

Accelerate Your Cloud Journey with Red Hat and AWS

Ashutosh Upadhyay

Partner Solutions Architect
Amazon Web Services

Luka Riester

Senior Solutions Architect
Amazon Web Services



Agenda

About AWS

AWS + RedHat

Compute

Containers

Programs & Tools

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Show of hands



Model: Amazon Nova Canvas 1.0

Prompt: *crowd in an auditorium in front of a stage with aws branding, raising hands, questions asked*

About AWS

"Well-architecting The Cloud since 2006"



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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

AWS global infrastructure

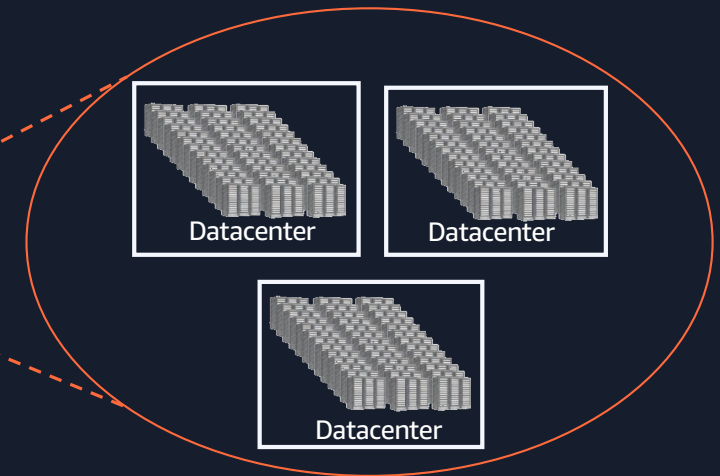
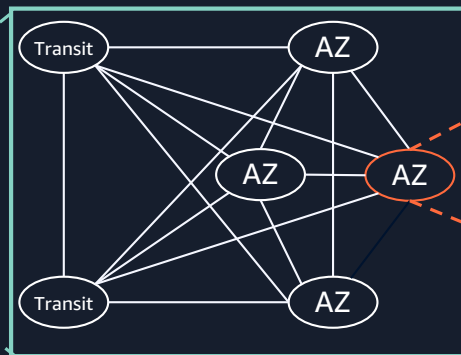
AWS REGIONS, EDGE LOCATIONS, AND THE GLOBAL BACKBONE

REGIONAL
EXPANSION

- Available today: 38 Regions
- Coming soon: 3 Regions



AWS Region design



Global Presence

120 Availability Zones
38 Regions
700+ Points of Presence

AWS Region

A Region is a physical location around the world where we cluster data centers. We call each group of logical data centers an **Availability Zone**.

AWS Availability Zone (AZ)

Availability Zones consist of one or more discrete data centers, each with redundant power, networking, and connectivity, housed in separate facilities.

AWS Local Zones

RUN LATENCY-SENSITIVE APPLICATIONS AT THE EDGE USING
AWS INFRASTRUCTURE AND SERVICES



LOW LATENCY

Extends AWS infrastructure services, APIs, and tools to where customers need them to support low-latency applications



FULLY MANAGED

Fully owned, managed, and supported by AWS



CITIES

New type of AWS infrastructure that places AWS compute, storage, networking, and select AWS services closer to where your end users are located



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Why AWS?



AWS Availability Zone Design

38 AWS Regions
120 AWS Availability Zones



TCO Price Reductions

134 Price Reductions
Since 2006



Resilient Infrastructure

Gartner Magic Quadrant
Worldwide Leader for Cloud
Infrastructure as a Service



Amazon CloudFront

700+ Points of Presence,
100+ cities, 50+ countries



Breadth & Depth

200+ fully featured services
support any cloud workload



Sustainable Operations

Match 100% of the electricity
we consume with renewable
energy

Hardware Innovation

Recognized as the Most Innovative Cloud
Provider; Exclusive Purpose-Built Hardware



AWS Inferentia and AWS Trainium

AI chips built for price performance
of model training & serving



AWS Graviton

Powerful & efficient custom-
built Arm-based processors



AWS Nitro System

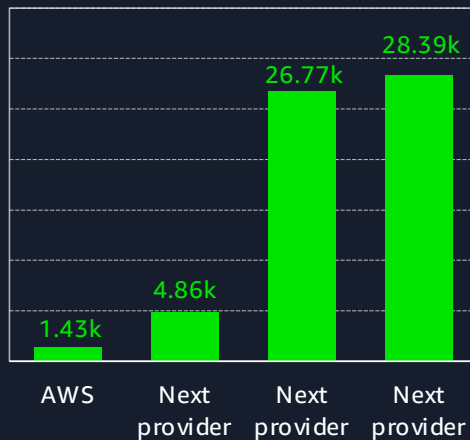
Reduces costs of virtualization &
maximizes server resources
delivered to your EC2 instances

Customers choose AWS for Resiliency & Availability

AND AWS IS THE LONGEST-RUNNING GARTNER MAGIC QUADRANT LEADER – 15 YEARS

Financial Impact of Downtime

Total (public) incident hours by provider over 1-Year Period



Futurum Cloud Downtime Incident Report - April 10, 2024

\$2.5B

Annual Fortune 1000 application downtime costs

\$474K

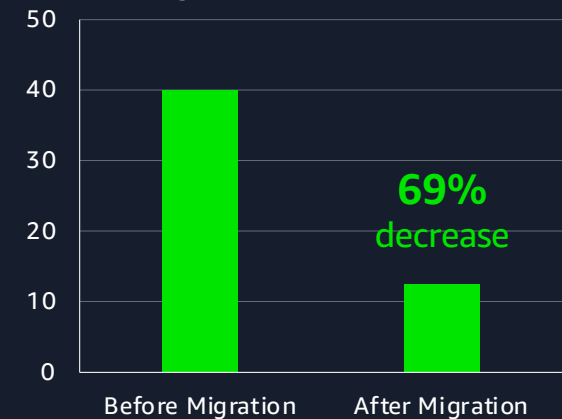
Average cost/hr of downtime

\$1M

Cost/hr of a critical application failure

Source: IDC: Annual Fortune 1000 application downtime costs Study
Ponemon Institute: [Cost of Data Center Outages, updates and stats](#)

