Red Hat Summit

Connect

Openshift Virtualization

Stepping Stone and Exit Strategy - Infrastructure Independence with OpenShift Virtualization

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Industry insights

74% of VMware customers are actively planning their migration to an alternative solution[1]

Broadcom Acquires VMware for $61B

Comprehensive overhaul of licensing structures, pricing models, and the features and support that has defined VMware

Broadcom Introduces VMware Prices Change

- Moving away from perpetual licenses towards a subscription model
- More concentrated product portfolio, primarily revolving around two key products: the Cloud Foundation and vSphere Foundation
- Steep increases in licensing costs
- Transition to core-based pricing, lower discounts

- VMware ends partner programs and incentives

Customers migrate to OpenShift Virt

Oct'23 Nov Dec Jan '24 Feb Mar April ... Present

VMware initiates VCF9 adoption campaigns

Customers Start Feeling the Pain

- Price hikes of up to 2000%
- Forced bundling of products and high premiums
- Aggressive negotiating tactics

Three strategies

Fast migration

Move the entire VMware estate asap before the Broadcom renewal date.

Rehosting, automated migration factory.

Refactoring or app modernization out of scope.

“Turn the tap off”

1) Turn tap off to BC, reduce number of cores in use by migrating brownfield VMs. **Realistic goal setting**: XX % cost reduction in YY.year, deadline next BC renewal. For some organizations more realistic than 100% migration.

2) No new workloads on VMware. Greenfield VMs lands on a new platform.

Modernization Strategy

Rehost VMs and modernize at three possible layers:

1. **Platform**
2. **Operations**
3. **Application**

Fast exit vs long term ROI?

Lift & Shift VMs To The Public Cloud



WHY

- Exit the datacenter business entirely or partially
- Shift operational financial models from CapEx to OpEx
- Meet **Broadcom deadline**
- Benefit from cloud provider **migration incentives**
- **Or..**
- You just need (HW) **capacity** on the go...

HOW

- **Lift & shift** of VMs "as-is"
- Automated migration factory to increase speed.
- No application refactoring
- Velocity > architectural design

WIN

- Workload **portability** on cloud-provider infrastructure
- Immediate global **scale** and **availability**
- Cloud native tool ecosystem
- Technical foundation for future **modernization**



