AWS
Modern Solutions to Accelerate Value

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Common questions we hear from customers

Security — How can I **move my workloads** to the **cloud**?

Revenue — How can I **modernize** my applications?

Easy Development

Shared Service Platform — How do I give my developers a self-service platform?

Standardization — How do I get consistent **tooling** and **governance**?

Performance — How do I **optimize my speed** and **reduce cost**?
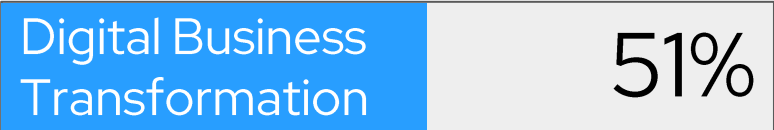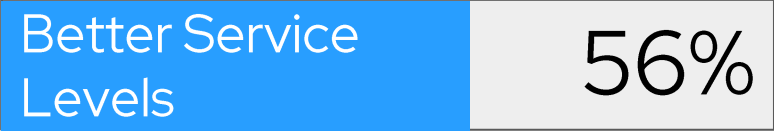
Costs

Time-to-market — How can I meet **changing** demands?

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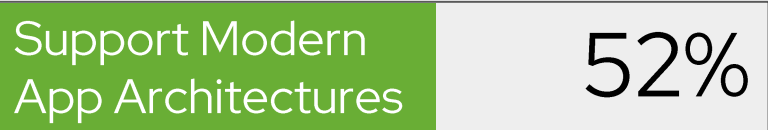
GOALS, BENEFITS, AND CHALLENGES OF CONTAINERS

GOALS

Better Service Levels	56%
Digital Business Transformation	51%
Better Time to Market	48%

BENEFITS

Developer Productivity	56%
Support Modern App Architectures	52%
DevOps Enabler	47%

CHALLENGES

Lack of Skills	62%
Operational Complexity	43%
Security Concerns	35%
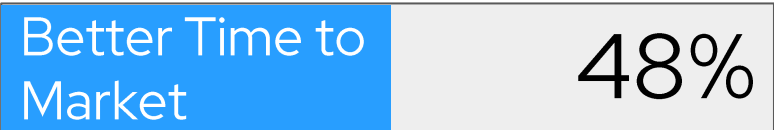
Red Hat · aws
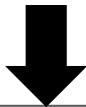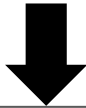
Builders or Buyers?
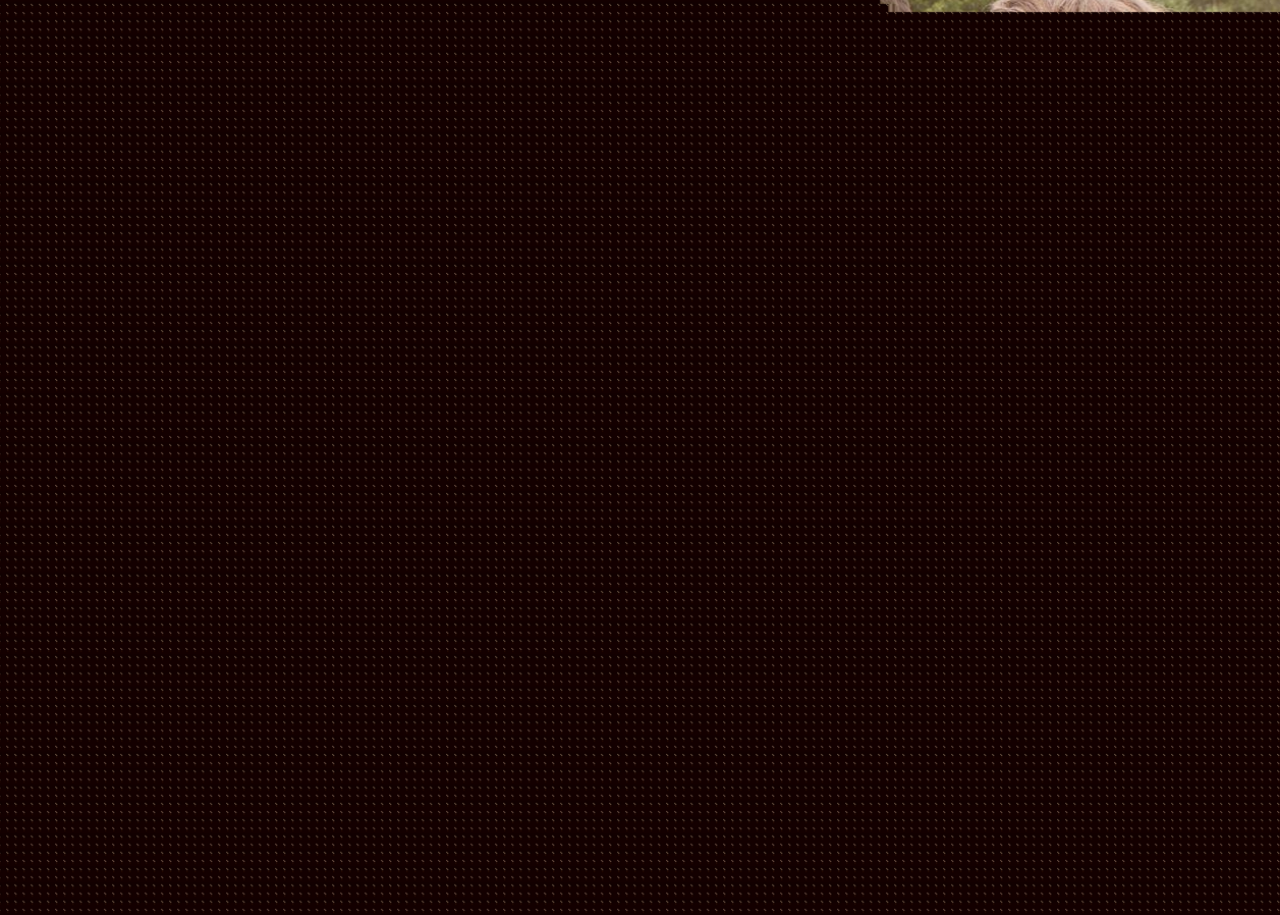
MODERN APPLICATION COMPUTING SERVICES LANDSCAPE