Unplanned Downtime Over 1-Year Pre & Post Migration to AWS



The Business Value of Migration to Amazon Web Services, The Hackett Group, February 2022



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AWS and Red Hat

Empowering organizations to accelerate innovation with a comprehensive hybrid cloud platform that combines the flexibility of AWS with the power of Red Hat open-source technologies

- Red Hat Enterprise Linux expands its availability to AWS
- Red Hat JBoss Middleware on AWS
- Announced strategic alliance to natively integrate AWS services into Red Hat OpenShift Container Platform
- Red Hat joins the APN Customer Engagements Program
- Red Hat OpenShift Service on AWS (ROSA)
- Red Hat OpenShift Virtualization on AWS
- Red Hat Offerings on AWS Marketplace
- RHEL 10 for AWS

2008 2012 2015 2017 2018 2019 2020 2021 2022 2023 2024 2025

- Red Hat and AWS partnership begins
- Red Hat Enterprise Linux on AWS
- RHEL for SAP HANA expands its availability to AWS
- Red Hat Enterprise Linux for SAP Solutions expands its availability to AWS
- Microsoft SQL Server on Red Hat Enterprise Linux on AWS announced
- AWS Partner Ready for RHEL on AWS on AWS Outpost was announced to support Open Hybrid Cloud
- Red Hat Ansible Automation Platform on AWS
- ROSA Local Zones
ROSA Outpost
Red Hat OpenShift AI
Advanced Cluster Security
- Fully-Managed Ansible Automation Platform on AWS Marketplace
- Red Hat Signs Strategic Collaboration Agreement with AWS to Propel Virtualization and AI



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AWS and Red Hat's benefits

Forrester conducted a Total Economic Impact (TEI) study on **ROSA**

Observations include:

60-70%

reduction in
development time

50%

improvement in
operational efficiency

486%

return on investment
(ROI)

20%

of developer time
recaptured



[Red Hat OpenShift Service on AWS enables innovation and agility for modern business](#)



Nucleus studied enterprise organizations' journey from on-premises to the **AWS Cloud**

Observations include:

69%

reduction in unplanned
downtime

64%

reduction in mean time
to resolution

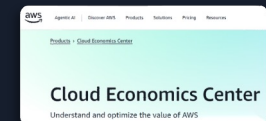
40%

reduction of overall IT
costs

43%

reduction in security
events

Visit [AWS Cloud Economics Center](#) to further understand value of AWS



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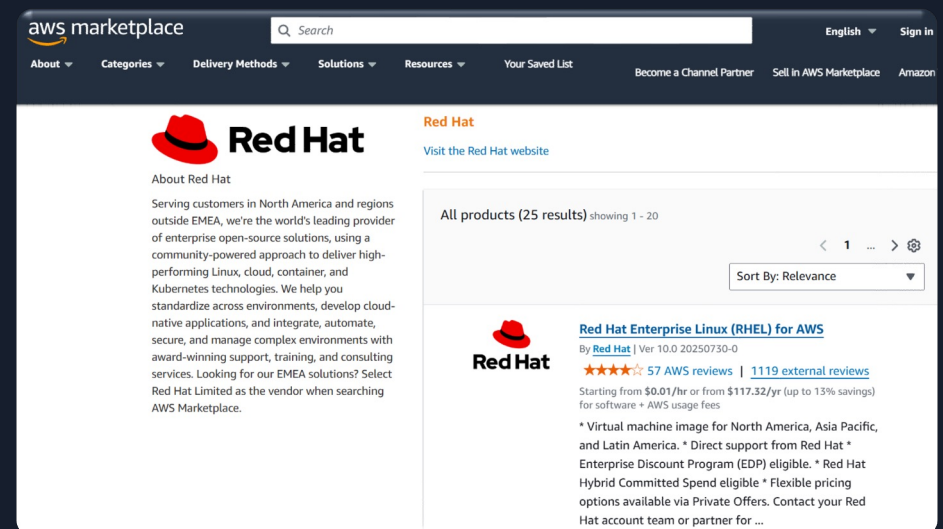
AWS Marketplace

MEET CUSTOMERS WHERE THEY ARE AND WANT TO BUY

- 70 percent reduction in solution discovery time
- 60 percent faster procurement processes
- 30 percent acceleration in time-to-market with deployment efficiencies
- 10% cost savings
- Ability to have custom pricing and a single bill
- AWS License Manager now supports license type conversions for AWS Marketplace products
- All your favorite Red Hat listings



[The Total Economic Impact Of AWS Marketplace](#)



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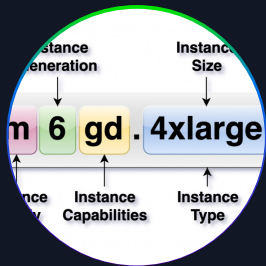
AWS + RedHat

Compute

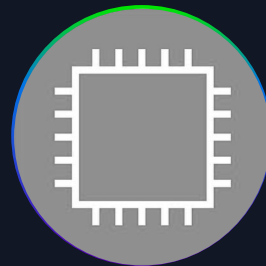
Containers

Programs & Tools

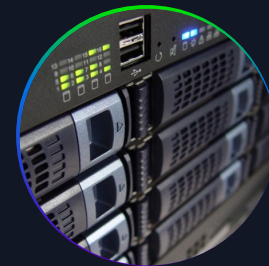
Compute at AWS in a nutshell



**over 850 compute
instance types**



**30b+ instances
launched since 2006**



**100m+ instances
launched every day**

Broadest choice of processors and architectures (intel, amd, graviton, appleM1)