Physical
Data Centers

Virtualization
Platform

Red Hat





Physical
Data Centers

Virtualization
Platform

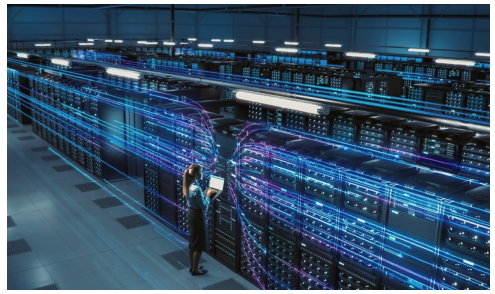
Private cloud

Public clouds

Red Hat







Physical
Data Centers

Virtualization
Platform

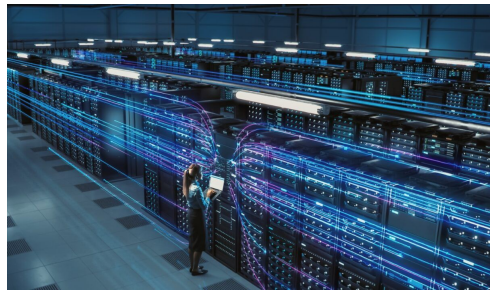
Private cloud

Public clouds

Red Hat









Physical Data Centers

Virtualization Platform

Private cloud

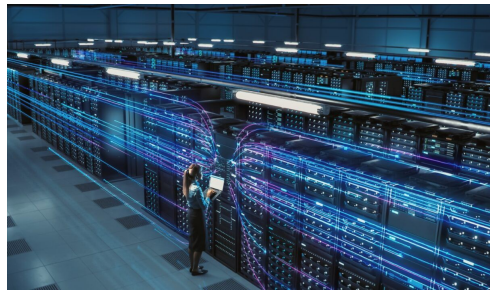
Public clouds

Public sovereign clouds

Red Hat











Physical Data Centers

Virtualization Platform

Private cloud

Public clouds

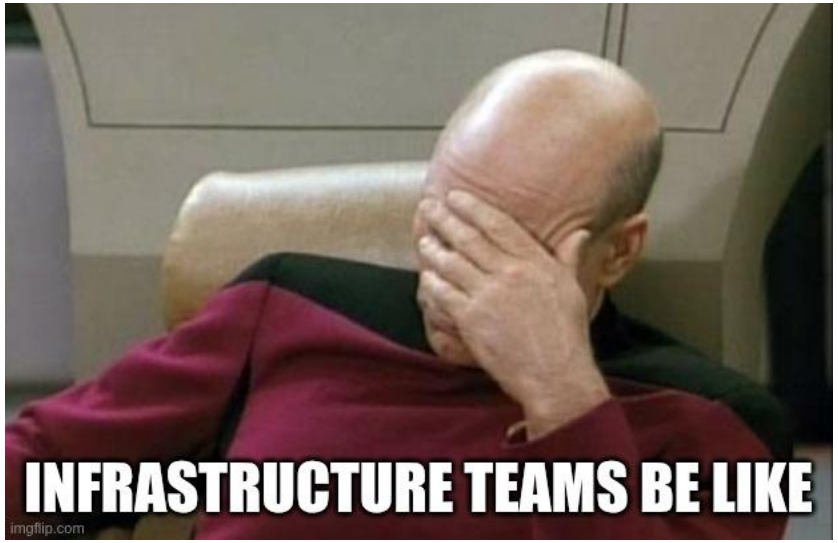
Public sovereign clouds

Regional Clouds

Edge

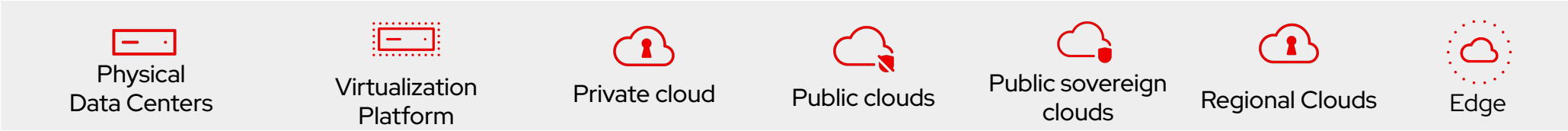
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- Different tools, different APIs, different security postures.
- Operational Silos
- Innovation Gridlock
- Vendor Lock-in multiplied?









Red Hat

The Portability Paradox

True portability is defined by your freedom to leave.

The promise (Or perceived win)

We chase agility, scalability and modern platform capabilities by moving to native cloud constructs, assuming that being in the cloud automatically makes a workload portable.

The goal is rapid entrance and modernization.

The reality

By binding workloads to native hyperscaler constructs, we destroy our actual operational freedom.

Moving cloud-native workloads out or sideways to another provider requires complex migration projects and refactoring.





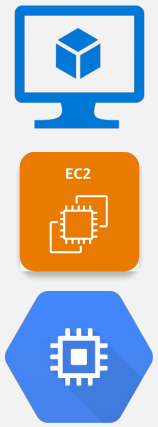
Operational Fragmentation

Managing Complex Infrastructure Landscapes



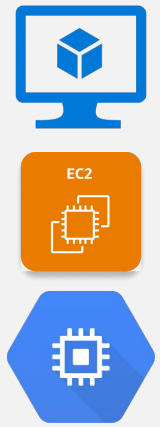
Same:

- High-performance
- Highly flexible
- Access to native cloud services
- AI capabilities
- Robust
- Dynamic scaling



Different:

- APIs, control planes.
- Separate security & compliance tracks
- Tools, scripting, IaC
- Storage
- Networking
- Skills