Build your Own Application Platform

Turn-key Application Platform

Application Platform

Accelerate and standardize application Management

- AWS Proton
- AWS App Runner
- EKS Blueprints
- AWS X-Ray
- Cloud Watch
- Amazon Managed Prometheus

Containers Orchestration

Deployment, scheduling, and scaling, containerized applications

- Amazon Elastic Container Service (Amazon ECS)
- Amazon Elastic Kubernetes Service (Amazon EKS)

Red Hat OpenShift Service on AWS

Containers Infrastructure

Registry, Networking, CI/CD

- Amazon Elastic Container Registry (Amazon ECR)
- AWS Cloud Map
- AWS App Mesh
- AWS CodePipeline

Compute
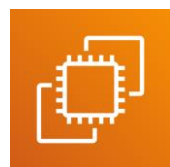
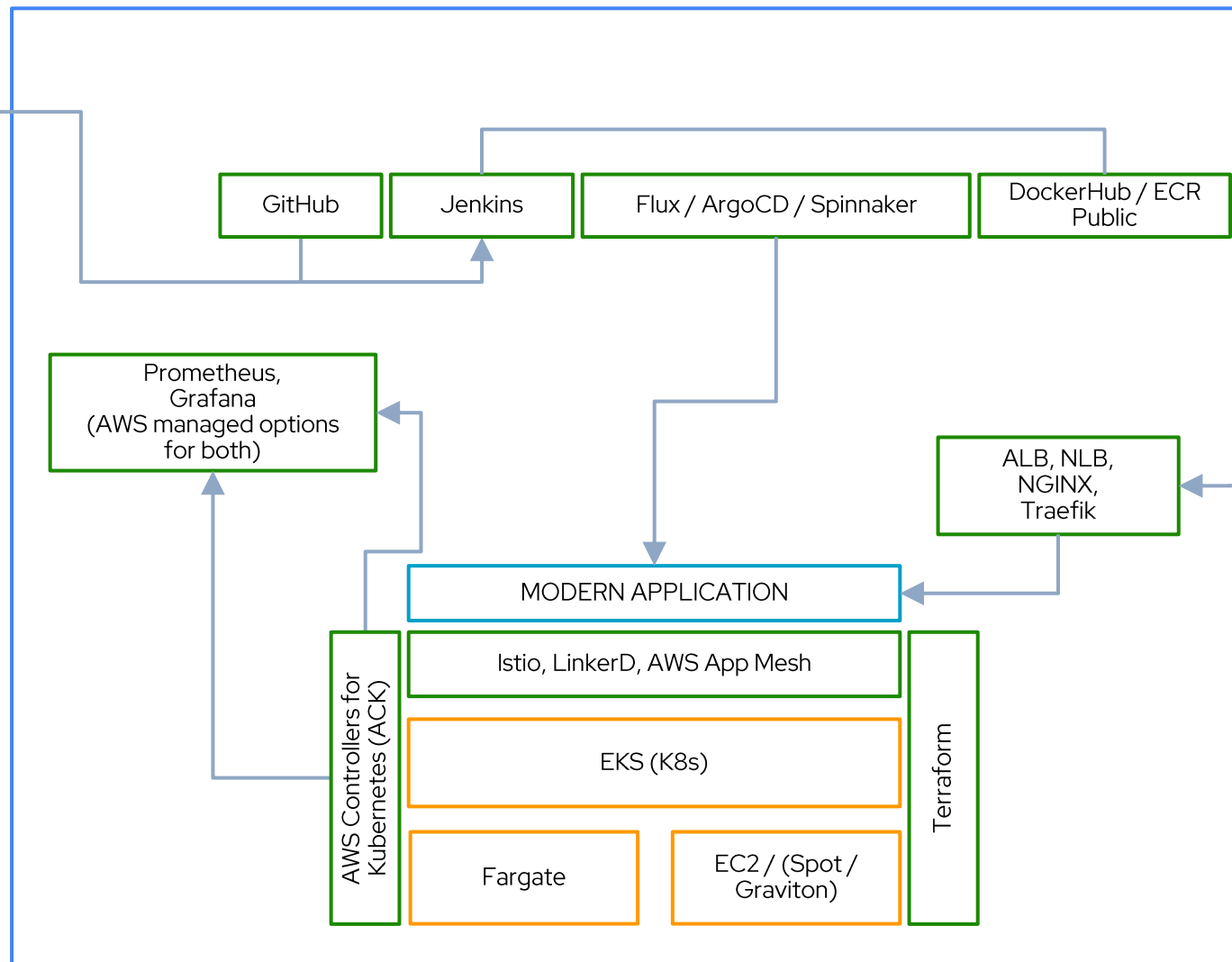- Elastic Compute Cloud (Amazon EC2)
- Fargate

Third-party tooling

DATADOG sumo logic sysdig New Relic Prometheus Grafana openTelemetry

Red Hat aws

K8s: What is **important** to take into account to **decide** for EKS or ROSA?

Amazon EKS

The Opensource flexibility

- AWS-optimized managed upstream Kubernetes with four supported versions

- Build your custom platform for compliance and security, with AWS services and community solutions

- Accelerate your containerization and modernization with canonical patterns using AWS Blueprints

Dev

| GitHub | Jenkins | Flux / ArgoCD / Spinnaker | DockerHub / ECR Public |

Prometheus, Grafana (AWS managed options for both)

ALB, NLB, NGINX, Traefik

MODERN APPLICATION

AWS Controllers for Kubernetes (ACK)

Istio, LinkerD, AWS App Mesh

EKS (K8s)

Fargate

EC2 / (Spot / Graviton)

