Hat Enterprise Linux. Since emerging as Red Hat's 1st flagship product 20 years ago, Red Hat Enterprise has become the world's leading paid Linux operating system. It offers customers the freedom and stability to deploy applications and operate anywhere. As a Linux distribution for enterprise use cases, it provides built-in security and management features that allow organizations to confidently run critical workloads on a stable, high-performance platform, anywhere in the hybrid cloud.

The benefits of Red Hat Enterprise Linux include:[2]

- 313% 3-year ROI.
- 12 months to payback.
- 54% reduction in unplanned downtime.
- 34% more efficient infrastructure teams.
- 33% more efficient security teams.
- 33% more productive developers.

Red Hat OpenShift. This hybrid cloud application platform is trusted, comprehensive, and provides a consistent experience on premise, in the cloud, and at the edge. Organizations and IT teams can grow, modernize, and innovate by using Red Hat OpenShift as their security-focused, application development and delivery platform. It's designed to meet developers, platform engineering, and IT operations teams where they are, for a unified journey towards application modernization and artificial intelligence (AI) integration. AWS users can further benefit from the option to use Red Hat OpenShift Service on AWS—a fully managed application platform designed for building, deploying, and scaling applications in a native AWS environment.

The benefits of Red Hat OpenShift Service on AWS include:[3]

- 468% 3-year ROI.
- Less than 6 months to payback.
- 50% improvement in operational efficiency.
- 70% improvement in time of development cycle.
- 20% of developer time gained back by reduced infrastructure maintenance requirements.

2 IDC Business Value White Paper, sponsored by Red Hat. "The Business Value of Standardizing on Red Hat Enterprise Linux." Document #US52594324, Sept. 2024.

3 Forrester Total Economic Impact™ Study, commissioned by Red Hat. "The Total Economic Impact™ Of Red Hat OpenShift Cloud Services." 4 Mar. 2024.

Red Hat Ansible® Automation Platform. Red Hat's primary enterprise automation product offering includes all of the tooling needed for building, deploying, and managing end-to-end automation at scale. Ansible Automation Platform makes it possible for users across an organization to share, vet, and manage automation content by means of a streamlined and agentless technical implementation.

The benefits of Red Hat Ansible Automation Platform include:[4]

▸ 668% 3-year ROI.

▸ 8 months to payback.

▸ US$8.54 million higher revenue per organization per year.

▸ 61% less unplanned downtime, better resiliency.

▸ 38% increase in network management team efficiencies.

▸ 28% increase in public cloud management efficiencies.

▸ 36% development team productivity gains.

By choosing to purchase Red Hat products through the AWS Management Console or Marketplace, your organization receives proven solutions that can significantly improve your operational efficiency and effectiveness (and that can be flexibly deployed), and you can count that spend towards your existing committed spend agreement with AWS.

Another key distinction to understand before choosing where to purchase your Red Hat solutions is the varied levels of support and price flexibility available through the AWS Management Console or Marketplace listings.

When you purchase Red Hat solutions through the AWS Management Console, AWS is responsible for providing support at Level 1 (initial inquiry and basic support) and Level 2 (escalated support). Additionally, Red Hat does not determine pricing or offer customer discounts.

Alternatively, when you purchase Red Hat solutions through the AWS Marketplace, Red Hat is responsible for providing Level 1, Level 2, and Level 3 (technical) support, and has the ability to determine pricing and offer volume customer discounts through private offers.

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4 IDC Business Value White Paper, sponsored by Red Hat. "The business value of Red Hat Ansible Automation Platform." 12 March 2024.

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Chapter 4: Red Hat solutions on AWS

Why should I choose AWS for my Red Hat solutions?

With solutions from Red Hat and AWS, you can build, deploy, migrate, and modernize applications in a security-focused hybrid cloud environment. Joint customers benefit from enhanced IT agility in a modern environment, continuous collaborative innovation that reduces management complexity, a robust ecosystem of partners that allows you to choose the tools that work best for your business, and flexible deployment and payment options with multiple consumption models.

Purchasing Red Hat solutions on AWS allows you to count the costs towards your committed spend agreement (the amount varies per solution) while benefiting from a variety of billing options.

