



Connect

Building an AI-Ready Future with Red Hat and Microsoft

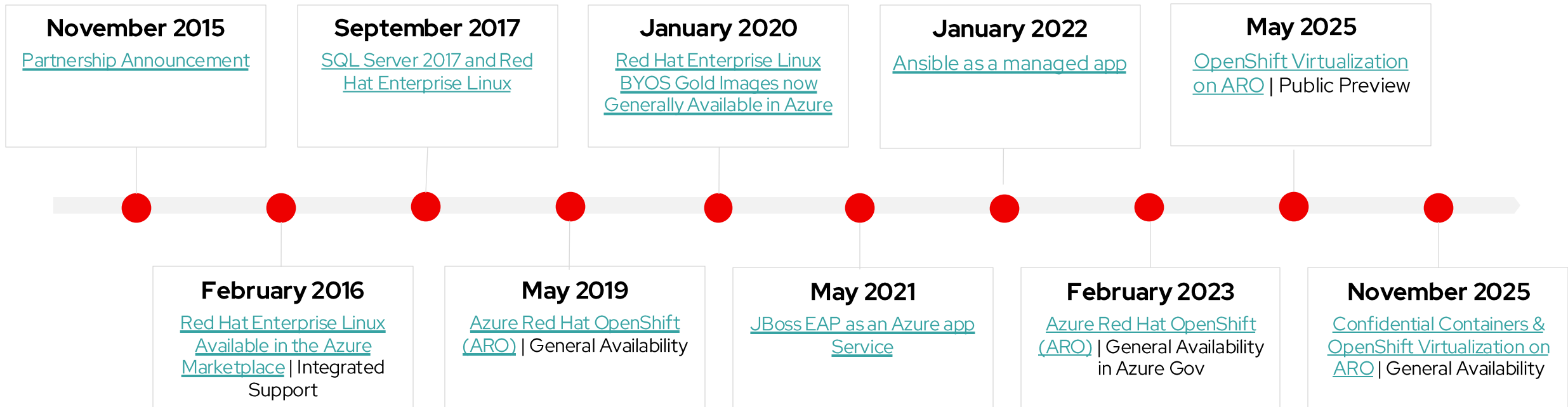
Najat Messaoud

Senior Director Cloud & AI Platforms Lead



A proven history of collaboration to help customers optimize technology investments

Celebrating 10 Years of partnership excellence- a decade of innovation together



Azure promise



Pressing priorities

Manage rising costs, maintain security,
control IT sprawl



Future innovation

Accelerate innovation with AI and
cloud-native technologies

Azure meets you

where you are in your cloud journey

Azure meets you where you are in your cloud journey



Unlock AI with unified data

284% ROI with Azure AI services³



Secure from code to cloud

117% ROI with Microsoft Defender for Cloud²



Best-in-class cost and performance

192% ROI with Red Enterprise Linux on Azure¹



Maximize business agility

30% IT productivity improvement with Azure Arc⁴

Azure meets you

where you are in your cloud journey

1. [Forrester Total Economic Impact™ of Red Hat Enterprise Linux on Azure.](#)

2. [The Total Economic Impact™ Of Microsoft Defender for Cloud, a commissioned study conducted by Forrester Consulting, 2024](#)

3. [Forrester Total Economic Impact™ of Microsoft Azure AI](#)

4. [Forrester TEI Study of Azure Arc | Microsoft Azure](#)

Use the **Red Hat** products you know and love



Red Hat Enterprise Linux for Azure

Simplify deployment using a ready-to-run image pre-configured for performance with Azure-specific profiles.



Red Hat AI on Azure

Reduce costs by optimizing models, simplifying private data integration, and speeding delivery of AI solutions.



Red Hat
JBoss Enterprise
Application Platform

JBoss EAP on Azure

Develop modern Jakarta EE apps and run JBoss EAP in any environment.



Red Hat Ansible Automation on Azure

Create, manage, and dynamically scale automation across your entire enterprise.



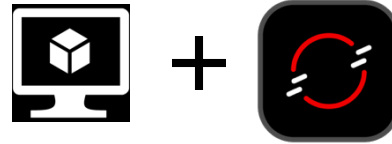
Red Hat OpenShift / Azure Red Hat OpenShift

Easily build, deploy, and manage modern containerized apps, VMs, AI-enabled apps, and commercial software – all on a fully managed application platform.

