

Next generation AI transformation



Denmark

- East
 - One region with three underlying physical locations at Roskilde, Køge and Høje Tåstrup
 - Three locations ensure Microsoft can deliver high SLA
 - Under construction and going live in 2025

Why use Danish region?



Hyper-scale cloud



Security and compliance



Local innovation and growth



Green IT operations
ESG



Data at Danish
location



Very low latency



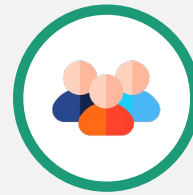
AI is shifting business **today**



Every
individual



Every
process



Every
organization



Every
industry

Agility is a business imperative

#1
organizational
initiative⁵



Offset
costs and
manage
cyber risk

100+
vendors and tools for
an organization⁶



Control
cloud sprawl
and tool
proliferation

AI



90%

of companies will use AI
in their workforce by
2025²

Cloud-
native



95%

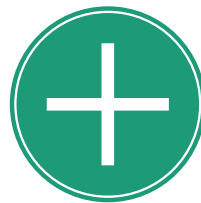
of new initiatives will be
cloud-native by 2025³

1. [Gartner Says Four Trends Are Shaping the Future of Public Cloud](#) – Gartner, August 2021
2. [Gartner We Shape AI, AI Shapes Us: 2023 IT Symposium/Xpo Keynote Insights](#)
3. [Gartner Identifies the Top Strategic Technology Trends for 2022](#) – Gartner, October 2021

4. [2023 Data Breach Investigations Report \(DBIR\) – Verizon, 2023](#)
5. [Flexera 2023 State of the Cloud Report](#)
6. [Going lean: How vendor consolidation creates big gains, MIT Technology Review, June 2020](#)

Pressing priorities

Manage rising costs, maintain
security, control IT sprawl



Be AI-ready

Embrace responsible, secure
AI, cloud-native technologies

Microsoft Copilot

Microsoft Security

Microsoft Windows

GitHub

LinkedIn

Xbox

Azure AI **unlocks intelligence**
across Microsoft products



and empowers every industry
to **build custom** AI apps

Chat with your data

Intelligent call centers

Your own copilots

Information discovery

Hyper-personalization



... with Red Hat and Azure



Be
AI-ready

100

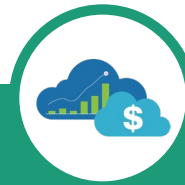
Major projects that use
AI and analytics



Secure from
code to cloud

200

Security controls in a
single tenant with
reinforced security
posture



Purpose-built
infrastructure
for all workloads

1 hour

Provisioning time cut
from 4-6 months to one
hour



Get cloud agility
anywhere

Simplify

Hybrid cloud strategy to
streamline infrastructure
management



HEALTHIER, LONGER,
BETTER LIVES



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



Red Hat
Enterprise Linux
on Azure

Red Hat Enterprise
Linux for SAP
HANA on Azure

JBoss EAP on
Azure

Red Hat Ansible
Automation on
Azure

Red Hat OpenShift
or
Azure Red Hat
OpenShift

Leverage a stable,
secure platform for
enterprise
applications.

Automated RHEL
provisioning with
additional SAP focused
features.

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

Simplify automation
and management
across multiple
domains.

Easily build, deploy,
and manage modern
container based apps.
Available as a fully
managed service.

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

A proven history of collaboration to help customers optimize technology investments



Microsoft Azure



Red Hat

Nov
2015



Feb
2016



Sep
2017



May
2019



Jan
2020



May
2021



Jan
2022



Feb
2023



May
2023



Jun
2023



Dec
2023



Jun
2024

Partnership
Announcement

Red Hat
Enterprise
Linux
Available in
the Azure
Marketplace
| Integrated
Support

SQL Server
2017 and Red
Hat
Enterprise
Linux

Azure Red
Hat
OpenShift
(ARO) |
General
Availability

Red Hat
Enterprise
Linux BYOS
Gold Images
now
Generally
Available in
Azure

JBoss EAP
as an Azure
app Service

Ansible as a
managed
app

Azure Red
Hat
OpenShift
(ARO) |
General
Availability in
Azure Gov

GA for
confidential
containers on
ACI
RHEL 9.2
Tech Preview
support for
AMD-based
confidential
VMs

Red Hat 3P
Public &
Private
offers Live in
Azure
Marketplace
(RHEL,
JBoss,
Ansible &
OpenShift)

Ability to
transact
licenses for
migration |
Launch
Ansible self-
managed

Publicly
Transactable
RHEL 7 ELS



Microsoft Azure



Red Hat

Red Hat workloads preferred on Azure



Microsoft and Red Hat Engineering Collaboration

Close partnership **since 2015**
Joint release engineering and testing for images and updates
Jointly managed **Linux update infrastructure**, hosted in Azure
Jointly managed Azure Red Hat OpenShift service