Consider the following to maximize your committed spend through AWS EDP:

▸ Purchasing Red Hat Enterprise Linux through your personalized AWS Management Console allows you to get 100% credit with your committed spend.

▸ Up to 100% of the cost of Red Hat OpenShift Service on AWS and self-managed Red Hat OpenShift purchases are eligible to be counted against your committed spend.

Red Hat Enterprise Linux listings available through AWS

Red Hat Enterprise Linux (P, CB, PO)
(NA/APAC/LATAM link) (EMEA link)

Red Hat Enterprise Linux is the world's leading enterprise Linux platform, certified on hundreds of clouds and with thousands of hardware and software vendors.

Red Hat Enterprise Linux for SAP with HA and Update Services (P, CB, PO)
(NA/APAC/LATAM link) (EMEA link)

Red Hat Enterprise Linux for SAP with High Availability and Update Services provides the security-focused, scalable, and reliable operating system (OS) foundation you need to support the specific requirements of SAP business-critical workloads.

Red Hat Enterprise Linux for Third Party Linux Migration with ELS (P)
(NA/APAC/LATAM link) (EMEA link)

Red Hat Enterprise Linux for Third Party Linux Migration with ELS provides a streamlined path to move from CentOS Linux and other select Linux distributions to Red Hat Enterprise Linux 7.

Red Hat Enterprise Linux 7 Extended Life Cycle Support (ELS) (P)
(NA/APAC/LATAM link) (EMEA link)

This offering is intended for customers running Red Hat Enterprise Linux 7 virtual machines (VMs) in AWS who want to continue to receive security patches and updates for those VMs beyond the Red Hat Enterprise Linux 7 end-of-maintenance date on June 30, 2024.

Red Hat Enterprise Linux with SQL Server (P)

By running Red Hat Enterprise Linux with SQL Server on EC2, you can rely on the cost effectiveness, scalability, and flexibility of Amazon EC2, the reliability and consistency of Red Hat Enterprise Linux, and AWS premium support with back-line support from Red Hat and Microsoft.

Other options include:

- Red Hat Enterprise Linux 8 with SQL Server 2017 Enterprise

- Red Hat Enterprise Linux 8 with SQL Server 2017 Express

- Red Hat Enterprise Linux 8 with SQL Server 2017 Standard

- Red Hat Enterprise Linux 8 with SQL Server 2017 Web

- Red Hat Enterprise Linux 8 with SQL Server 2019 Enterprise

- Red Hat Enterprise Linux 8 with SQL Server 2019 Express

- Red Hat Enterprise Linux 8 with SQL Server 2019 Standard

- Red Hat Enterprise Linux 8 with SQL Server 2019 Web

- Red Hat Enterprise Linux 8 with SQL Server 2022 Enterprise

- Red Hat Enterprise Linux 8 with SQL Server 2022 Express

- Red Hat Enterprise Linux 8 with SQL Server 2022 Standard

- Red Hat Enterprise Linux 8 with SQL Server 2022 Web

- Red Hat Enterprise Linux 8 with HA and SQL Server 2017 Enterprise

- Red Hat Enterprise Linux 8 with HA and SQL Server 2017 Standard

- Red Hat Enterprise Linux 8 with HA and SQL Server 2019 Enterprise

- Red Hat Enterprise Linux 8 with HA and SQL Server 2019 Standard

- Red Hat Enterprise Linux 8 with HA and SQL Server 2022 Standard

- Red Hat Enterprise Linux 8 with HA and SQL Server 2022 Enterprise

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RHEL Workstation 8.9 for GPU-based Instances (TESLA driver) (P)

RHEL Workstation 8.9 for GPU-based Instances (GRID driver)

Built on the Red Hat Enterprise Linux OS, this group of Amazon Machine Images (AMI) are designed for advanced Linux users working on EC2 GPU-based instances, and are optimized for high-performance graphics, animation, and scientific activities.

Red Hat Enterprise Linux 9 (ARM) (P)

This Amazon EC2 image with Red Hat Enterprise Linux subscription provides a dependable platform to deploy a broad range of applications, while allowing you to rely on the cost effectiveness, scalability, and flexibility of Amazon EC2, the reliability and consistency of Red Hat Enterprise Linux, and AWS premium support with back-line support from Red Hat.