Azure is the only cloud to offer **Ansible**, **OpenShift**, and **JBoss** as managed services, billed through your **Azure** account.

OpenShift Virtualization

Generally available



<https://aka.ms/ARO/virt>

OpenShift Virtualization on Azure Red Hat OpenShift (ARO)

Run VMs and containers together. Simplify modernization. Accelerate cloud adoption.

Unified management for
VMs and containers

Modernize applications
at your pace

Resource efficiency at
cloud scale

aka.ms/ARO/virt

Red Hat on Azure customer success at any scale





Connect

From Legacy to Leadership: Rossmann's Cloud Transformation Journey

**Stefan
Kroll**

Head of IT Operations Strategy & Architecture

RÖSSMANN



"ROSSMANN – *„Mein Drogeriemarkt“*"



65.500 Mitarbeiter weltweit (2024)



11 Logistikzentren in Deutschland



10 Mio. aktive ROSSMANN App User



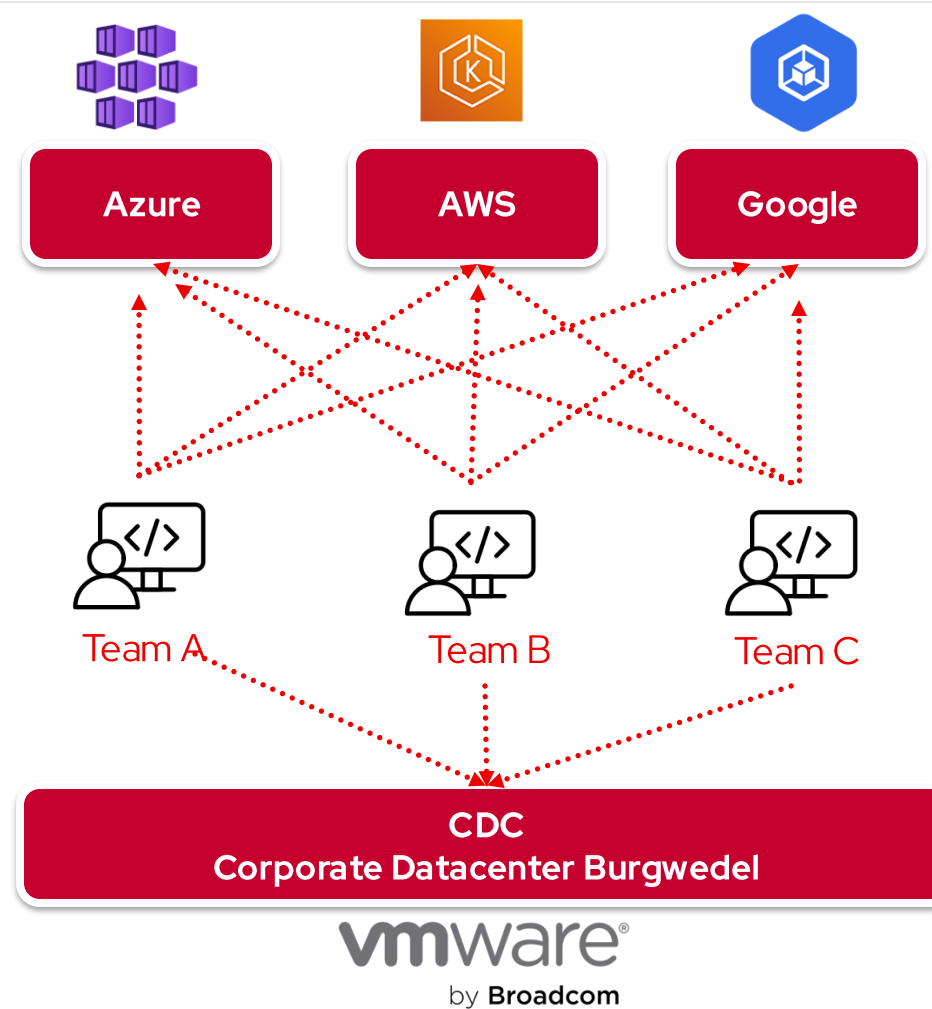
4.966 Filialen in Europa (2024)