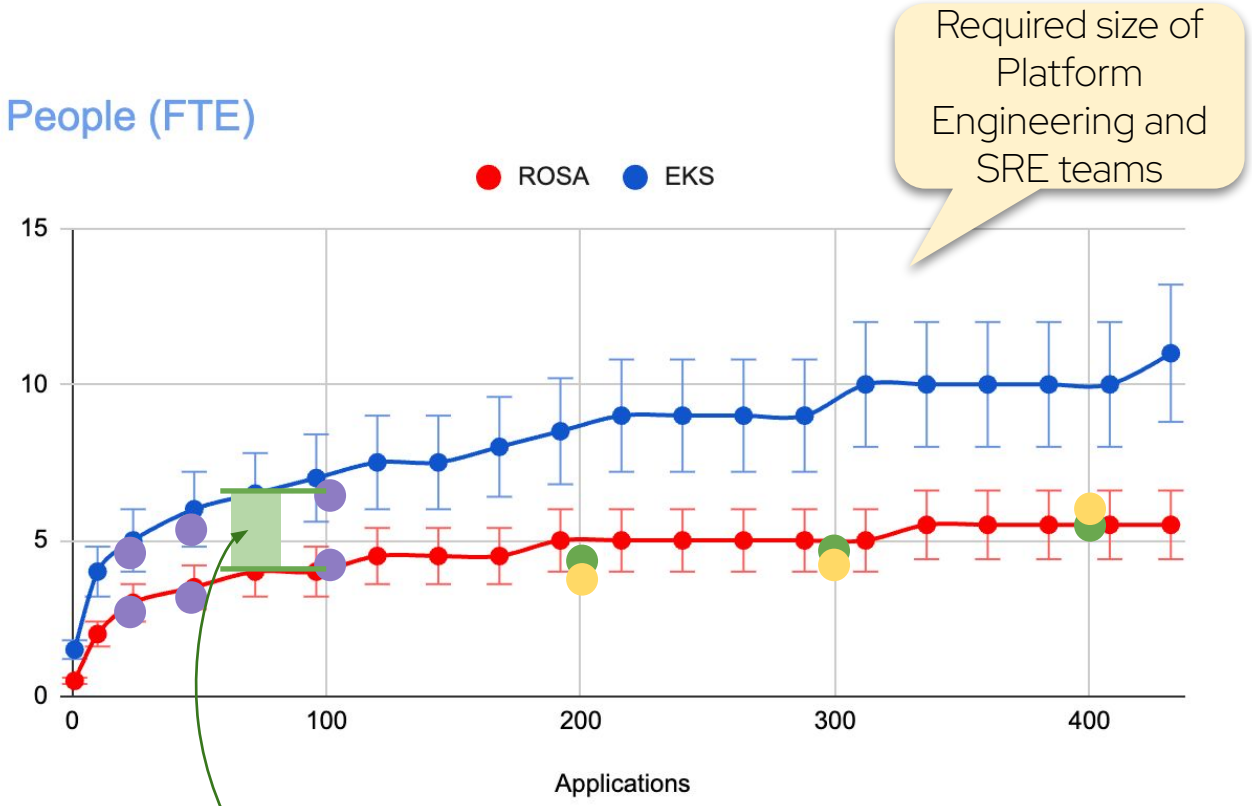


Different teams!





Reality check



- Model generated base-curves based on combined data of various customers.
- Data-Points of customer no 1, a global insurance company.
- Data-Points of customer no 2 - a domestic railway company.
- Data-Points of customer no 3 - a large financial institute.
  (Disclaimer: the raw FTE data of this client has been divided by 3, as they run the platform as follow-the-sun out of 3 time-zones)

Red Hat

What sets OpenShift Virtualization apart

Four areas that matter most to customers leaving their current platform.

01

Flexibility of consumption

One platform, one codebase, one install. Start with VMs and grow without a new platform migration.

Four editions, one platform

- **OVE** Virtual machines
- **OKE** Adds containers
- **OCP** Adds app delivery
- **OPP** Adds fleet control etc

02

Consistency

One set of tools and processes for administrators, developers and operations. VMs and containers run under one operating model, so teams stay productive without retraining.

Same experience across



On premises

Public cloud

Edge

03

Your choice of partners

The platform is included, but the storage, networking, backup and disaster recovery layers stay open to your preferred vendors. All certified and supported.

Storage | Network

Backup | DR

Platform included

04

Reduced risk from lock in

Built on open standards, not a proprietary stack, so it is not subject to any single vendor's commercial decisions.

Open standards foundation

- KVM, part of the Linux kernel
- KubeVirt, a CNCF project
- No single vendor controls the roadmap





Consistency

A Common Fabric

Developer Efficiency **Business Productivity** **Enterprise Ready**

OpenShift Virtualization

aws Azure IBM Cloud Google Cloud aws On-premises

Red Hat OpenShift Service on AWS	Azure Red Hat OpenShift	Red Hat OpenShift on IBM Cloud	Red Hat OpenShift Dedicated	OpenShift Container Platform