Customer challenges

Inconsistent, disparate systems impede application performance

Application deployment speed and agility

Traditional infrastructure and operations can limit application delivery and performance and business agility

Application performance

Legacy applications may not function with the same performance on the cloud

Environment consistency

Legacy operating systems can introduce inconsistencies between on-premises and cloud deployments, making it difficult to achieve security and compliance requirements



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Organisational scenarios

RHEL Hybrid

Same look & feel

- Reuse licenses
- Pay per second pricing
- Burst to cloud
- Hardening in the cloud

Commercial Linux

Compliance and security

- Hardened images
- Single point of purchase
- Optimize workloads
- HA/DR

Polyglot OS Setups

Linux one of the estate

- Mix of OS's for various needs
- Managed services in the cloud

Features of RHEL on AWS

Consistently runs across physical, virtualized, cloud, and container environments



Flexible app environment

Bridge production stability and developer agility by delivering the latest in stable development tools, technologies, and frameworks



Secure foundations

Military-grade security technologies – from network firewall control to secure containers for application isolation – to help prevent intrusions and protect your data



High performance

Meet demanding performance requirements across diverse areas like computational scalability, application performance, and database throughput



Reliable platform

Gain the reliability and support that frees you to deliver business benefits through technology, instead of managing downtime and system updates



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Flexible deployment options

Commercial Linux distribution for AWS



AWS Marketplace

Purchase Red Hat Enterprise Linux via AWS Marketplace in yearly or on-demand subscriptions



Red Hat Cloud Access

Easily move existing Red Hat subscriptions from on-premises to AWS environments through the Red Hat Cloud Access



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Why Red Hat OpenShift Service on AWS



Red Hat OpenShift Service on AWS is a turnkey application platform that reduces operational complexity, allowing developers to focus on building and scaling applications that add more value to the business, go to market faster, and get more from their cloud investment.

Consolidated billing



- ▶ Use your existing AWS commitment/EDP to use Red Hat OpenShift
- ▶ Get a single unified bill from AWS for both Red Hat OpenShift and AWS consumption

Joint support



- ▶ Integrated support systems
- ▶ Contact Red Hat or AWS support
- ▶ Foundation based on RHEL with decades of enterprise IT knowledge and experience

Built for hybrid



- ▶ Consistent OpenShift experience across clouds and on-premises
- ▶ Runs on bare metal and VMs
- ▶ Mitigates customer concerns about cloud lock-in

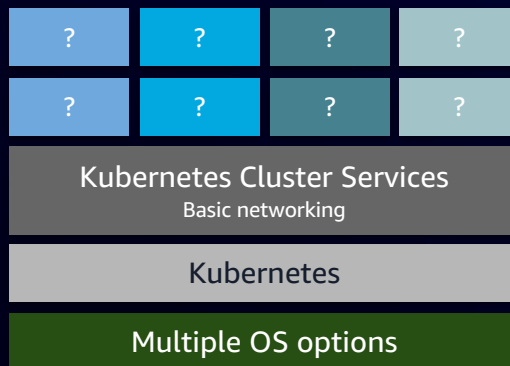
Integration with AWS services



- ▶ Build containerized applications that integrate natively with more than 170+ AWS cloud services

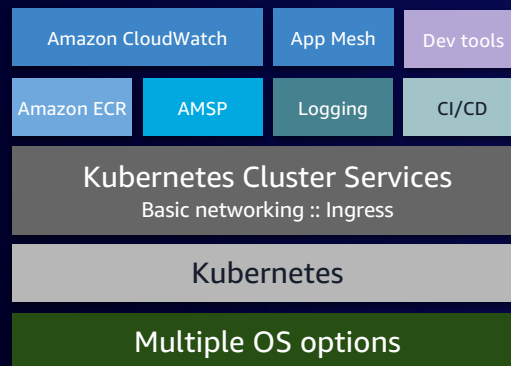
DIY K8s

- Full assembly required
- Unmanaged
- No defaults
- No integrations



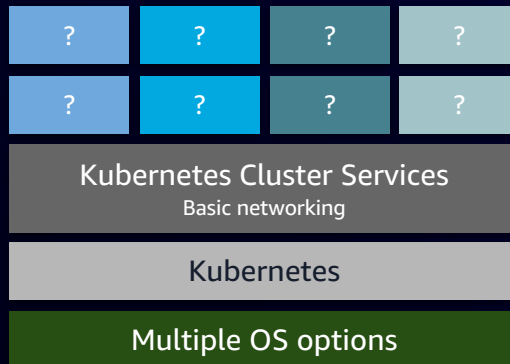
Amazon EKS

- Some assembly required
- Managed cluster
- Some defaults
- Some integrations



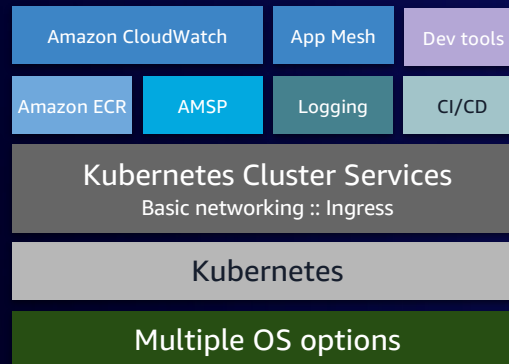
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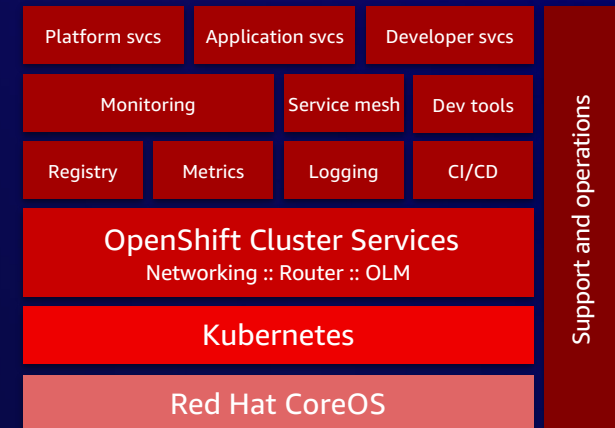
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ROSA