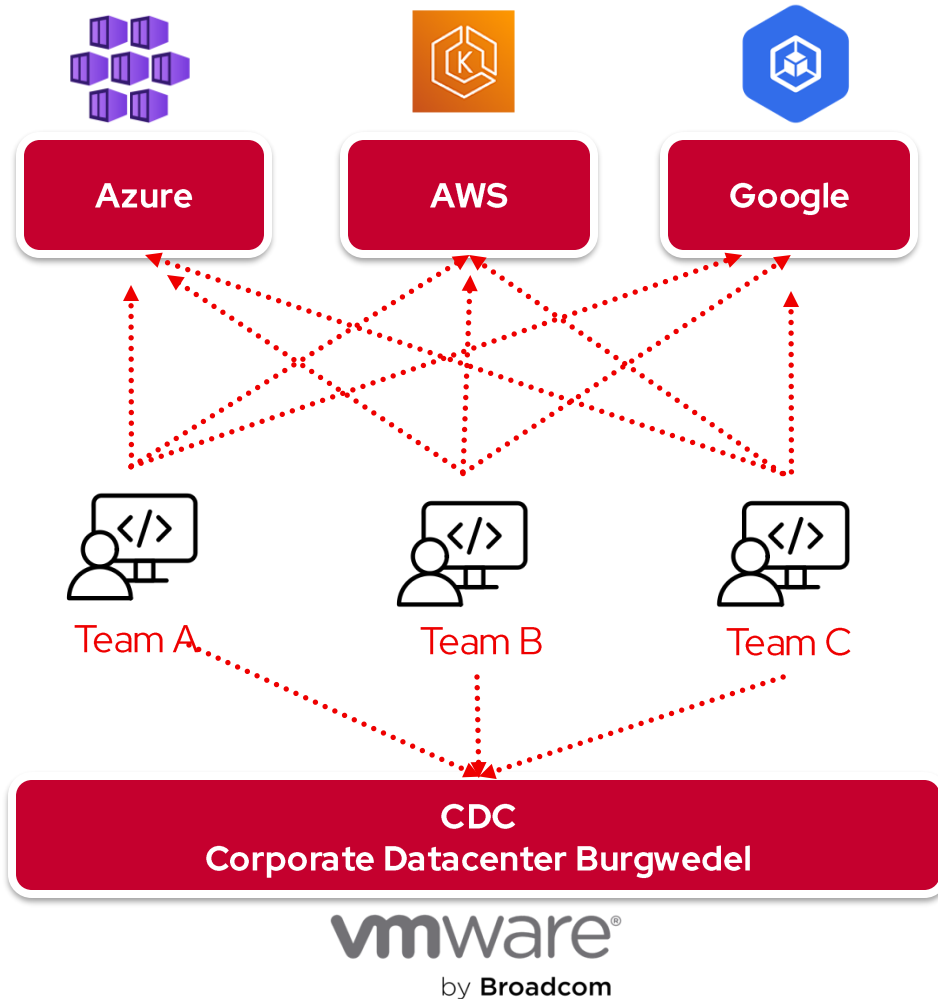
1,92 Mio. Kunden am Tag



"Our compute landscape - back then"



"Our legacy landscape + Team"



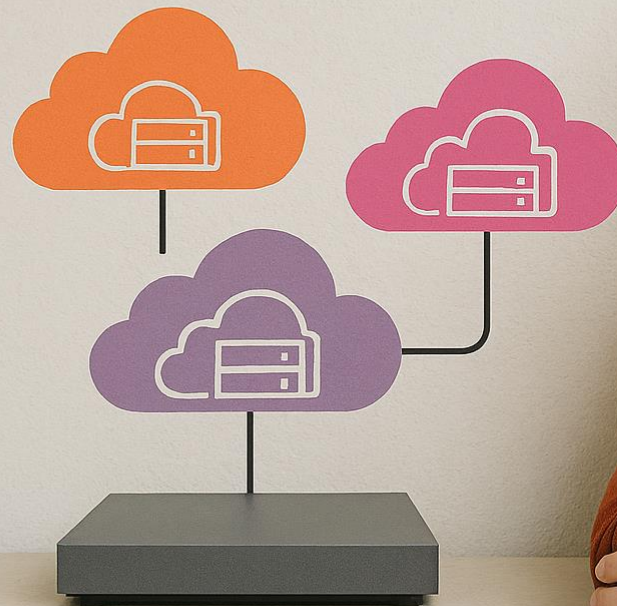
Only Developers involved (Dev & Ops)