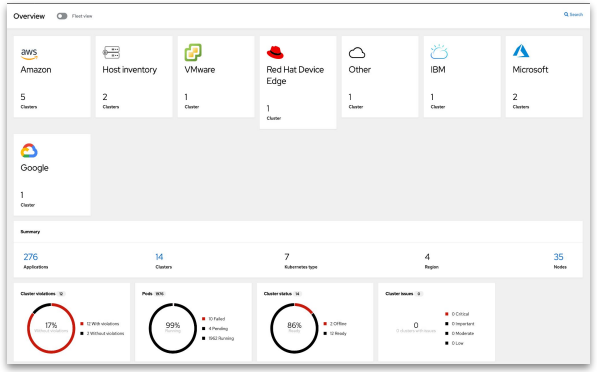
- Standardize on a single set of operational tools and skills
- Decouple virtual machines from underlying infrastructure APIs
- Run VMs anywhere



The Open Hybrid Control Plane

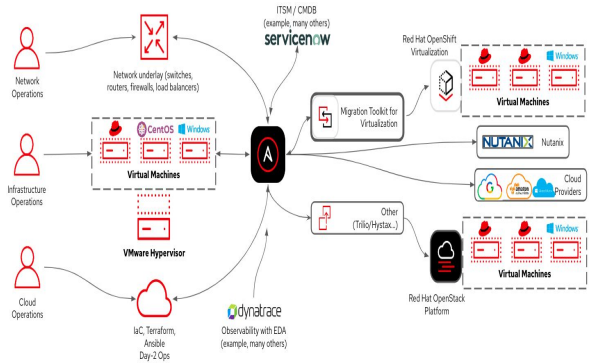
Management, governance and observability across clusters, clouds and VMs

The brain
Advanced Cluster Management



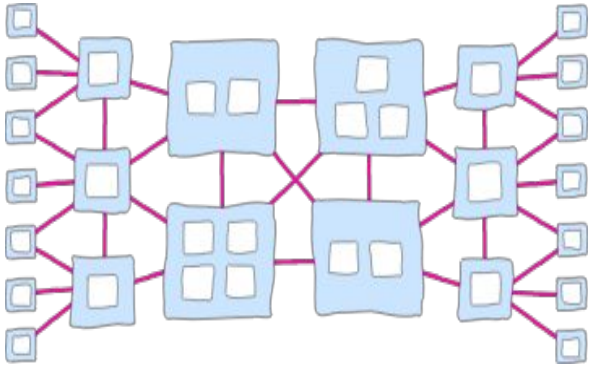
- Centralized fleet observability and multi-cluster control
- Policy-driven governance and risk management at scale
- Automated cluster lifecycle and application placement

The muscle
Migration Toolkit for Virtualization



- Start with OpenShift Migration Advisor
- Automated discovery of VMware estate
- Warm migration with storage offloading
- Virtualization Migration Factory for migration at scale

The nervous system
Connectivity across providers



- Submariner: Direct L3 cross-cluster networking (IPsec)
- Red Hat Service Interconnect: (Skupper), L7 cross-cluster communication (mTLS)
- Single OpenShift Service Mesh across multiple clusters

Build infrastructure independance....

Storage

- portworx by Pure Storage
- NetApp
- DELL Technologies
- Hewlett Packard Enterprise
- IBM
- lightbits
- HITACHI Inspire the Next
- Lenovo INFINIDAT
- Red Hat OpenShift Data Foundation
- VAST

Backup & Disaster Recovery

- COHESITY
- veeam Kasten
- rubrik
- DELL Technologies
- TRILIOVAULT
- portworx by Pure Storage
- VERITAS
- NetApp
- IBM
- ot
- storware BACKUP AND RECOVERY
- Commvault
- arctera
- cloudcasa by Catalogic

Networking & Security

- CISCO
- ISOVALENT
- TIGERA
- f5
- CHECK POINT
- paloalto NETWORKS
- flexera
- infoblox
- CROWDSTRIKE