Endorsed Distro, Optimized for Azure

Red Hat Enterprise Linux is the **most popular** paid Linux in Azure
Azure-optimized kernel with Accelerated Networking
Support for **all virtual machine types** including GPU accelerated, x86 and Arm64



*Integrated Customer Support

Consider Red Hat and Microsoft as a **single team partnered to ensure your success**
Joined-up **end-to-end support** processes from co-located teams
Your choice of primary support channel (Microsoft or Red Hat), same knowledgeable service



Flexible Licensing Options

Multiple options: Pay as you go (PAYG), Bring your own subscription (BYOS), Private Offers, and Prepay plans (RIs)
Azure Hybrid Benefit – Unique license mobility **and flexibility**
Credit toward Azure Committed Consumption **and** Red Hat Hybrid Committed Spend

Potential scenarios



Migrate your Red Hat Enterprise Linux workloads to Azure (e.g., DC migration, VMware, SAP etc.)

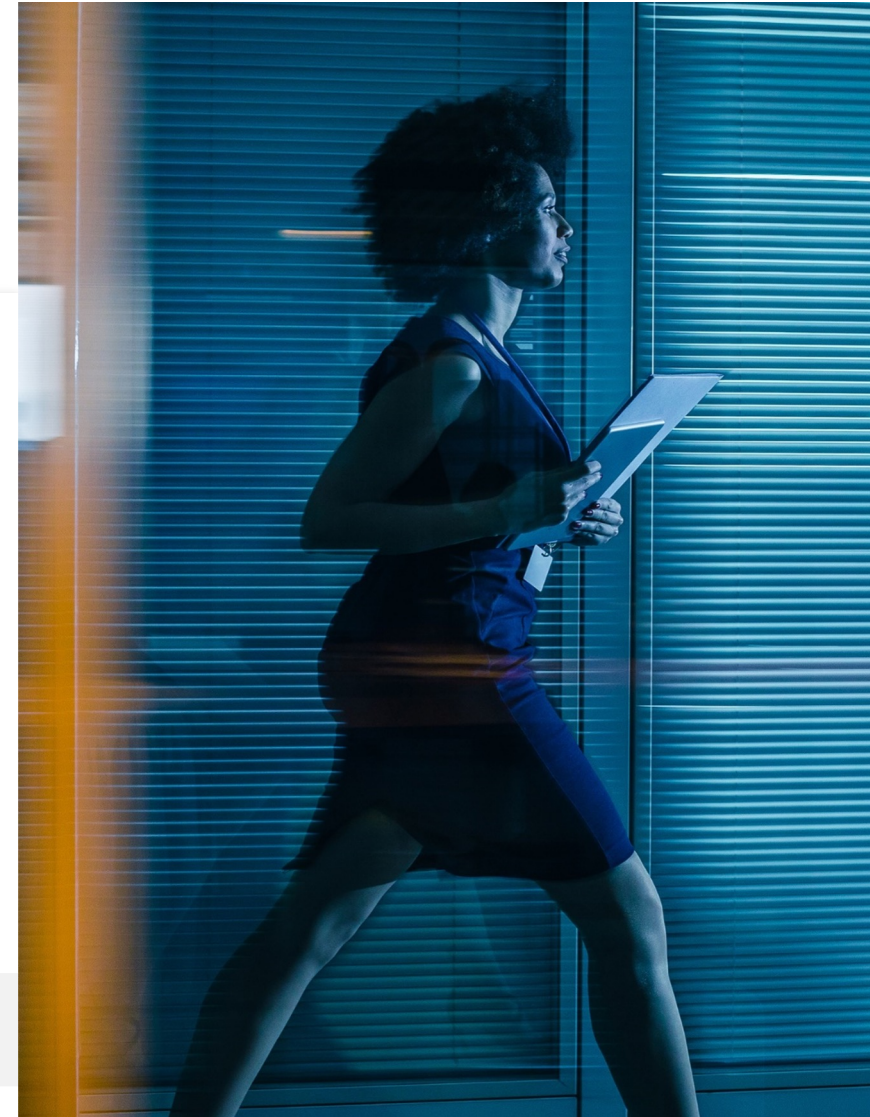


Simplify and secure your Linux estate (e.g., convert CentOS to RHEL on Azure, RHEL ELS add-on for RHEL 7)



Automate and modernize your applications

Landing zone for RHEL on Azure aka.ms/RHELLZ



Azure Red Hat OpenShift

A jointly supported, turnkey
application platform native to Azure



Microsoft Azure



Red Hat



Accelerate time to value

Quickly build, deploy, and run applications that scale as needed.



