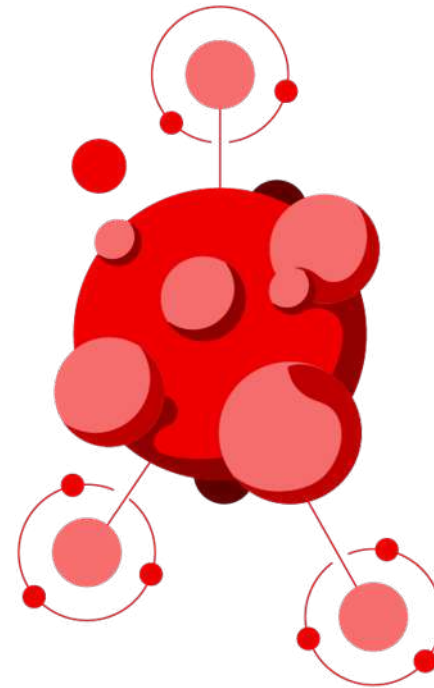




# Open.Tour

Connecting people and solutions  
to accelerate your business

# How to build value with Cloud Services



When moving to the cloud is not by default a success. Value requires revenue growth or cost reduction

# Reality of enterprise IT environments

Mixed infrastructure environments, diverse app portfolios, & limited automation

## Infrastructure



Bare metal



Virtualization



Edge



Private cloud



Public cloud

## Applications



AI/ML



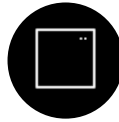
Analytics



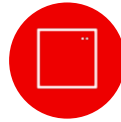
Serverless



Cloud-native and  
microservices



Java™



.Net



ISV

## Development, IT processes, and skills



Developer  
tools



Pipeline  
and  
processes



People  
and  
policies



The right  
skills

# Ingredients for survival

# The new world demands all three



**Speed**

Innovate at  
continuous **speed**.



**Stability**

Operate consistently  
and with **stability**.

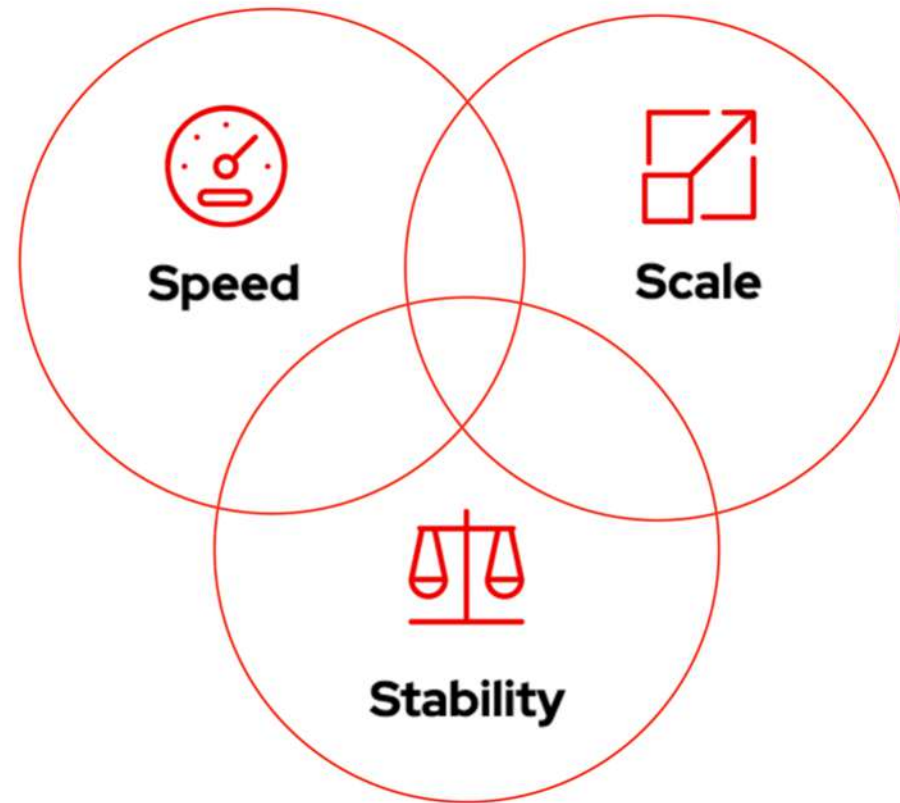


**Scale**

Be ready for today, and  
build for the future with  
**scalability**.

