




Focus on innovation with Red Hat Enterprise Linux and Google Cloud



The business value of Red Hat Enterprise Linux

Compared to unpaid alternatives, Red Hat Enterprise Linux helps your teams get more done, rapidly, no matter where they work:²

- ▶ **32%** more efficient IT infrastructure teams
- ▶ **65%** faster identification of security risks
- ▶ **35%** faster development life cycles
- ▶ **81%** less unplanned downtime
- ▶ **16%** lower 3-year cost of operations
- ▶ **\$9.23 million** average higher net revenue per year per organization

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Deploy an operating system that supports your business goals across clouds

Across industries, organizations are moving to the cloud to achieve digital business goals. In fact, 87% of organizations have a multicloud strategy in place, and 50% of enterprise workloads run in a public cloud today.¹

Your choice of operating system and cloud provider are strategic decisions. Your operating system forms the foundation for your entire environment—security, management, portability, and life cycle planning start with the operating system. Additionally, your ability to scale flexibly, maintain availability, and deliver resilient services is greatly influenced by your cloud provider.

Standardizing on a single operating foundation across your datacenter and cloud environments can greatly simplify your path to the cloud. Rather than splitting operations and management into multiple domains, your teams can use a single set of tools and platforms to deploy, run, harden, and move applications and workloads across multiple footprints.

Even so, not all combinations of operating system and cloud provider offer the features, capabilities, and resources needed to operate effectively and efficiently in hybrid and multicloud environments. Consistency, security, manageability, interoperability, and support across your entire environment are critical for making the most of your cloud investments.

[Red Hat® Enterprise Linux®](#) on [Google Cloud](#) delivers more value for your organization, providing a flexible, stable, and reliable foundation for hybrid and multicloud environments. This cloud-ready, security-focused operating system provides a consistent, tailored experience across footprints, while innovative, high-performance cloud infrastructure gives you global capacity, intelligent security, and advanced machine learning (ML) capabilities. Standardizing on Red Hat Enterprise Linux for both your on-site datacenter and Google Cloud environments can help you improve productivity, security, and operations as you move to the cloud and adapt to a more digital world.

No matter where you are in your cloud journey, Red Hat and Google Cloud can help you gain control of cloud complexity. Red Hat Enterprise Linux on Google Cloud gives you access to:

- ▶ Fast, reliable infrastructure focused on performance and sustainability.
- ▶ Flexible consumption models and purchasing options.
- ▶ Award-winning support and expertise.

¹ Flexera. "[Flexera 2023 State of the Cloud Report](#)," March 2023.

² IDC White Paper, sponsored by Red Hat. "[The Business Value of Red Hat Solutions Versus Non-Paid Open Source Alternatives](#)." Document #US50423523, March 2023.



Take advantage of our collaborative partnership

Red Hat and Google Cloud are industry leaders with extensive experience in bringing global-scale services and open source innovation to the enterprise. Together, we create advanced tools and technologies that deliver exceptional experiences across multicloud environments.

Learn more about our [collaborative partnership](#).



Activate Red Hat Insights to gain benefits today

Realize the benefits of Red Hat Insights now. Go to console.redhat.com and [register your systems](#) to get started with these no-cost services today.

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- ▶ Proactive analytics and management tools and services.
- ▶ Security certifications, tools, and resources.
- ▶ Developer-friendly tools and programs.
- ▶ Optimized offerings for SAP deployments.

Choose how you want to purchase, consume, and deploy Red Hat Enterprise Linux

Red Hat solutions are designed for hybrid and multicloud environments—you can deploy Red Hat Enterprise Linux wherever it makes the most sense. Red Hat and Google Cloud offer multiple purchasing options to fit your organization's procurement processes:

- ▶ Purchase subscriptions from Red Hat for use on site or on Google Cloud via [Red Hat Cloud Access](#).
- ▶ Obtain Red Hat Enterprise Linux instances from the [Google Cloud Marketplace](#).
- ▶ Use your [Google Cloud committed use discounts \(CUDs\)](#) for Red Hat Enterprise Linux instances on Google Cloud.
- ▶ Use the Red Hat Hybrid Committed Spend program for discounted pricing and flexible payment options on site and on Google Cloud.