Compute Hardware

- DELL Technologies
- Lenovo
- Hewlett Packard Enterprise
- CISCO
- IBM

Cloud Providers

- aws
- Microsoft Azure
- ORACLE Cloud Infrastructure
- IBM
- Google Cloud

Observability

- splunk> a CISCO company
- dynatrace
- turbonomic
- Packet Ranger
- checkmk

Virtual Desktops

- citrix
- omnissa *In progress
- leostream

Databases

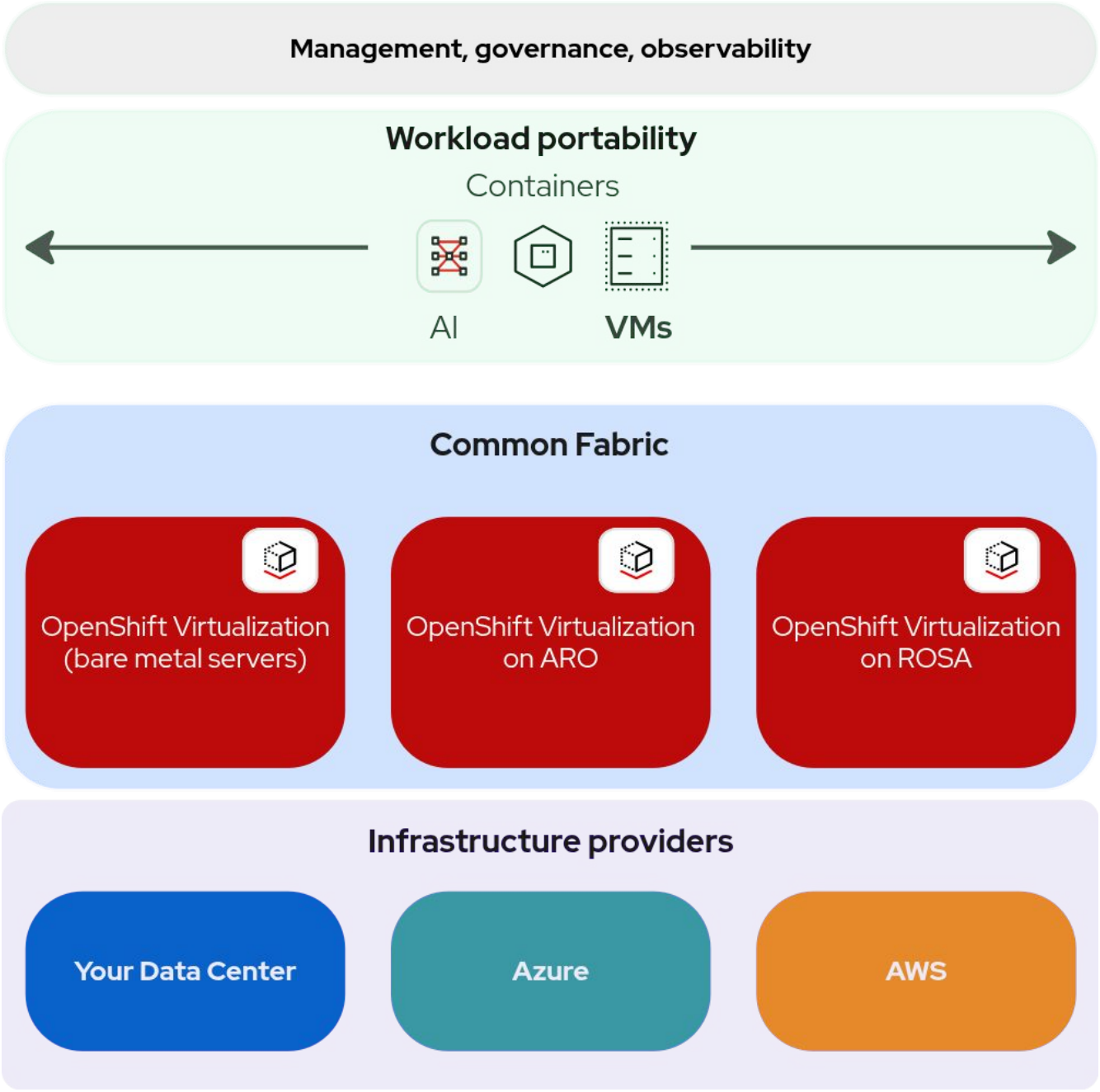
- ORACLE
- Microsoft SQL Server
- CockroachDB
- crunchy data

This is not an exhaustive list of ISV partners.