The new world demands all three, plus

---



## How do customers benefit from the cloud?

### **Agility**

Teams can experiment and innovate quickly and frequently

### **Cost Savings**

Only pay for what you use, leveraging economies of scale

### **Elasticity**

Easily scale up or down with the needs of the business

### **Innovation**

Focus on business differentiators, not infrastructure

### **Global Footprint**

Extensive, reliable, and secure global cloud infrastructure



# Why customers are choosing AWS

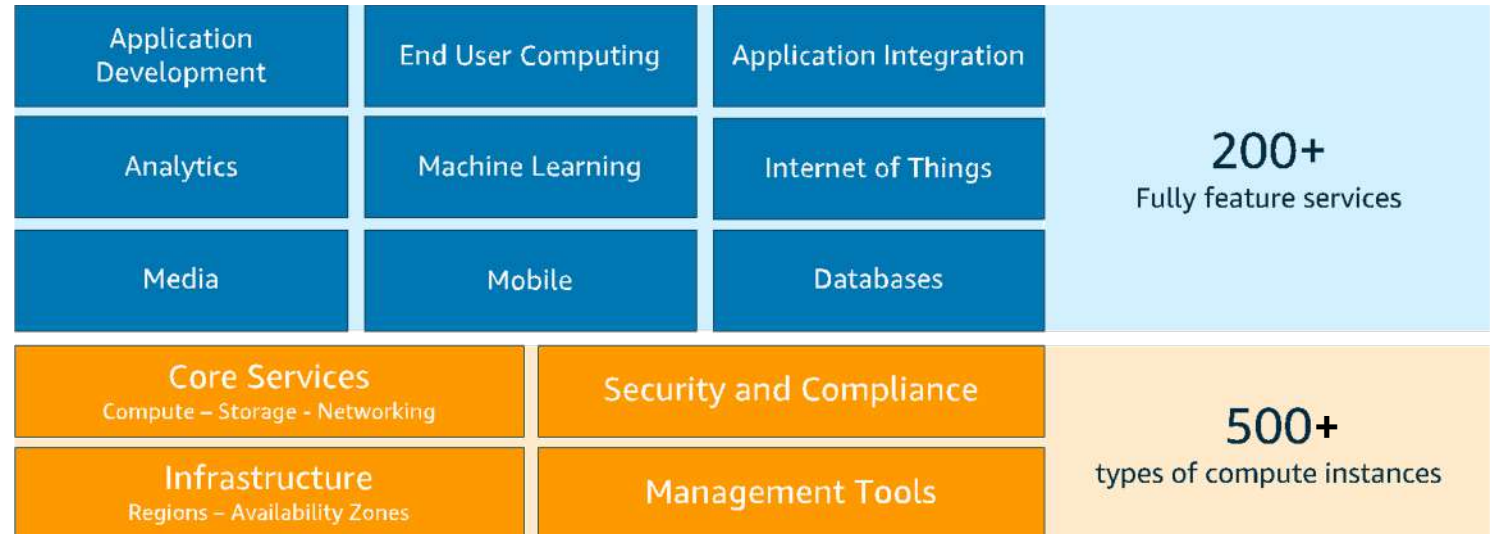
**Agility**

**Cost Savings**

**Elasticity**

**Innovation**

**Global Footprint**





# Costs – Or where does cloud business value come from?

Non-TCO drivers constitute over 90% of the business value

Agility

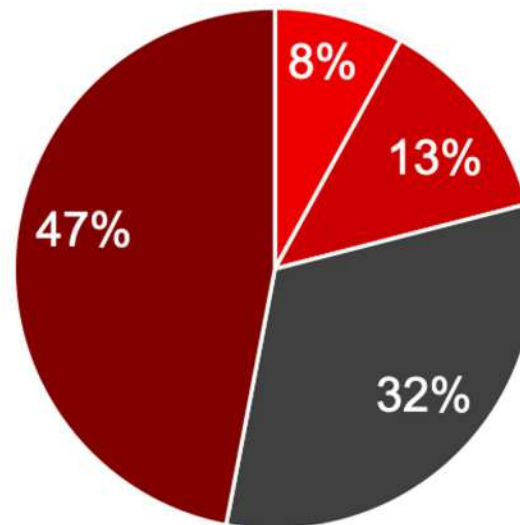
Cost Savings

Elasticity

Innovation

Global Footprint

Distribution of benefits from moving to AWS



- IT infrastructure cost reductions
- Risk mitigation - user productivity
- IT staff productivity
- Business productivity

AWS Cloud Value Framework

▶ Cost savings (TCO)

▶ Operational resilience

▶ Staff productivity

▶ Business agility

# The Total Economic Impact™ Of Red Hat OpenShift Cloud Services

Cost Savings And Business Benefits  
Enabled By Red Hat

JANUARY 2022

[Link to Study](#)

## KEY STATISTICS



Return on investment (ROI)  
**468%**



Net present value (NPV)  
**\$4.08M**

## Quantified benefits

## Unquantified benefits

- **Improved development velocity.** Using Red Hat OpenShift cloud services allows organizations to shorten their development cycle by up to 70%. Waiting time is reduced and code are shorter. The platform empowers

- **Twenty percent of developer time is recaptured from infrastructure maintenance work.** Interviewees noted that Red Hat OpenShift

- **Improved operational efficiency by 50 percent.** Since Red Hat OpenShift cloud services is a managed

- **Developer satisfaction and retention.** Interviewees highlighted that developers benefited from Red Hat OpenShift cloud services

- **Reliability.** Interviewees noted that Red Hat OpenShift cloud services

- **Portability and business continuity.** Interviewees also noted that Red Hat OpenShift cloud services
- **Security and reduced risk.** Interviewees noted how Red Hat OpenShift cloud services