Operational efficiency

Enhance operational consistency, efficiency and security with proactive management and support.



Focus on innovation

Simplify operations so your teams can refocus on innovation, not managing infrastructure.



Hybrid cloud flexibility

Deliver a consistent experience on premises and in the cloud.

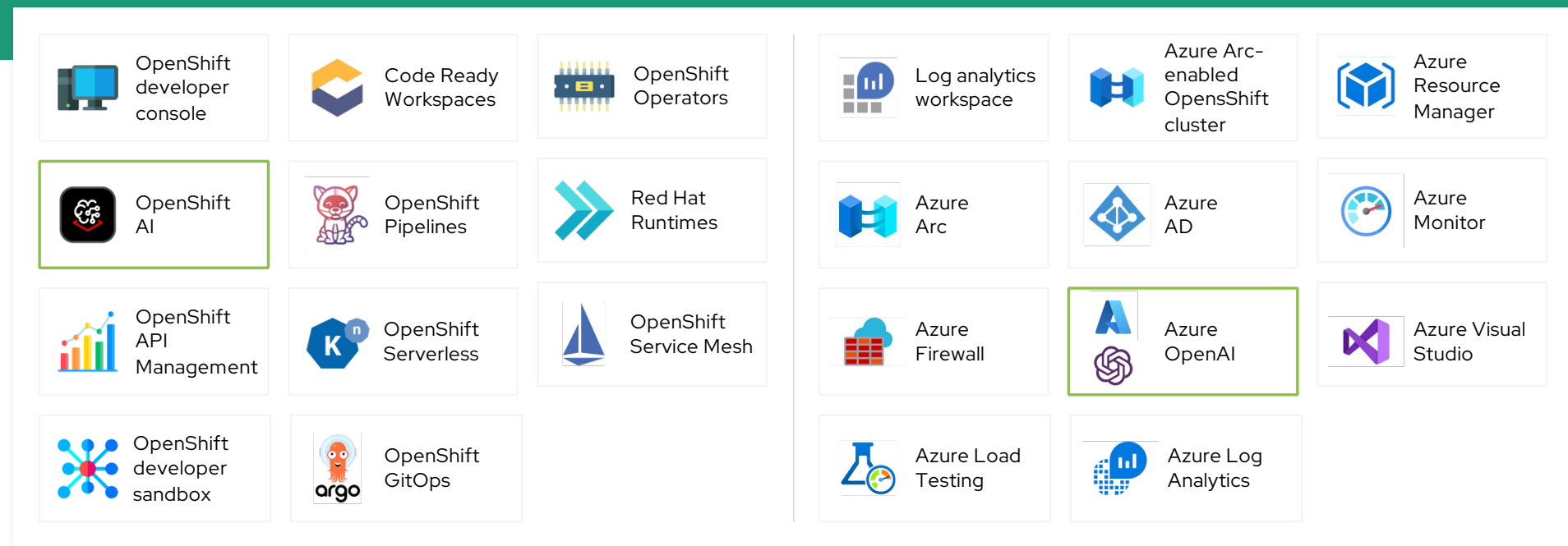


Microsoft Azure



Red Hat

Azure Red Hat OpenShift integrates with OpenShift and Azure Developer and Management Tools



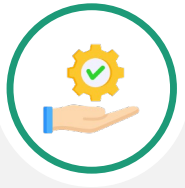
Additional tools: [Azure Developer Tools](#) and [Management products](#)

Announced July 2023

Azure Migrate and Modernize & Azure Innovate



Offerings spanning Migration to Innovation in one place



Comprehensive
resources in
one place



Direct access to
experts and
funding



Extensive coverage
– From migration
to innovation

Learn more!
aka.ms/AzureHeroOfferings

Linux VMs promotional offer | Overview

Details

Offer

Save 15% in addition to the current one-year discount on Azure Reserved Virtual Machine(VM) Instances for eligible Linux VM series.

Savings could reach up to 56% compared to pay-as-you-go rates in qualifying regions.

Availability

October 1st, 2024 – March 31st, 2025

How to enroll

Purchase one-year [Azure Reserved VM Instances](#) for an eligible VM series in qualifying regions and save up to 56% compared to pay-as-you-go pricing.

Terms and Conditions apply. Please refer to aka.ms/LinuxPromoOffer for more details



The Enterprise **Cloud** and the Enterprise **Linux**

azure.com/redhat

Join us today at 11:15 today in Room C

Data running “after” Red Hat OpenShift

-Learn more about how
you organize your apps
and data to get
meaningful AI



Join us for the
Azure Red Hat OpenShift AI Workshop
November 14th at Microsoft in Kgs. Lyngby

red.ht/aro-ai-cph