...with your existing technology partners

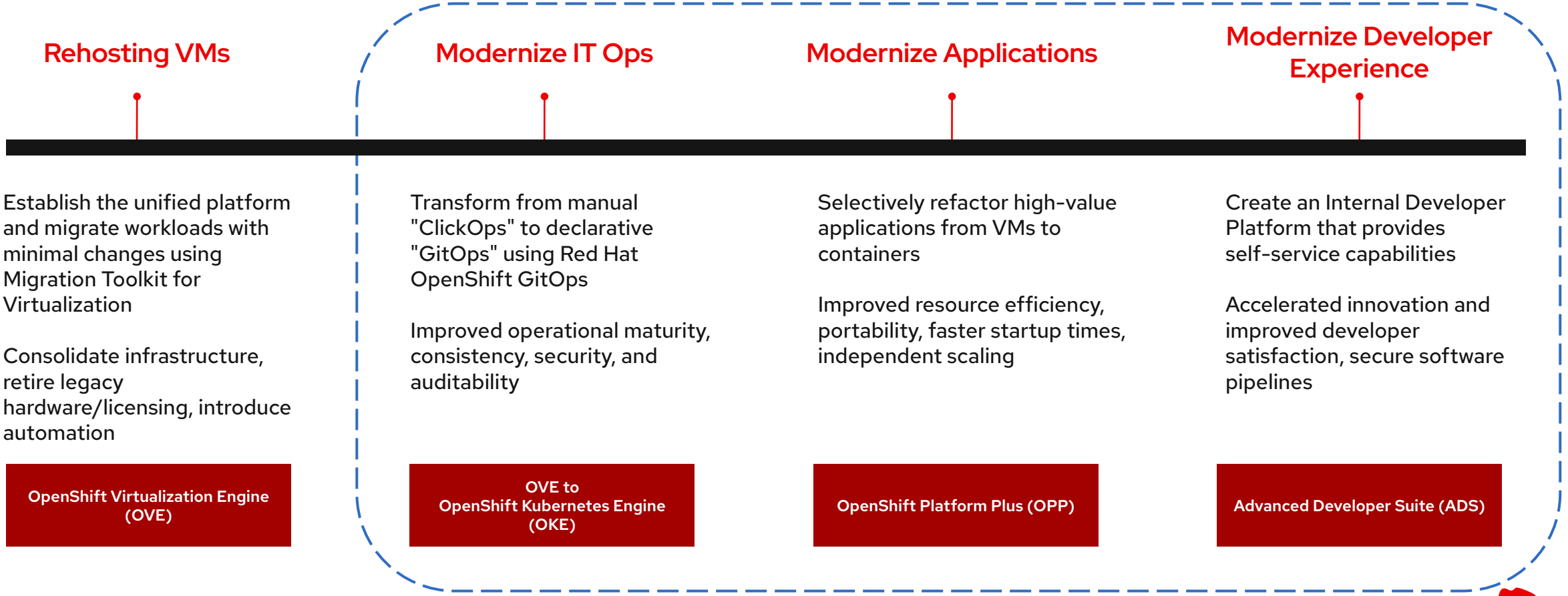
Reduced Risk of Lock In

- Move VMs sideways.
- **Enter or exit any infrastructure provider**
- Standardize on a single set of operational tools and skills



From Migration to Modernization

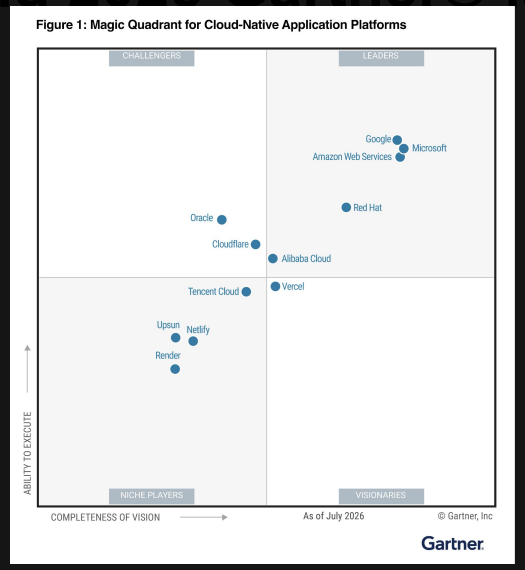
Scaling the Platform to Your Team's Workflow



21

Red Hat is *a Leader* in the 2026 Gartner® Magic Quadrant™: Container Management, Cloud-native App Platform And Server Virtualization Platforms

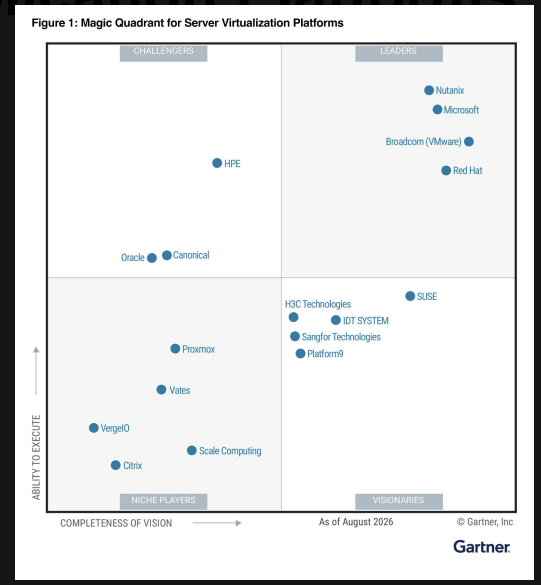
and 2025 Gartner® Magic Quadrant™: Cloud-Native Application Platforms



