

Optimize financial operations with Red Hat solutions in the cloud

Cloud complexity leads to increased focus on FinOps optimization

As cloud adoption becomes increasingly ubiquitous across industries, more and more organizations are focused on optimizing the efficiency of their cloud operations—aiming to improve resource usage, cost management, and solution procurement efficiency.

Many have started to employ formal financial operations (FinOps) practices and dedicated FinOps practitioners, with 59% of organizations in 2025 reporting they have a FinOps team focused on cloud cost optimization.¹

Often reporting to the CEO and CIO, FinOps practitioners are tasked with overcoming the complexities of operating in hybrid or multicloud environments, gaining visibility into and control of cloud costs, and delivering solutions that increase organizational efficiency. Going beyond financial management, they serve as a bridge between engineering, finance, and procurement, and play an increasingly strategic role in cloud governance, business value alignment, and cloud software purchasing influence.

By evaluating software solutions on a combination of technical abilities, financial impact, return on investment (ROI), and alignment with existing committed spend agreements, FinOps teams can help promote operational and financial efficiency across their enterprise.

This overview details how Red Hat can help FinOps practitioners address key challenges through the extensive financial and operational benefits of strategic collaborations with top cloud providers. This includes proven cloud solutions that optimize resource usage and streamline procurement processes.

How Red Hat helps organizations optimize for efficiency in the cloud

As a longstanding provider of solutions that help organizations optimize IT operations across hybrid or multicloud environments, Red Hat brings over a decade of expertise in cloud technology and a deep understanding of enterprise-scale cloud challenges.

Red Hat offers a wide range of platforms and solutions that provide key functionality for effectively operating in a hybrid or multicloud environment, with proven benefits across an organization.

These efficiency gains are backed by the flexibility needed to operate in complex cloud environments and the agility to adapt to changing customer and business demands as they arise:

- ▶ **Cloud portability.** Red Hat's solutions offer full portability, with a consistent and reliable experience across infrastructure types and top cloud providers.
- ▶ **Vendor flexibility.** Red Hat's open source platforms provide organizations the flexibility to continue using the solutions and tools they are already familiar with, or to adopt emerging technologies without disruption.

¹ Lawson, Adrienn, et al. "[CNCF Annual Cloud Native Survey](#)." Cloud Native Computing Foundation, January 2026.

Red Hat has extended its expertise in the cloud space by partnering with leading cloud providers—including Amazon Web Services (AWS), Microsoft Azure, Google Cloud, and others—to support the mutual goal of delivering continuous cloud innovation.

These collaborative relationships have led to the creation of a number of jointly developed solutions optimized for hyperscalers' cloud environments. These solutions (as well as many other Red Hat solutions) are available to purchase and deploy from cloud providers' marketplaces or consoles, often with the option to purchase using existing committed spend.

Discover the comprehensive range of proven cloud solutions from Red Hat

Red Hat solutions are designed to help organizations optimize operational efficiency across hybrid cloud and multicloud environments. This includes boosting application development speed, scalability, and focus on security, while reducing cost and optimizing resource management.

These IT platforms—many of which are available as cloud-optimized versions jointly developed with cloud providers—include:

- ▶ **Red Hat® Enterprise Linux®**, the world's leading commercial Linux operating system (OS)², gives organizations the flexibility and stability to consistently deploy and operate applications anywhere in hybrid or multicloud environments. Designed for enterprise use cases, it provides built-in security and management features that allow organizations to confidently run critical workloads on a stable platform.
- ▶ Red Hat Enterprise Linux provides ready-to-use performance standards and built-in management tools, such as integration with the AWS command-line interface (CLI) and Red Hat Lightspeed (formerly Red Hat Insights). This can help organizations decrease manual work—reducing administrative overhead, lowering operational costs, and mitigating the risk of human error causing expensive downtime.
- ▶ Red Hat offers [cloud-optimized Red Hat Enterprise Linux](#) as jointly engineered, integrated, and supported images for AWS, Google Cloud, and Microsoft Azure. These pretuned, ready-to-run images are tailored to each hyperscaler's unique environment. This offers a stable surface for organizations to build on without having to manually configure the underlying technology—allowing organizations to accelerate time to value.
- ▶ **Red Hat OpenShift®** is a hybrid and multicloud application platform that offers a security-focused and consistent experience on-premise, in complex cloud environments, and at the network edge.
- ▶ Red Hat OpenShift meets organizations where they are on their modernization journey, with a single, consistent platform that can manage both containers and virtualized workloads without adding complexity. This helps IT teams eliminate isolated infrastructure and make better use of existing resources to reduce waste and improve cost efficiency as they scale.
- ▶ Red Hat OpenShift is also available as a [fully managed cloud service](#) delivered as a production-ready application platform that helps organizations maximize the value of their cloud investments. With integrated developer tooling, automated updates, built-in security capabilities, and Red Hat Site Reliability Engineers (SREs) managing infrastructure for performance and scalability, this simplifies operations and helps organizations optimize for performance and scalability.
- ▶ Backed by a 99.95% service-level agreement (SLA), Red Hat OpenShift allows organizations to offload management burden and confidently move workloads to the cloud—helping reduce operational overhead and avoid costly downtime so IT teams can focus on innovation instead of managing infrastructure.

² IDC Market Share. "[Worldwide Server Operating System Environments Market Shares, 2024: The Market Bounces Back](#)." Document #US53461725, August 2025.

- ▶ **Red Hat Ansible® Automation Platform** includes all the tooling organizations need to build, deploy, and manage end-to-end automation at scale. It simplifies how teams are able to share, vet, and manage automation content, while also offering streamlined and agentless technical implementation.
- ▶ With integration into the complete Red Hat portfolio, as well as many major cloud providers' cloud environments, Ansible Automation Platform can be used to automate how organizations manage upgrades, lifecycles, security protocols, and integrations across their complete hybrid or multicloud environment.
- ▶ Using Ansible Automation Platform to manage cloud infrastructure—such as automatically turning off unused resources, right-sizing resources, or recovering abandoned resources—allows organizations to gain key efficiency boosts that help them optimize cloud costs and resource use.

Red Hat offers a number of supporting solutions that help organizations modernize their operations and further optimize efficiency:

- ▶ **Red Hat AI** makes developing and delivering AI solutions across hybrid or multicloud environments more efficient. It offers optimized models and efficient inference, reduces the complexity of integrating with private data, and simplifies delivery of agentic AI on a scalable, flexible platform. This allows organizations to manage the complete lifecycle of predictive and gen AI models at scale, from single-server deployments to scaled-out distributed platforms.
- ▶ **Red Hat OpenShift Virtualization** is a feature of Red Hat OpenShift that streamlines the process of migrating and managing an organization's existing virtual machines (VMs) on a unified application platform. It provides a consistent platform on-premise, in the cloud, and at the edge of a network, with a single management interface and set of development and operations tools for both containerized and virtualized workloads. In cloud environments, OpenShift Virtualization can address hardware overcommit, allowing more VMs to run on fewer instances and helping customers optimize resource usage.
- ▶ **Red Hat Lightspeed** continuously and proactively analyzes platforms and applications to help manage hybrid or multicloud environments. It uses predictive analytics and deep domain expertise to reduce complex manual analysis and troubleshooting time, including identifying security and performance risks, reporting on subscriptions, and managing costs.

Red Hat solutions—including Red Hat Enterprise Linux, Red Hat OpenShift, and Ansible Automation Platform—provide key operational efficiencies:³

- ▶ 70% faster new VM deployment.
- ▶ 64% faster new container deployment.
- ▶ 60% faster new application development cycle.
- ▶ 40% infrastructure management efficiency gain.
- ▶ 38% higher development team efficiency.
- ▶ 34% security operations efficiency gain.
- ▶ 24% application management efficiency gain.

³ IDC Business Value Snapshot, sponsored by Red Hat. "[The Business Value of Red Hat Hybrid Cloud Solutions](#)." Document #US53767425, September 2025.