Red Hat Ansible Automation Platform listings available through AWS

Red Hat Ansible Automation Platform Subscription on AWS (CB, PO)
(NA/APAC/LATAM link) (EMEA link)

Ansible Automation Platform is an end-to-end automation platform to configure systems, deploy software, and orchestrate advanced workflows, with resources to create, manage, and scale across your organization and its AWS cloud environment.

The listing is a subscription only and is meant to be used with an instance of Ansible Automation Platform deployed on your AWS infrastructure or installed with an operator on Red Hat OpenShift on AWS or on Red Hat OpenShift running directly on AWS infrastructure.

Red Hat Ansible Automation Platform Service on AWS (CB, PO)
(NA/APAC/LATAM link) (EMEA link)

Red Hat Ansible Automation Platform Service on AWS is a fully managed Ansible Automation Platform controller, whereby Red Hat will manage the deployment and operation of the controller, monitor for issues, perform patching and upgrades, and handle backups and restores for your organization.

Red Hat OpenShift listings available through AWS

[Red Hat OpenShift Service on AWS](#) (P, CM, PO)

This fully managed, ready-to-use application platform allows your organization to increase operational efficiency, refocus on innovation, and efficiently build, deploy, and scale applications in a native AWS environment.

Red Hat OpenShift Kubernetes Engine (P, CB, PO)
[(NA/APAC/LATAM link)](#) [(EMEA link)](#)

Red Hat OpenShift Kubernetes Engine is an entry-level solution that includes the core functionality of Red Hat OpenShift, including Administrator Console and Red Hat Enterprise Linux CoreOS immutable container operation system.

Red Hat OpenShift Container Platform (P, CB, PO)
[(NA/APAC/LATAM link)](#) [(EMEA link)](#)

This application platform provides you with a consistent hybrid cloud foundation for building and scaling containerized applications, whether you're migrating existing workloads to a cloud environment or building new experiences for your customers.

Red Hat OpenShift Platform Plus (P, CB, PO)
[(NA/APAC/LATAM link)](#) [(EMEA link)](#)

Red Hat OpenShift Platform Plus helps you work more efficiently with a complete set of services for bringing applications to market on your hybrid cloud, including the foundation of Red Hat OpenShift, as well other key tools such as Red Hat Advanced Cluster Management for Kubernetes, Red Hat Advanced Cluster Security for Kubernetes, Red Hat Quay, and Red Hat OpenShift Data Foundation.

Red Hat OpenShift AI (P, PO)
[(NA/APAC/LATAM link)](#) [(EMEA link)](#)

Red Hat OpenShift AI is a cloud service with streamlined configuration that provides you with a platform for building artificial intelligence/machine learning (AI/ML) models and applications. This includes a fully supported environment for your data scientists and developers to efficiently and effectively develop, train, and test ML models in a public cloud environment before deploying in production.

Other Red Hat solution listings available through AWS

Red Hat JBoss Enterprise Application Platform (P, CB, PO)
(NA/APAC/LATAM link) (EMEA link)

Red Hat JBoss® Enterprise Application Platform (JBoss EAP) helps you deliver Java-based applications more efficiently, with a focus on security, performance, and scalability in any environment including on-premise, virtual, private, public, or hybrid cloud environments.

Red Hat Advanced Cluster Security Cloud Service (P, PO)
(NA/APAC/LATAM link) (EMEA link)

Red Hat Advanced Cluster Security Cloud Service on AWS helps you improve the focus on security of the application build process, safeguard the application platform and configurations, and detect and respond to runtime issues.

Red Hat Quay.io (CB, PO)
(NA/APAC/LATAM link) (EMEA only link)

Quay.io is a fully managed container registry service operated by Red Hat that provides you with flexible options to centrally manage and vet all of your containerized applications.

Red Hat Subscriptions (PO)
(NA/APAC/LATAM link) (EMEA link)

With Red Hat's range of subscription-based solutions for AWS, you can streamline your cloud transformation, enhance your environment's performance, focus on security, and reliability, and integrate, safeguard, and optimize your workloads.

This listing is exclusively for private offers and is not intended for direct consumption. Contact Red Hat for further details or inquiries.