Red Hat is a Leader in the 2026 Gartner® Magic Quadrant™: Cloud-Native Application Platforms for the third year in a row



Red Hat is a Leader in the 2026 Gartner® Magic Quadrant™: Container Management for the fourth year in a row

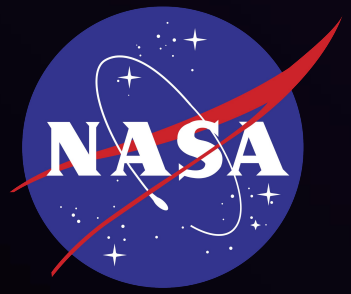


Red Hat is a Leader in the 2026 Gartner® Magic Quadrant™: Server Virtualization Platforms

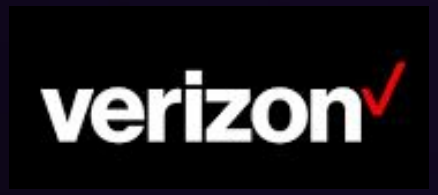
Source: Gartner, "Source: Gartner, Magic Quadrant for Cloud-Native Application Platforms, Saha Mukul, Coqueiro Alex, Prasanna Lakshmi Narasimha, Watson Richard, 3 Aug. 2026.
Source: Gartner, Magic Quadrant for Container Management, By Dennis Smith, Tony Iams, Wataru Katsurashima, Lucas Albuquerque, Carolin Zhou, Bhuvie Chhabra, 2 September 2026.
Source: Gartner, Magic Quadrant for Server Virtualization Platforms, Tony Harvey, Daniel Bowers, Paul Delory, Tony Iams, Owen Marino, 14 September 2026

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OpenShift Virtualization Customers presented or posted as a reference at Red Hat Summit 2025



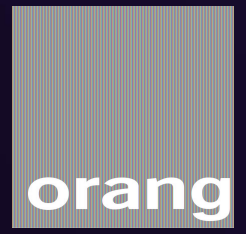














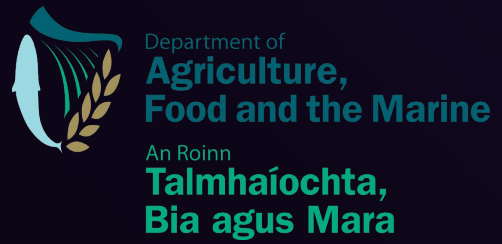
















Johnson Controls

Working with Red Hat Consulting and by using Red Hat OpenShift Virtualization, Johnson Controls was able to more quickly and easily migrate to a **modern, cloud-ready platform for virtualization**, enabling it to be run both **inside a container and side-by-side with cloud-native applications**.

Johnson Controls Modernizes with Red Hat

Challenge

Johnson Controls needed a scalable infrastructure to manage security and access across diverse building environments. They also wanted to modernize their traditional virtual machine-based technologies to take advantage of cloud-native tools without a disruptive application overhaul.

Solution

Johnson Controls chose Red Hat OpenShift Service on AWS as the foundation for its C•CURE Cloud solution. By using Red Hat OpenShift Virtualization, they were able to run the C•CURE application inside a container, alongside cloud-native applications, without needing to refactor the application.

Results

- Simplified operations for its hybrid cloud architecture.
- Provided a more consistent experience for customers, regardless of their environment
- Focused on innovation by offloading infrastructure management to a managed service

Source: Red Hat press release. May 2025.

Organizations have varying levels of investment in VMware

High

Increased planning, higher complexity
(Partner-led approach)

Migration Complexity

Rapid migration, lower complexity
(Red Hat-led approach)

Low



VMware Cloud Foundation (VCF)

Workloads requiring hypervisor certifications that KVM does not have

VMware Virtualization with NSX

VMware vSphere Foundation (VVF) and/or VMware Cloud (VMC)

vSphere Standard

vSphere Essentials

Red Hat

The feature parity trap "*Can you do all these 1.000.000 vSphere features?*"

What did you BUY?