No IT-Operations Teams involved

"Really ??? 😊 "



**THERE MUST BE
A BETTER WAY**



"Our legacy landscape and what we needed to overcome"



1 Business needs

- **Time to stabilize:** Deploy to fix fast anywhere
- **IT Business resiliency:** Stability and resiliency is key
- **Governance:** We need to know whats happening at large scale

2 Technical needs

- **Scalability:** We need to be able to scale fast and safe
- **Compliance:** We need to make sure everything is following the rules/Standards
- **Agnostic:** Abstract the complexity as much as possible everywhere

3 Cultural needs

- **Developer Experience:** Make it as easy as possible
- **Admin Experience:** Make it as easy as possible
- **Company fit:** It has to be compatible with our company values and goals

"The discovery– Start 2023"

Figure 1. Magic Quadrant for Container Management

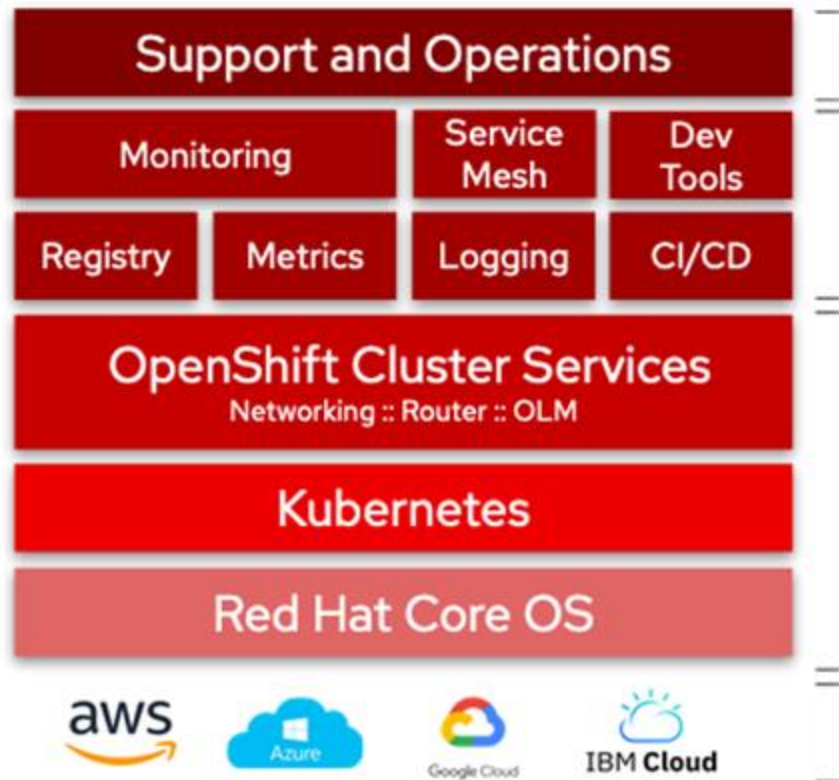


THE FORRESTER WAVE™
Multicloud Container Platforms
Q4 2023

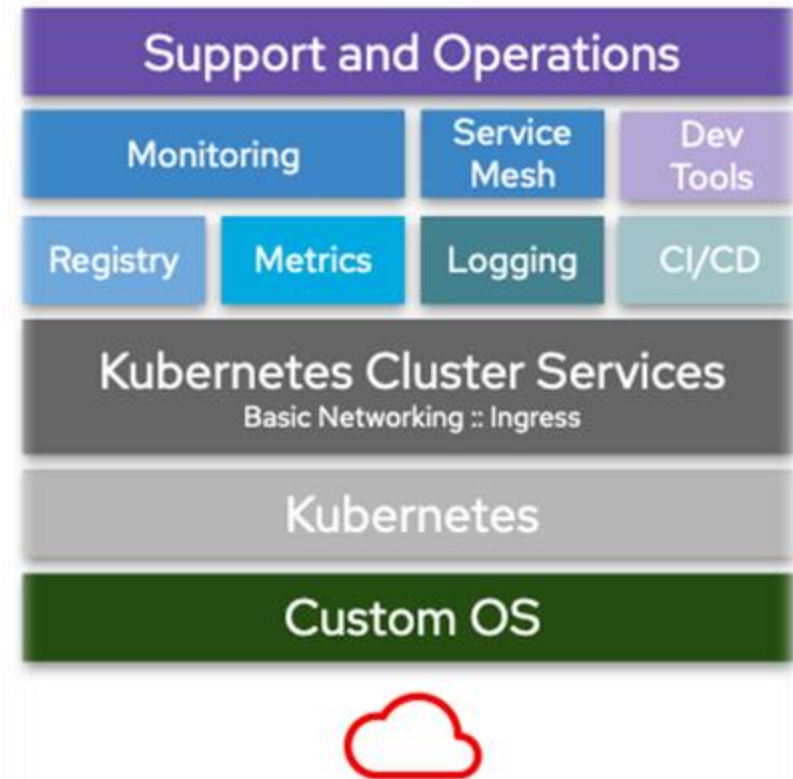


"The comparison – cultural fit"