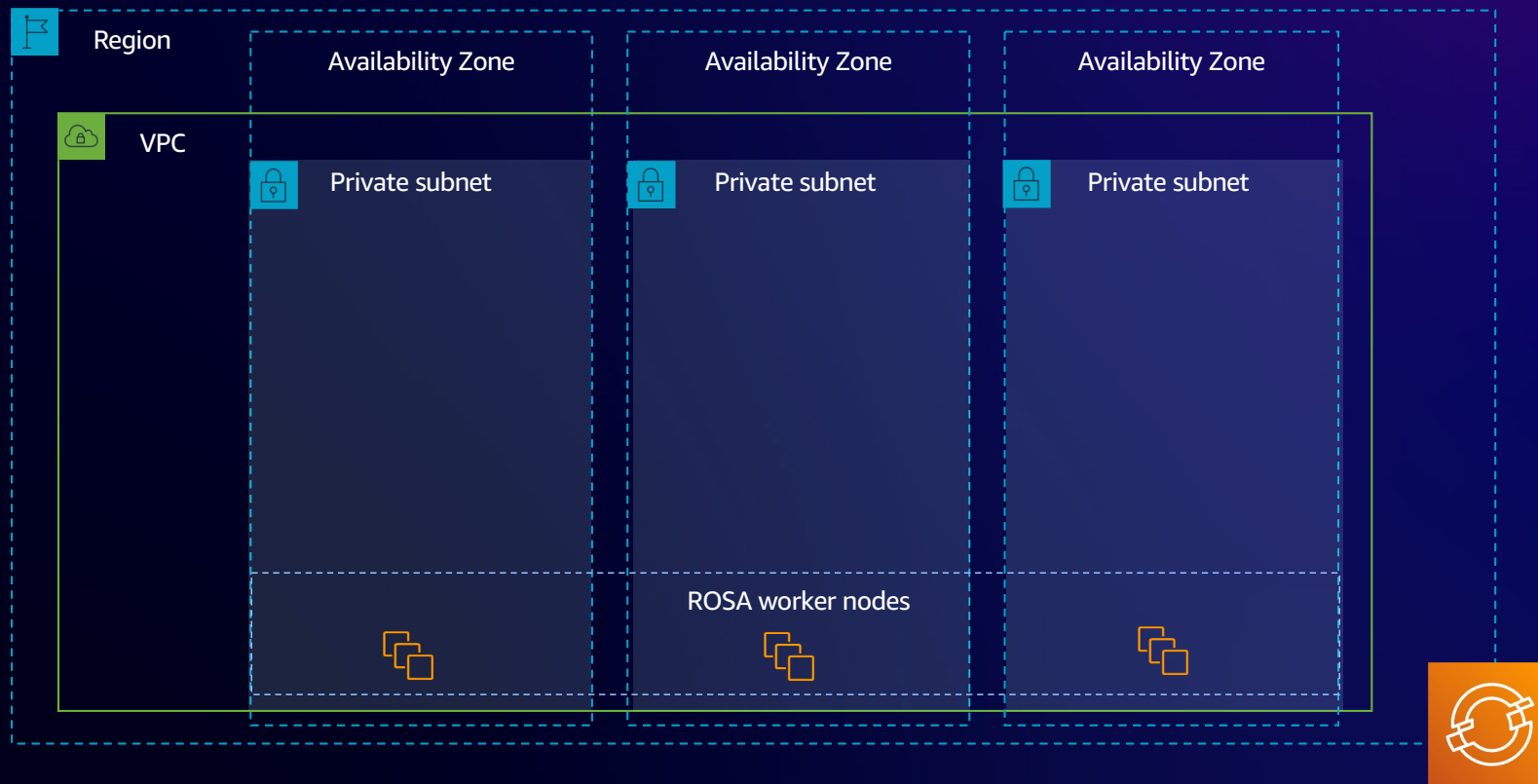
- No assembly required
- Managed platform stack
- Opinionated defaults
- Supported set of integrations