[Read the brief](#) to learn more about these options.

Access award-winning support and expertise

Regardless of how you purchase Red Hat Enterprise Linux, you are backed by Red Hat's [award-winning support organization](#) in coordination with Google Cloud support teams. Red Hat works with cloud partners to provide expertise, knowledge, and, in some cases, joint support models to ensure you can successfully accomplish your goals with Red Hat and Google Cloud solutions. You receive the same high-value experience whether you obtain Red Hat Enterprise Linux directly from Red Hat or through Google Cloud.

You can choose from several levels of support to meet the needs of different teams—and your budget. For example, you may choose self-support for development systems and premium 24x7 support for production systems. Red Hat support teams work closely with Red Hat engineering and product teams, along with Google Cloud, to solve issues quickly and with less hassle for you. Specialty-based routing ensures support calls and tickets go directly to the right experts. Red Hat also takes learnings from support cases and compiles them into helpful documentation on the [Red Hat Customer Portal](#). Via the Red Hat Customer Portal, you can access reference architectures, best practices, product documentation, videos, collaborative discussion, labs, and tools.

Streamline operations and management in hybrid and multicloud environments

Standardizing on Red Hat Enterprise Linux and Google Cloud lets you use the same set of management tools to administer your datacenter and cloud environments, saving time and effort. A unique suite of hosted services that helps you manage and optimize hybrid and multicloud environments, [Red Hat Insights](#) is included with Red Hat Enterprise Linux. Insights uses predictive analytics and deep domain expertise to streamline operational tasks. With a focus on operations, security, and business outcomes, it proactively alerts administrators and stakeholders before an outage, security event, or overspending occurs. Insights works across on-site and cloud environments, so you can manage everything from a

Overview Focus on innovation with Red Hat Enterprise Linux and Google Cloud



Save time and effort with Red Hat Insights

Red Hat Insights helps you reduce the time spent on common management tasks:³

- ▶ **91%** less time to detect security vulnerabilities
- ▶ **69%** less time to detect policy violations
- ▶ **96%** less time to detect known operational risks
- ▶ **89%** less time to detect configuration drift
- ▶ **88%** less time to track system patch status



Protect your environment

Red Hat Enterprise Linux complies with a [large number of security standards](#), including:

- ▶ Common Criteria (CC).
- ▶ Federal Information Processing Standard (FIPS) 140-2 and 140-3.
- ▶ Secure Technical Implementation Guidelines (STIG).

single interface. To further simplify operations, you can even link your Red Hat account to your Google Cloud account and choose to automatically connect your cloud-based systems and workloads to Insights and other Red Hat services upon provisioning.

Red Hat Insights offers key capabilities for hybrid and multicloud environments:

- ▶ **Subscriptions service.** Track and optimize your Red Hat Enterprise Linux subscription use across your entire environment.
- ▶ **Resource optimization service.** Right-size your Google Cloud deployments using central processing unit (CPU), memory, and input/output (I/O) performance metrics that tell you whether your systems are optimized, undersized, oversized, under pressure, or idling.
- ▶ **Image builder service.** Create, manage, and deploy Red Hat Enterprise Linux images consistently and rapidly across your datacenter and Google Cloud environments. You can take advantage of [certified gold images](#), included with Red Hat Enterprise Linux, to speed deployment.
- ▶ **Vulnerability service.** Scan your systems for Common Vulnerabilities and Exposures (CVEs) and access prioritized remediation guidance.
- ▶ **Compliance and policies services.** Set policies and track adherence to compliance requirements across systems regardless of where they run.
- ▶ **Malware service.** Detect malware in your systems regardless of where they are deployed.
- ▶ **Advisor service.** Rapidly identify operational risks and issues identified by Google Cloud, across large-scale environments and access prioritized remediation guidance.
- ▶ **Drift service.** Identify configuration drift that can lead to performance, availability, security, and compliance issues.
- ▶ **Patch service.** Manage patching across all Red Hat Enterprise Linux systems in your environment.