Red Hat OpenShift Managed Services

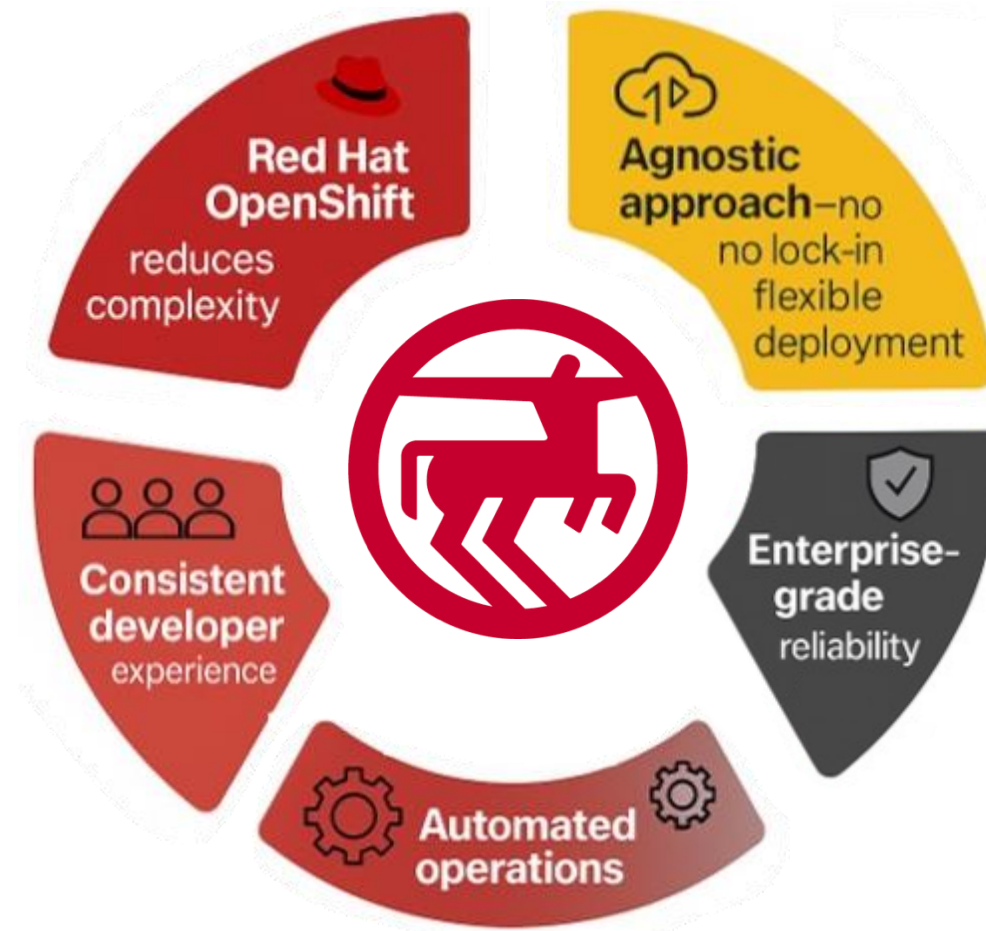


Other Kubernetes Services

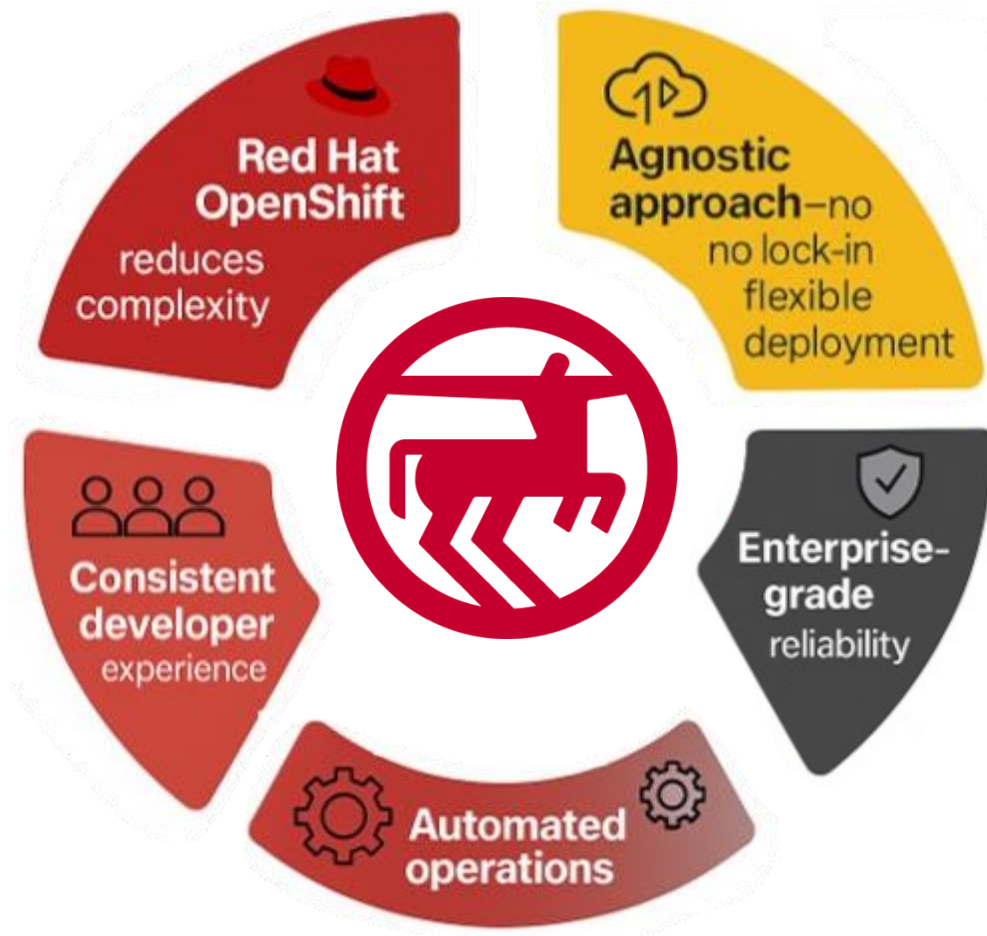


"Our Start in 2024 – Building our First Cluster"

Focus areas



"The decision – Start with Microsoft ARO"