(or are committed to buying)

You are buying the **VCF bundle**, including: vSan, NSX, Aria vRA vRO vRLI vRNI, Tanzu, SDDC manager and… of course

vSphere with HA, FT, vMotion, storage vMotion, vDRS, storage DRS, distributed switches, VM encryption, vLCM etc etc etc

What do you USE ?

VMware features vs **capabilities**
(NSX-T vs "**network micro-segmentation**")

How many VMs use a capability?

The **80%** rule: most VMs require only standard x86 compute, HA, storage

What do you NEED?

What delivers the actual **business outcome** / compliance / SLA.

Automated Day-2 patching, resilience, security compliance, and low latency all map directly to OpenShift.

https://docs.redhat.com/en/learn/learning-paths/high-level-guide-red-hat-openshift-virtualization-vmware-admin

- **Don't size for things you don't use.**
- **Size for SLAs.**



First Year Free - Virtualization Promotional Offer

$0

Year 1 Subscriptions

Zero software subscription fees for Red Hat OpenShift Virtualization in Year 1 on qualifying 3-year deals.

$61K

Assessment Credit

Up to US$61,000 credited back against the Virtualization Migration Assessment (VMA) fee.

$0

Ansible Automation

Included Red Hat Ansible Automation Platform subscriptions for migration tasks at no additional cost.

$250K

Minimum Floor Value

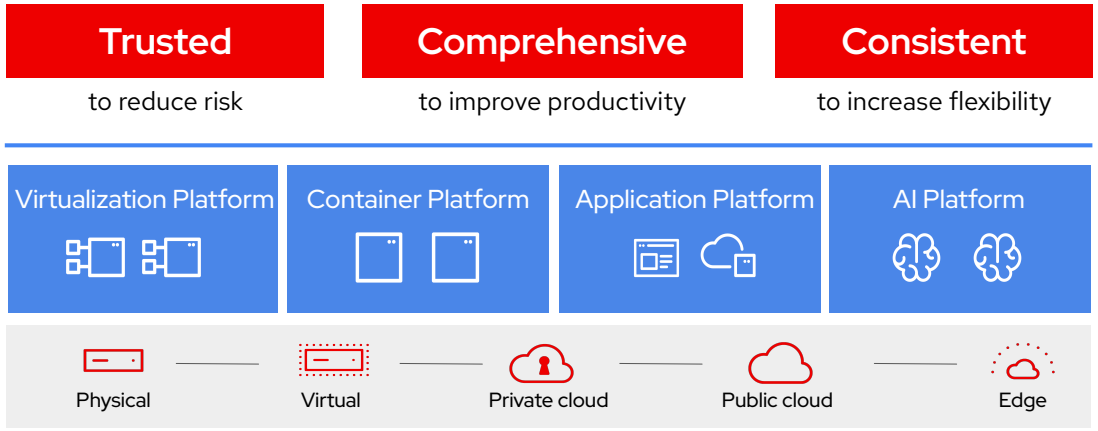
Applies to qualifying subscription commitments over 3+ years after standard discounts.

Strategic Objective: Solves the dual-budget migration blocker by waiving Year 1 subscription costs while customers transition away from legacy hypervisors.

Final thought

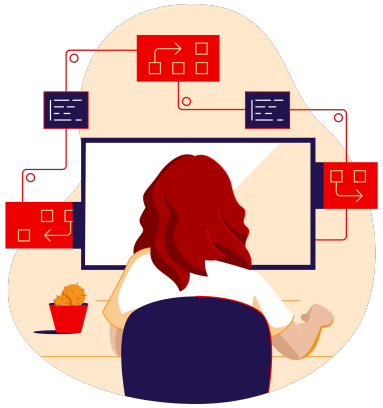
Freedom of Choice is Resilience

In 2026, the best architecture is the one you can change tomorrow.



Red Hat OpenShift

Must-see Follow-up Sessions



PortWorx

Breakout Session Round #3 - 14:40

The Data Foundation for Modern Infrastructure: VMs, Containers, and AI on Red Hat with Everpure.

Speaker:

- Everpure - Daniel Banche

Citrix VDIs

Breakout Session Round #3 - 14:40

Rehost and Run Citrix Virtual Desktops on OpenShift Virtualization.

Speakers:

- Red Hat - Kasra Amirsarvari
- Citrix - Nanno Ouwehand

Beyond VMware

Breakout Session Round #4 - 15:15

Beyond VMware: A Blueprint for OpenShift Virtualization and App Modernization.

Speaker:

- Red Hat - Martijn ten Heuvel





Thank you!

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