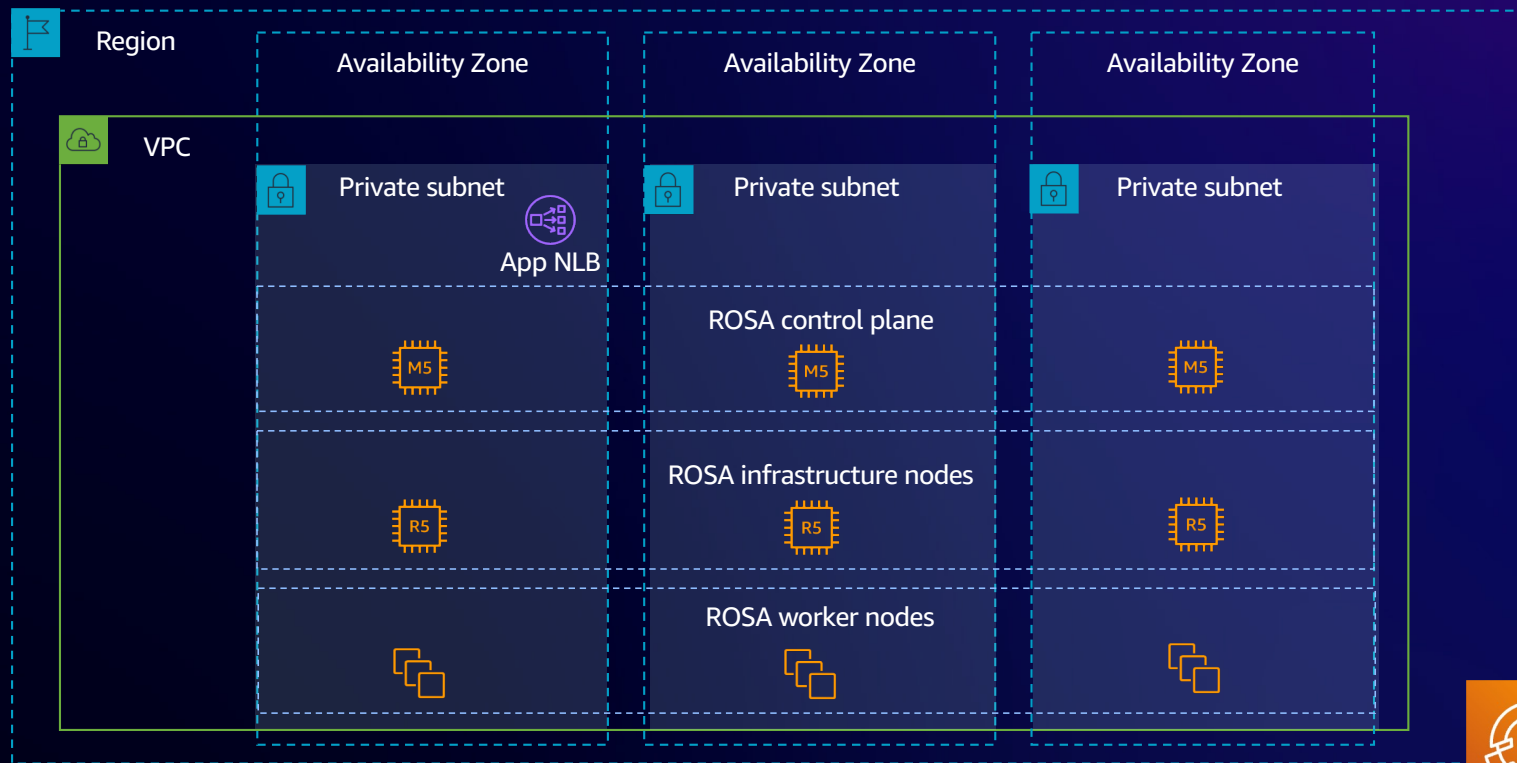
ROSA classic multi-AZ AWS PrivateLink cluster