Red Hat Subscription Support Registration (Free)
(NA/APAC/LATAM link) (EMEA link)

This free, 1-time registration provides you with subscription support directly from Red Hat for your Red Hat on AWS marketplace purchases. This registration will link your AWS account to your Red Hat account, and provide you with access to the Red Hat community of expertise, including world-class support engineers and 24/7 technical support.

Chapter 5: Proven benefits of purchasing Red Hat solutions on AWS

Why should I choose Microsoft Azure for my Red Hat solutions?

To further demonstrate the tangible benefits of purchasing your Red Hat solutions through the AWS Marketplace, let's take a look at some real-world examples.

Case study #1

The challenge. A pharmaceutical and medical technologies organization was grappling with entrenched and complex procurement processes and departmental decision-making processes, as well as existing support partnerships with multiple cloud providers for EC2 and Red Hat Enterprise Linux for SAP. This fragmented landscape was causing financial strain and operational inefficiencies.

The solution. Red Hat conducted extensive research and engaged in collaborative discussions with the organization to fully understand their needs and challenges, and to devise and implement strategic cost-saving initiatives. By customizing offerings and proposing a Hybrid Committed Spend agreement, Red Hat was able to provide a comprehensive solution that aligned with the organization's goals of consolidating efforts and simplifying operations. This included an exploration of the cost savings that could be achieved by transitioning from a usage-based approach to a standard Red Hat Enterprise Linux subscription, as well as the benefits of unified support and simplified pricing.

The benefits. The flexibility of HCS coupled with the ability to transact via private offers in the AWS Marketplace yielded numerous benefits, including:

▸ **Streamlined operations.** Consolidating operations under a unified subscription model helped this organization achieve greater operational efficiency and reduced complexity.

▸ **Cost savings.** Transitioning from a metered approach to a standard Red Hat Enterprise Linux subscription resulted in significant cost savings by reducing expenses across their infrastructure.

▸ **Enhanced collaboration.** Unified support and simplified pricing allowed for greater collaboration between this organization and Red Hat, which led to improved alignment and streamlined decision-making.

▸ **Future growth opportunities.** This organization's newly formed partnership with Red Hat laid the foundation for future growth opportunities, with potential expansions into areas such as Red Hat OpenShift and Kubernetes adoption.

Case study #2

The challenge. A cloud technology healthcare solutions provider had an application running on AWS with 37 processes, along with third-party commercial integrations in the application lifecycle. They decided to start an investigation into their application deployment processes when they discovered they were losing market share, profit, and revenue. This investigation uncovered that their average application deployment time was 18 months, and the key cause was a multitier discovery process where applications had to go through multiple touchpoints, all with different platforms, tools, workflows, and approaches. This was causing them to be less competitive, including losing a majority of their bids on requests for proposals.

The solution. To address the problem of application deployment, this organization decided to adopt full automation for the deployment lifecycle, including standardizing on Ansible Automation Platform to provide common deployment methodology, governance, and change management processes. This adoption was expedited by conducting a "build-a-thon" in which over 60 team members, representing multiple IT organizations, came together with their selected partners for 2-week segments to automate 13 modules of their pharmacy application. This included representatives from Red Hat's accounts team, and several consultants from Red Hat's customer success team.

The benefits. Adopting and standardizing on Ansible Automation Platform allowed this organization to achieve:

▶ A foundational software tool chain and standard workflow to autoprovision the infrastructure, product install, and base configurations for the pharmacy application.

▶ Complete automation of the application deployment process.

▶ A drastic reduction in the application lifecycle, going from months to just minutes.

▶ A significant reduction in deployment time per environment.

▶ In-house expertise encoded in playbooks.

Start deploying Red Hat solutions in the AWS cloud

By choosing to purchase your Red Hat solutions through the AWS Marketplace or Management Console, you can increase the ease of procurement, improve procurement time, and simplify billing, all while using your existing committed spend for proven solutions.

Discover more Red Hat solutions on the AWS Marketplace.

Or speak to a Red Hatter to learn more about how you can achieve significant operational improvements, while simplifying procurement and billing, by using your existing committed spend with AWS to purchase solutions and tools from Red Hat.

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