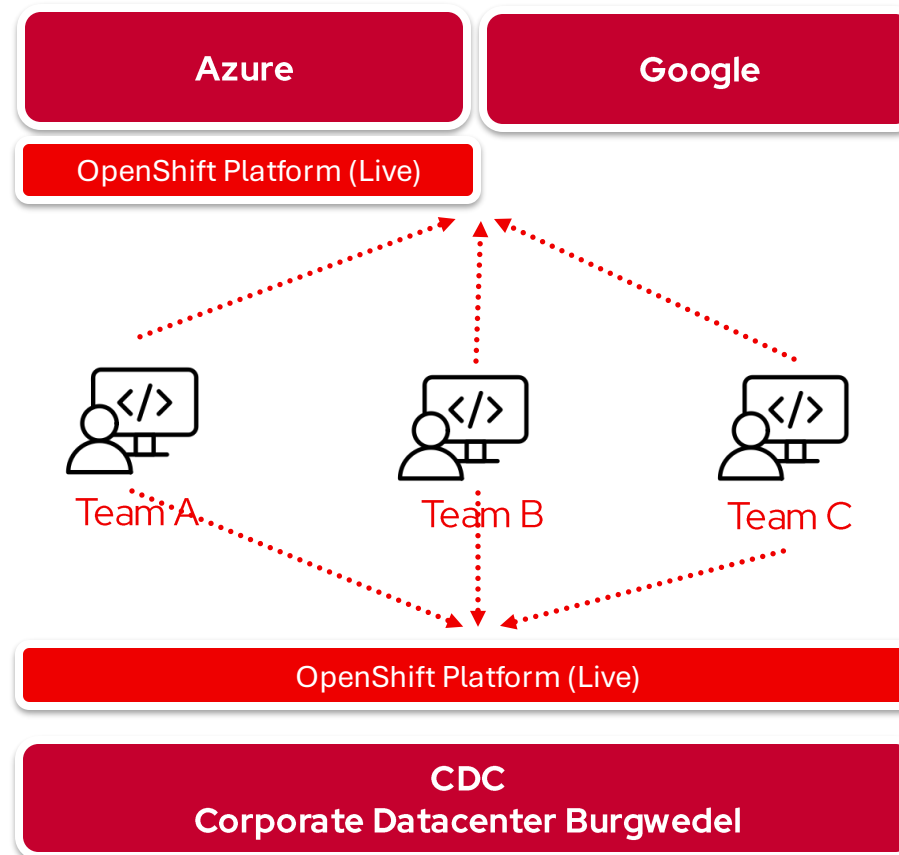


 **Red Hat**
OpenShift

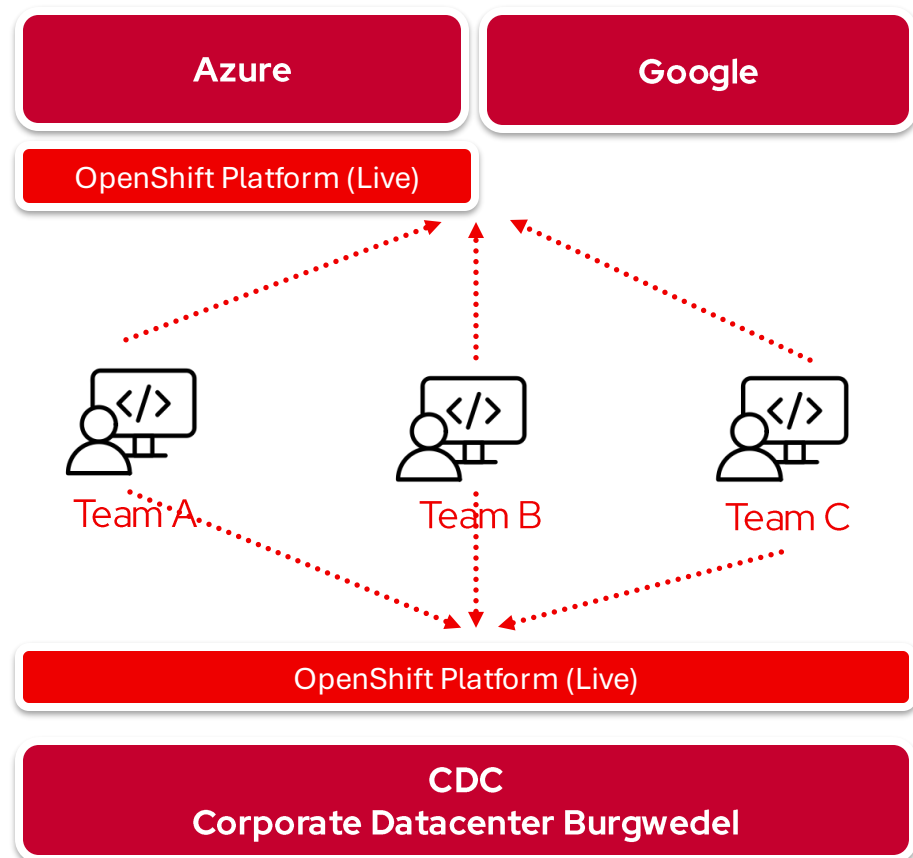
 **Microsoft**
Azure

Azure Red Hat OpenShift (ARO)

"Phase 1 – Architecture – 2025"