# How to create business value



x%

Manage  
workloads

Build cloud-native  
apps

Data-driven  
insights

Developer  
productivity

Platform services

Application services

Data services

Developer services

Kubernetes cluster services

Kubernetes

Linux

x%



# Build and run a platform *versus* a cloud service



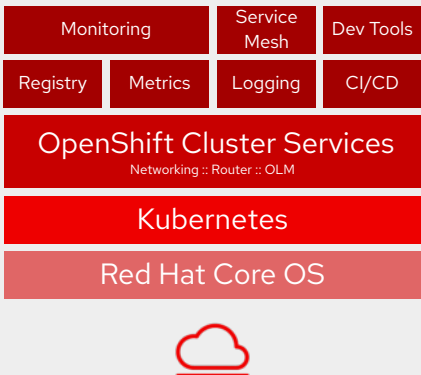
The Engine



The Parts



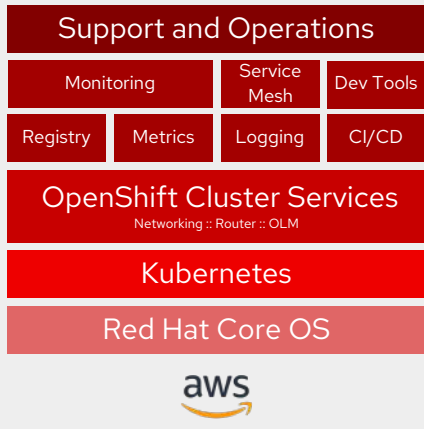
The Assembled Car



Self-managed  
Red Hat OpenShift

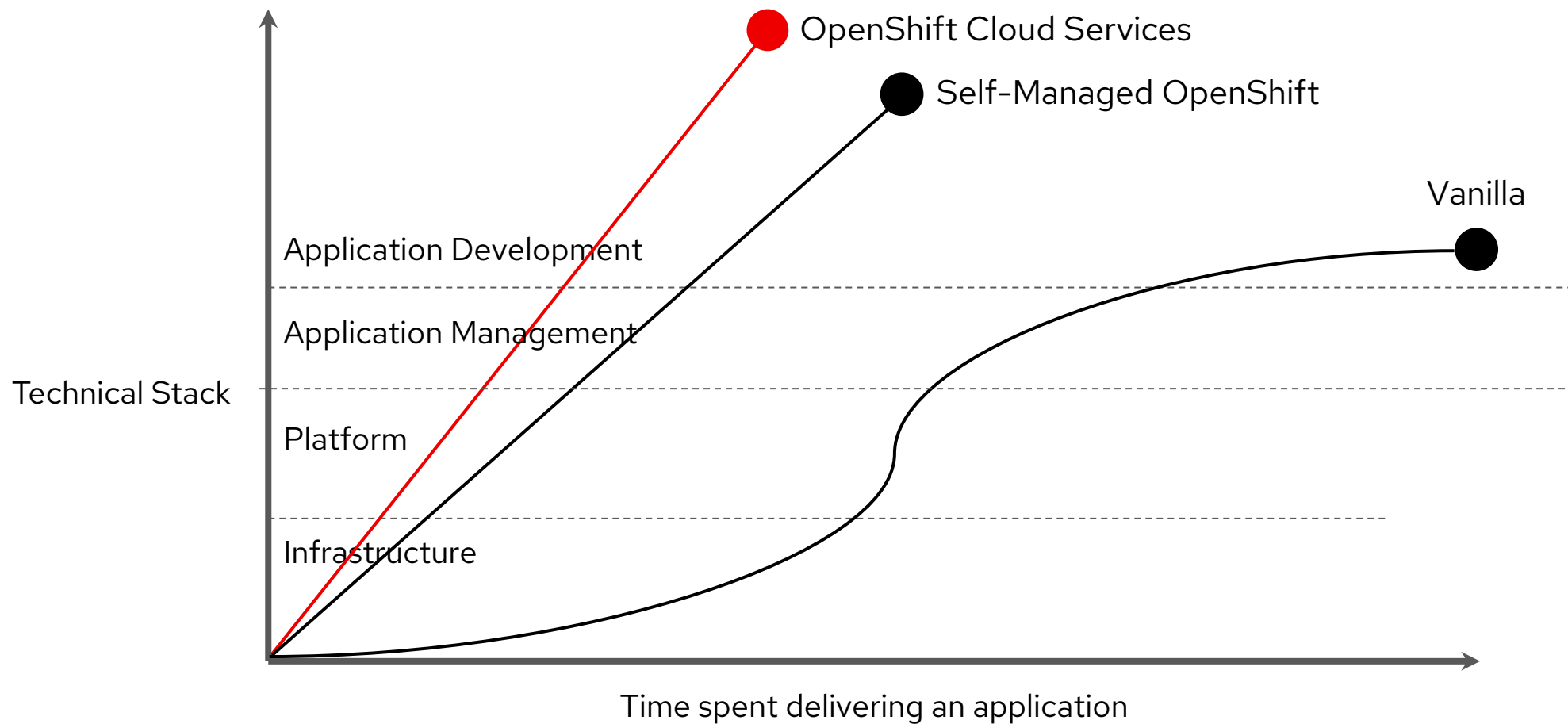


The Full Service

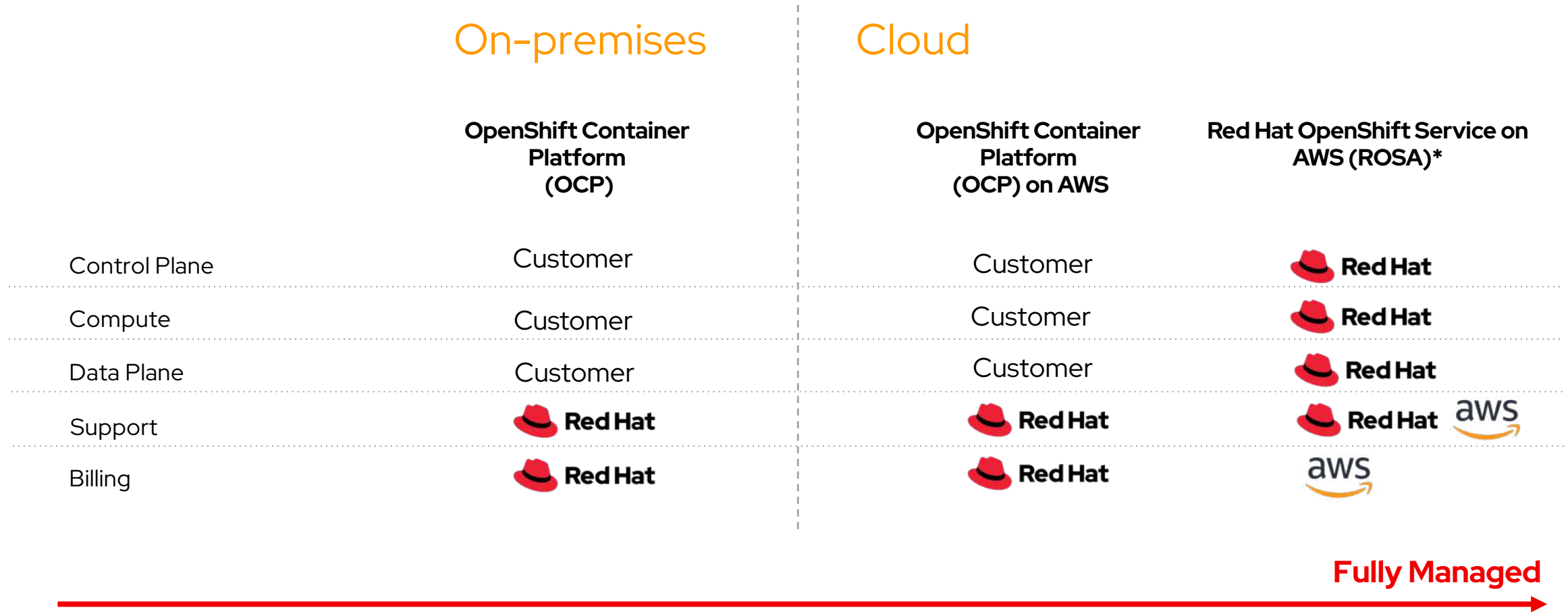


Red Hat OpenShift Service  
on AWS

# Time to value with OpenShift

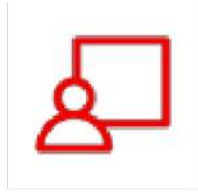


Customers need to focus on innovation to add value to their business



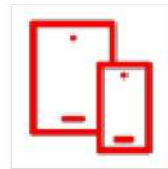


# Red Hat OpenShift Service on AWS differentiation



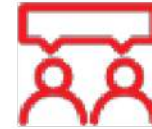
## Console service

- Create OpenShift clusters from the AWS console in minutes
- AWS integrated experience for cluster creation and management
- Foundation based on RHEL, providing a stable and secure platform for hybrid deployments



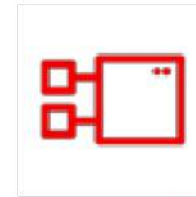
## Unified bill

- Leverage your existing AWS commitment to use OpenShift
- Get a single unified bill from AWS for both OpenShift and AWS consumption



## 24/7 Joint Support

- Integrated support systems
- Contact Red Hat or AWS support
- Built on Red Hat and AWS' decades of enterprise IT knowledge and experience



## Integration with AWS Services

- Build containerized applications that integrate natively with more than 170 AWS cloud-native services
- Deploy clusters across multiple Availability Zones in supported regions to maximize availability.