[Read the brief](#) to learn more about using Red Hat Insights in your Google Cloud environment.

Maintain security and compliance in the cloud

Running Red Hat Enterprise Linux on Google Cloud gives you a compliance-focused foundation with secure-by-design infrastructure and intelligent security features that help defend data and applications against threats and fraudulent activity. Built-in operating security features like [live kernel patching](#), security profiles, security standards certification, and a [trusted software supply chain](#) help you meet today's high security and compliance expectations. Extensive testing of security profiles for all new versions of Red Hat Enterprise Linux on Google Cloud ensures that they run as expected in hybrid and multicloud environments. A modular package structure reduces your attack surface and protects your systems in the cloud. Best practice-based default settings configure your systems for increased security in the cloud from the start. Automated tools, regular updates and patch releases, and accessible expertise safeguard your environment. The Red Hat Insights compliance service helps you track your organization's adherence to compliance requirements across your environments and provides remediation guidance to help you maintain compliance over time. And an included identity management tool lets you adopt zero trust architectures more easily.

³ Principled Technologies, sponsored by Red Hat. "[Save administrator time and effort by activating Red Hat Insights to automate monitoring.](#)" September 2020.



Access tools and resources to build your skills

The [Red Hat Developer program](#) provides tools, technologies, and a community of builders to help you solve problems, connect with colleagues, stay current, and lead your projects forward.

[Red Hat Developer Subscription for Teams](#) is available at no cost for organizations already using Red Hat products and includes access to Red Hat Developer e-books, cheatsheets, and other useful content.

[Red Hat Learning Subscription](#) helps your teams fill skills gaps and get the most from your Red Hat products with unlimited access to training content, labs, and videos.

Google Cloud publishes security best practices, including deployable blueprints and landing zones, guidelines for increasing cloud security, and recommended configurations and architectures. Google Cloud uses a zero trust model, providing single sign-on, access control policies, access proxies, and user- and device-based authentication and authorization to help you meet regulatory and policy objectives. Google Cloud also encrypts data in transit between datacenters and at rest, ensuring that it can only be accessed by authorized roles and services.

Support your developers no matter where they work

Adopting a common platform—like Red Hat Enterprise Linux—for development, test, and production environments streamlines time to launch for new applications and reduces the risk of incompatibilities and issues at launch. Red Hat Enterprise Linux delivers easy access to reliable operating system images in the cloud in addition to the toolchains, libraries, container tools, and runtimes needed to streamline the path from development to production. Updates are delivered via [application streams](#), allowing developers and IT architects to experiment with the latest tools, runtime languages, and databases while still maintaining earlier versions of production applications.

Red Hat also offers developer-specific resources, programs, and subscriptions to help organizations develop on Red Hat Enterprise Linux more easily and cost-effectively:

- ▶ [Red Hat Developer program](#)
- ▶ [Red Hat Developer Subscription for Individuals](#)
- ▶ [Red Hat Developer Subscription for Teams](#)

These programs can be used both in your datacenter and in your Google Cloud environment.

Gain more value today




Standardizing on a flexible, stable, and reliable operating system across hybrid and multicloud environments can simplify your journey to the cloud. Running Red Hat Enterprise Linux on Google Cloud gives you a consistent, manageable, and security-focused foundation for getting the most value from your cloud investments.

[Learn more](#) about the value of Red Hat Enterprise Linux on Google Cloud



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 develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. [A trusted adviser to the Fortune 500](#), Red Hat provides [award-winning](#) support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

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