"Phase 1 – Components – 2025"



Red Hat
Enterprise Linux



Red Hat
OpenShift

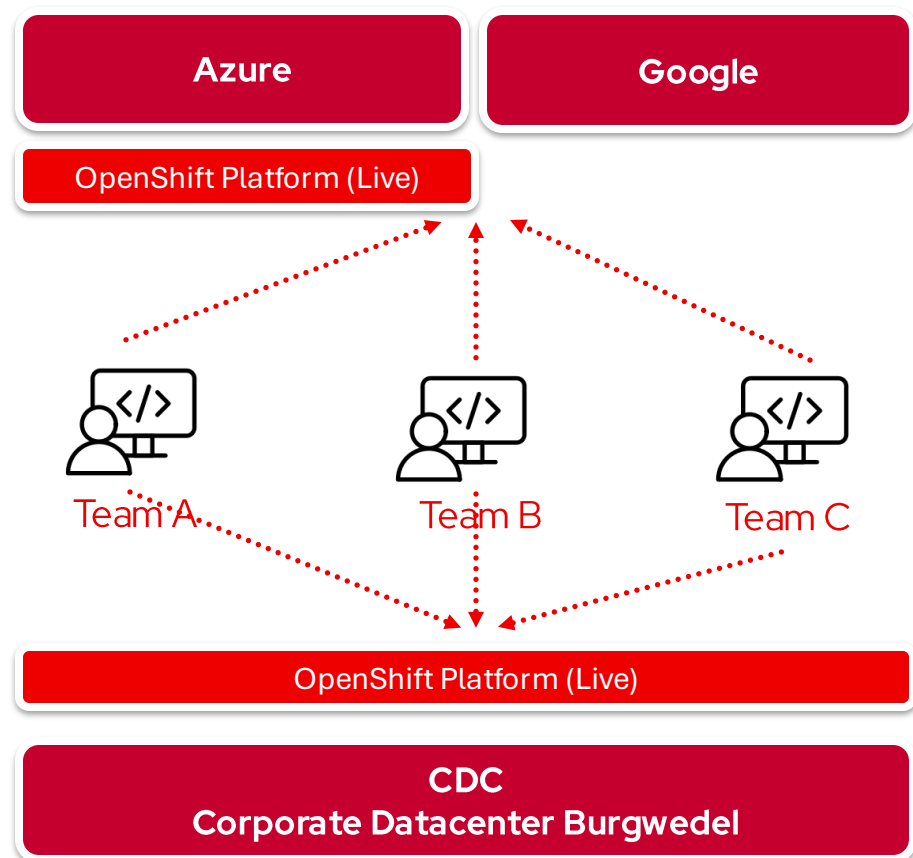


Red Hat
Ansible Automation
Platform



Red Hat
Advanced Cluster
Management

"Phase 1 – Team – 2025"



Cloud Platform Team – established

- 6x Cloud Platform Engineers hired
- 5x Linux Admins added

1,5 Year Project:

- ARO Cluster
- Onpremises OpenShift
- ACM
- All GitOps-ed
- Replaced jenkins → Gitlab + ArgoCD

"The potential to be migrated (2025)"



Cluster Count:

30 clusters deployed
(AKS, GKE)



Worker Nodes:

170 worker nodes
in operation



Pod Deployment:

3000 pods running
across clusters

"Next phase coming in 2025"



Step 1

Start Onboarding
Apps
(Azure + OnPrem)



Step 2

Developer Hub
Dev & Admin
enablement

"Next phase coming in 2026"



Red Hat



Microsoft

OpenShift Virtualization on Azure Red Hat OpenShift (ARO)



Red Hat
OpenShift



Microsoft
Azure



Red Hat
Edge



Red Hat
OpenShift AI



nVIDIA



Red Hat



Microsoft



<https://www.linkedin.com/in/stefankroll/>



Visit Our **Booth #** and Join Our Breakout Session



Red Hat | **Microsoft**

Intelligent cloud budgeting with FinOps for Red Hat products on Microsoft Azure





Dirk-Jan Bösing
Partner Manager
Cloud Partner Ecosystem
Red Hat



Lars Schmoldt
Partner Solution
Sales Manager
Microsoft

Breakout Session
Track 2 11:50 – 12:15