ROSA classic multi-AZ AWS PrivateLink cluster

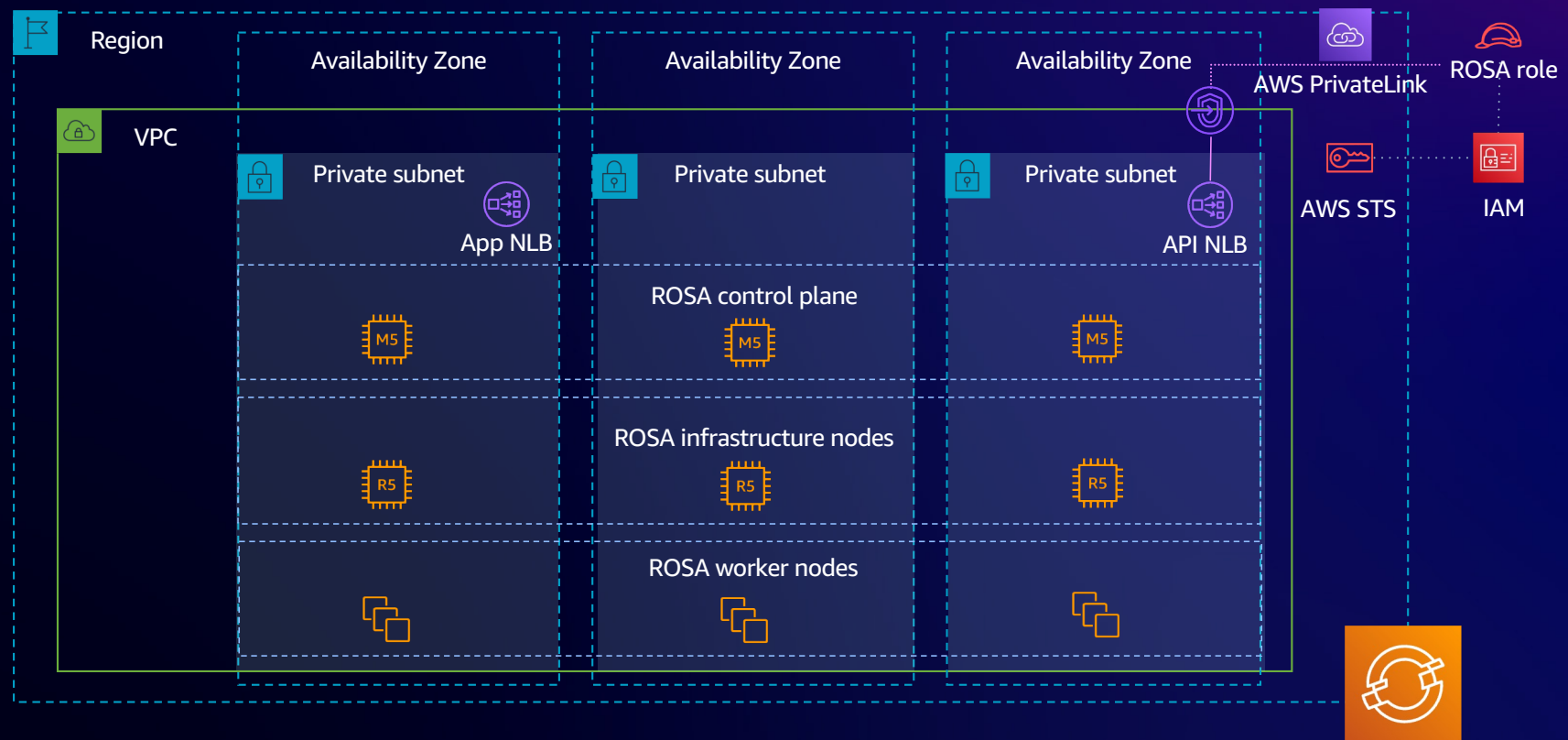


ROSA classic multi-AZ AWS PrivateLink cluster

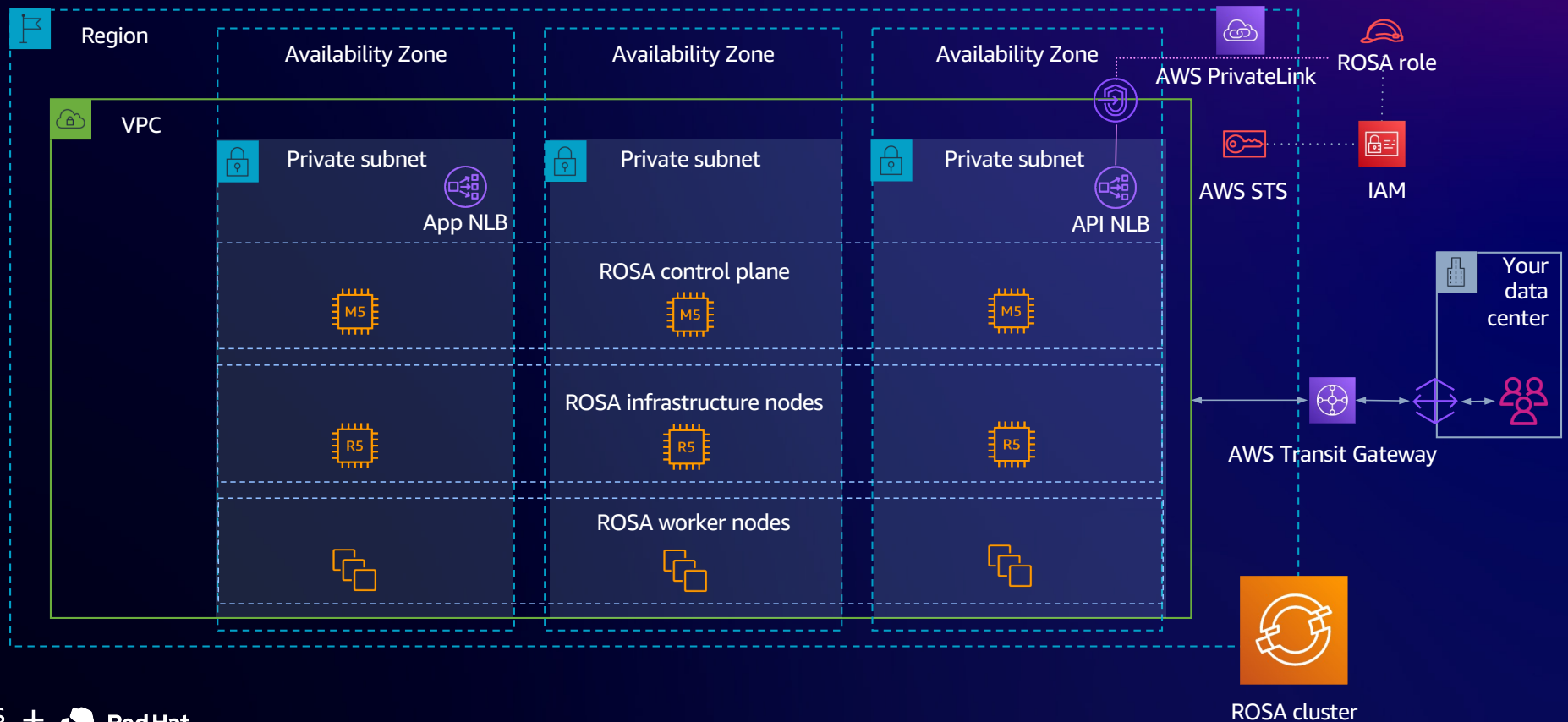


ROSA cluster

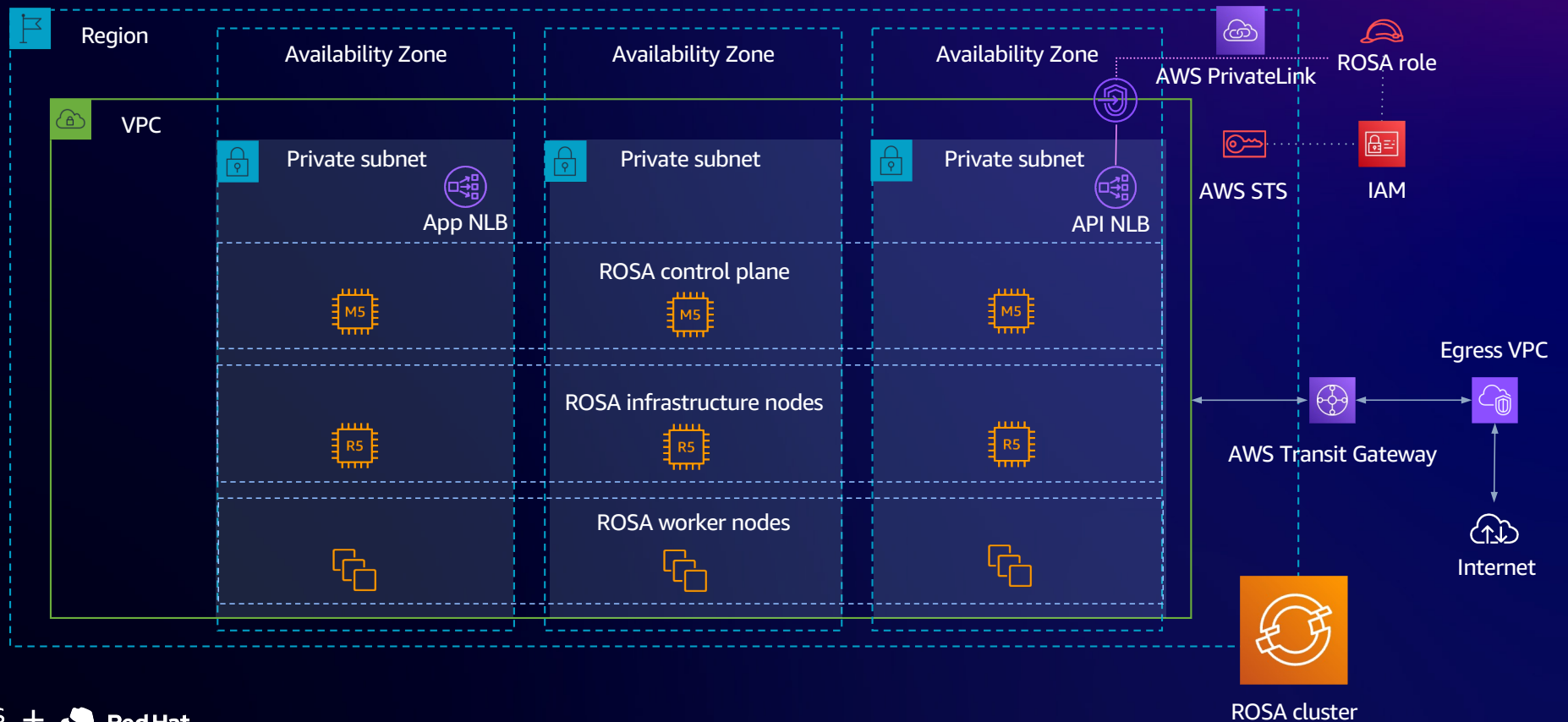