Streamline procurement with flexible consumption and deployment options

FinOps practitioners are commonly tasked with addressing the needs identified by engineering or other teams with a technical focus. They are responsible for finding the solutions and infrastructure required to improve operational effectiveness, while also balancing financial concerns and a need for efficient and flexible procurement options.

To achieve this, FinOps teams are looking for providers that offer solutions directly through cloud provider marketplaces—a key channel and strategic avenue for efficiently procuring the cloud solutions organizations need.

Red Hat offers many of its hybrid and multicloud platforms through those marketplaces, with simplified procurement, consolidated billing, and the ability to use existing committed spend to purchase proven solutions. This helps organizations:

- ▶ **Increase ease of procurement** with a range of flexible purchasing and deployment options that allow organizations to use their existing procurement processes and purchasing agreements.
- ▶ **Improve procurement time** with a full range of solutions and services that meet an entire organization's needs, allowing them to avoid lengthy searches and approvals for new solutions and service providers when the need arises.
- ▶ **Simplify billing** with consolidated billing between both software and service purchases and cloud consumption costs, which allows organizations to make better use of their existing committed spend.

Red Hat offers a range of consumption models—and committed spend programs—to flexibly meet organizations' financial needs. These consumption models include:

- ▶ **Pay-as-you-go.** Organizations can purchase Red Hat solutions through a cloud provider's marketplace, console, or portal on a pay-as-you-go basis, with simplified procurement, consolidated billing, and the option to use committed spend.
- ▶ **Commitment-based public offer.** Organizations that know they will consume a specific product or service on a consistent basis for a specified period of time can make an up-front commitment (monthly or annually) in exchange for discounts.
- ▶ **Private offer.** Organizations can work directly with a Red Hat representative for flexible pricing options, budget predictability, and access to the Red Hat Hybrid Committed Spend program (more details on that to follow). This approach provides both pay-as-you-go or annual subscription models, direct support from Red Hat, discounted pricing, and the ability to use existing committed spend.
- ▶ **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 certified public cloud providers. The terms of the subscription with Red Hat—including pricing, support, and benefits—remain the same, while cloud consumption costs are paid directly to the cloud provider.

These flexible consumption options are offered in conjunction with 2 primary committed spend programs:

- ▶ **Committed spend agreements with a cloud provider.** Major cloud providers, including AWS, Microsoft Azure, and Google Cloud, offer committed spend discounts on solutions purchased through their marketplaces. These agreements often include the option to purchase Red Hat solutions with committed spend, helping organizations optimize third-party solution and cloud consumption costs.
- ▶ **Red Hat Hybrid Committed Spend program.** Organizations can go beyond the discounts that they can access through cloud provider committed spend agreements, and also receive further discounts on Red Hat products through the Red Hat Hybrid Committed Spend program. This program allows organizations to acquire Red Hat products from either a cloud provider marketplace or directly from Red Hat, while benefiting from volume discounts on their total Red Hat spend and the ability to count those purchases towards both committed spend agreements.

The Red Hat Hybrid Committed Spend program helps organizations further optimize their FinOps with:

- ▶ The flexibility to deploy Red Hat solutions where it makes the most sense across their hybrid or multicloud environment.
- ▶ The option to receive volume discount considerations for total expenditures across all channels and environments.
- ▶ The product deployment flexibility of Red Hat's portfolio, which allows organizations to shift between products on a monthly, weekly, or hourly basis.
- ▶ The option to merge traditional subscription payment models with on-demand subscriptions to maximize procurement and pricing flexibility.

Start exploring proven solutions from Red Hat in the cloud

Discover the complete range of Red Hat solutions available on the [AWS Marketplace](#), [Microsoft Marketplace](#), or [Google Cloud Marketplace](#).

Or, [contact us](#) to learn more about how Red Hat helps organizations optimize FinOps with significant operational improvements, simplified procurement and billing, and the financial benefits of using existing committed spend to purchase proven cloud solutions.



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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