# Red Hat OpenShift Service on AWS

Fully-managed Red Hat OpenShift service on AWS, jointly managed and supported by both Red Hat and AWS

Installation, management, maintenance and upgrades are monitored by Red Hat SRE.



## Reduce operational complexity

Fully-managed OpenShift service, backed by enterprise class SLA enabling customers to focus on applications, not infrastructure



## Empower developers to innovate

Quickly build and deploy applications by launching OpenShift through the AWS console



## Flexible consumption based pricing

Scale as your business needs and pay-as-you-go with flexible pricing with an on-demand hourly or annual billing model.

# Operational Expertise – You can or you want?



## AWS Cloud Value Framework

- ▶ Cost savings (TCO)
- ▶ Operational resilience
- ▶ Staff productivity
- ▶ Business agility

# Why Red Hat Cloud Services?



Jointly engineered, operated, and supported by Red Hat and Hyperscaler



Complete application development platform



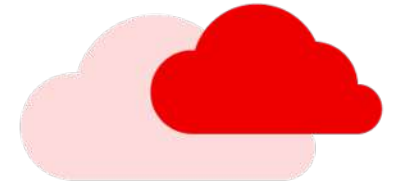
Consistent OpenShift experience across the hybrid cloud



Fully managed, from infrastructure to daily operations

# Red Hat Cloud Services

Managed OpenShift + Application Services + Data Services



Full stack management  
and unified experience

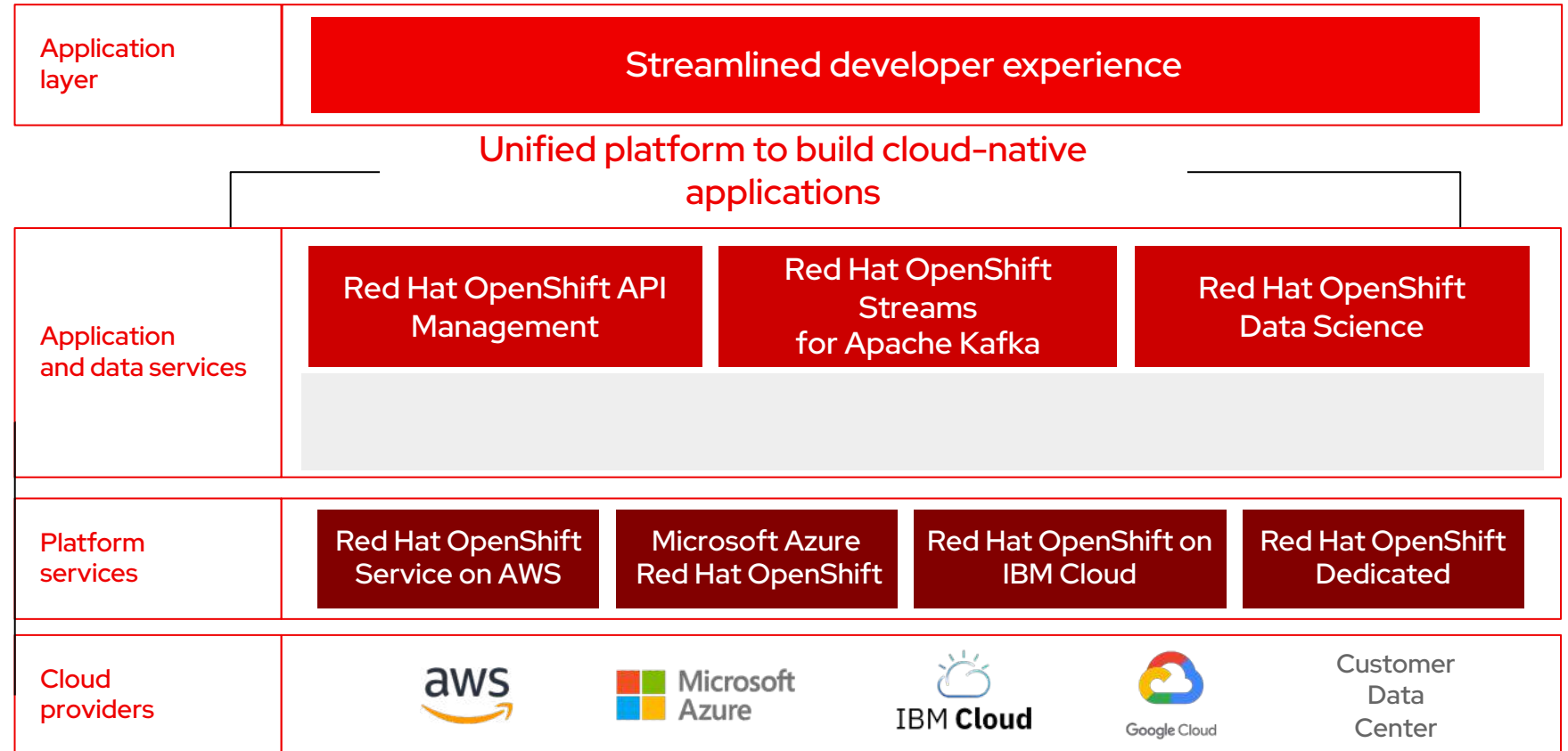


Maximize full value of  
Red Hat OpenShift

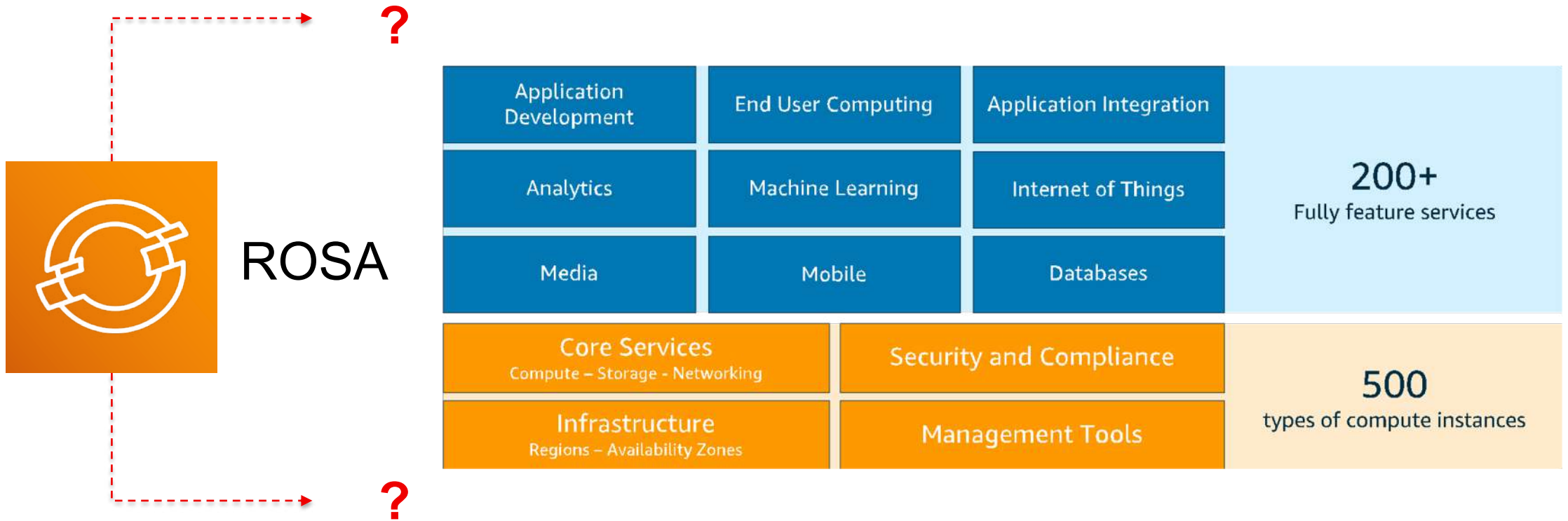


Hybrid cloud flexibility

Native integration



# Business value beyond the applications running on ROSA



## Application Development and Monitoring



AWS  
DynamoDB



AWS  
RDS



Amazon  
Aurora



Amazon  
API  
Gateway



AWS  
CodeComm  
it



AWS  
EventBridg  
e



Cloud Watch

# ROSA

AWS Controllers for Kubernetes (ACK) is an open source project built with ❤️ by AWS which lets you define and use AWS service resources directly from Kubernetes