ROSA classic multi-AZ AWS PrivateLink cluster



ROSA classic multi-AZ AWS PrivateLink cluster



ROSA classic multi-AZ AWS PrivateLink cluster





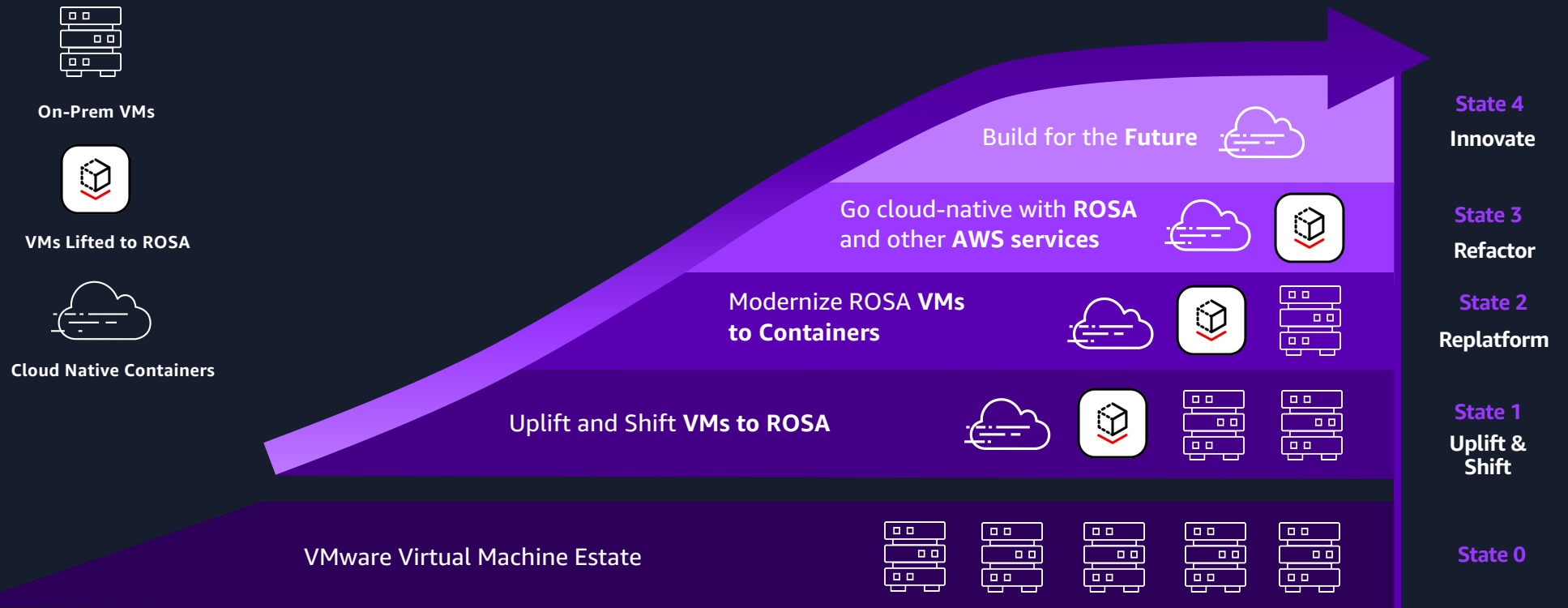
How do Customers benefit from all this?



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Virtual Machine Modernization Journey

RED HAT AND AWS MEET YOU WHERE YOU ARE WITH ALL THE TOOLS YOU NEED



Red Hat OpenShift Virtualization on ROSA

THE MODERN CHOICE FOR GENERAL-PURPOSE VIRTUALIZATION



VMs



Containers

Red Hat
OpenShift Virtualization

Red Hat OpenShift OCP

Red Hat Enterprise Linux

Physical machine

Unified platform

for virtual machines and containers*

Consistent management

tools, interfaces, and APIs incl. ACM and AAP integrations

Performance and stability

of Linux, KVM, and qemu

Healthy open source community

the KubeVirt project is a top 10 CNCF active project, with 200+ contributing companies

Diverse ecosystem

of Red Hat & partner operators

Included feature

of all OpenShift subscriptions

Includes Autoscaling

allows for adjusting cluster resources on demand

Supports Microsoft Windows

guests through Microsoft SVVP

Inbound guest migration

using Ansible Automation Platform + Migration Toolkit for Virtualization, Training, and Consulting

Virt admin focused training

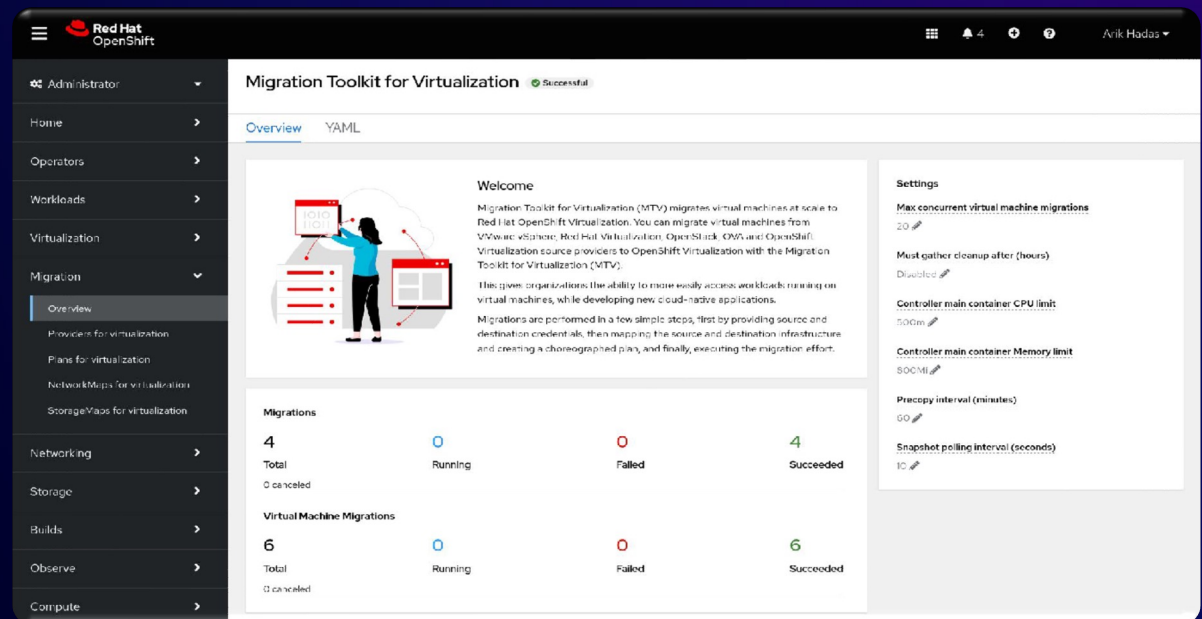
DO316, EX316

OpenShift upgrades are part of the service

Red Hat Migration toolkit for virtualization (MTV)

INCLUDED FEATURE IN ROSA

- Easy migration of virtual machines **Linux and Windows**
- Migrate virtual machines to OpenShift Virtualization in a few simple steps
- Provide source and destination credentials, map infrastructure, and create migration plans



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Migration programs & tools

MIGRATE AND MODERNIZE WITH CONFIDENCE

[OLA License & Storage Assessment](#) – Delivering OLA insights to a customer increases the win rate from 45.5% to 72.4% and capturing storage improves the opportunity to optimize and migrate.

[MAP](#) – Once VMware workloads are in an AWS environment; it will secure the overall deal and support modernization and other sales motions. MAP offers new incentives for VMware workloads.

[VMware Migration Accelerator \(VMA\)](#) – a program to provide customers with AWS credits up to \$400 per VM that is migrated from VMware Cloud on AWS into AWS EC2

[VMware Modernization Program \(VMP\)](#) – provides cash to qualified partners to assess and migrate workloads from VMware Cloud on AWS to AWS native services

[VMC Customer Obsession Initiative \(VMCCO\)](#) – VMCCO is targeted at enterprise customers and VMW deals >\$2M ARR, where existing funding mechanisms are insufficient to win.

[AWS Migration Assessment with Containers](#) – designed to help AWS customers make faster and smarter migration decisions when migrating their on-premises container workloads to AWS

[DRIVE for VMware Assessment](#) – transforms the migration planning process from months to minutes, providing customers with immediate clarity to VMW licensing changes.





Next steps

- 📍 **Chat** with us after the session
- 📍 **Engage** ask your AWS representative about incentives for Migrations
- 📍 **Learn** by diving into our digital assets



<https://aws.amazon.com/partners/redhat/>

- 📍 **Register** for the ROSA Virtual Workshop

Secure Software Development with Red Hat OpenShift on AWS (ROSA)

October 28, 2025
1:00 PM – 2:30 PM ET



Thank you!



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