## Infrastructure and Operations



Amazon  
EC2



Amazon  
EBS



Amazon  
EFS



Amazon  
FSx



Amazon  
ELB



Amazon  
VPC



Route 53



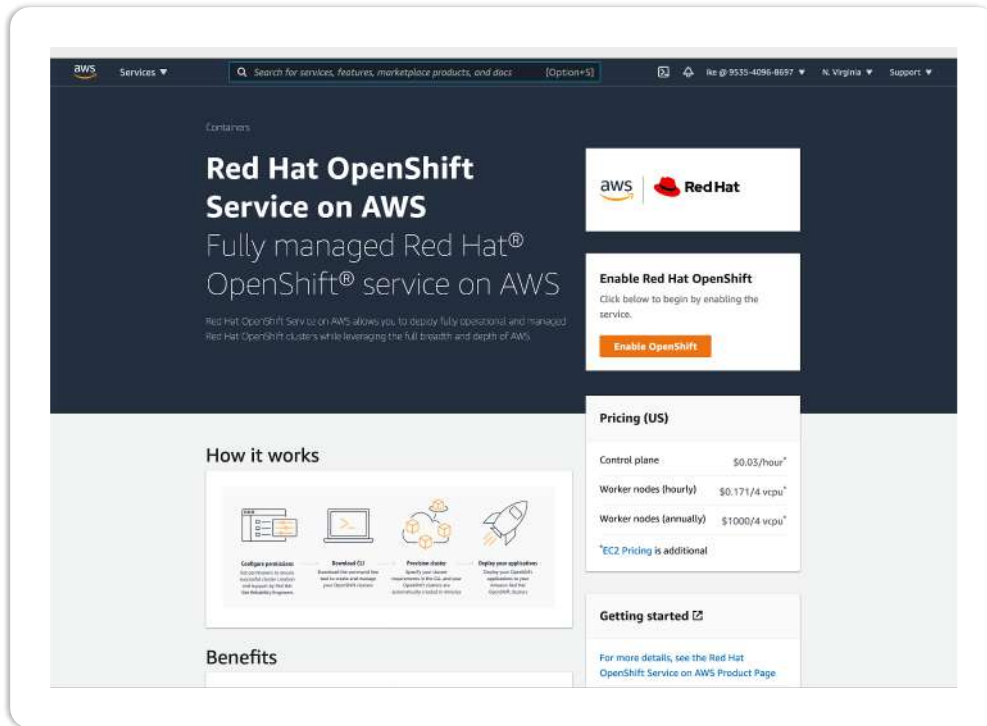
AWS  
Private Link



Amazon Elastic Container Registry (ECR)



# Red Hat OpenShift Service on AWS – Summary



- ▶ focus on **innovation** to add value to your business
- ▶ Lower costs by increasing **resource utilization**
- ▶ Reduce **operational** overhead
- ▶ Increase **scaling** capabilities
- ▶ Increase **security** and **compliance**
- ▶ No need to **re-architect** existing applications
- ▶ Helps to **accelerate** your cloud migration journey

# Thank you

**Stop by at the booth if you want to learn more**

**Learn more about Red Hat OpenShift Service on AWS**

<https://aws.amazon.com/rosa/>

**Meet the ROSA team at re:invent Nov 28 – Dec 2**

<https://reinvent.awsevents.com/>