Terraform
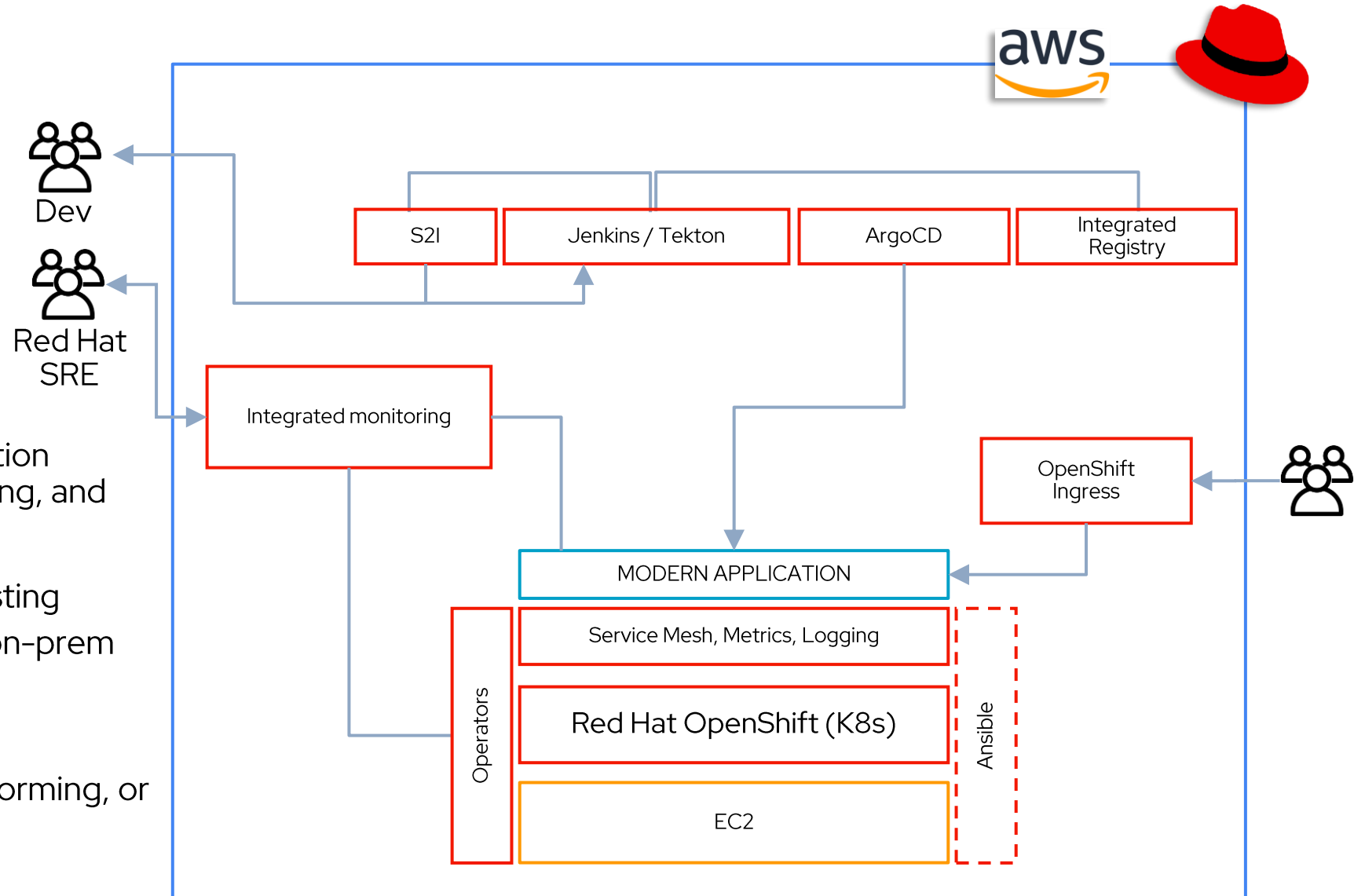
Red Hat aws

Red Hat OpenShift on AWS

Shared Services Platform AKA PaaS

- Integrated Kubernetes based application platform with built-in CI/CD, monitoring, and developer tools.

- Activate ROSA and continue with existing OpenShift skills and processes from on-prem environments to the cloud

- Accelerate application migration and modernization by re-hosting, re-platforming, or re-factoring workloads

Dev

Red Hat SRE

| S2I | Jenkins / Tekton | ArgoCD | Integrated Registry |

Integrated monitoring

OpenShift Ingress

MODERN APPLICATION

Operators

Service Mesh, Metrics, Logging

Red Hat OpenShift (K8s)

Ansible

EC2

*ROSA visual explanation in 12min video

*ROSA explanation by spanish partnership leaders video

Red Hat OpenShift Self Managed

Scalability depends on infra
Skills required
Costs not shared
Pay even if not use
Maintenance responsibility

Red Hat Cloud Services

Faster Time To Value
Scalable
Skill required: be able to sleep ;-)
Integral Security
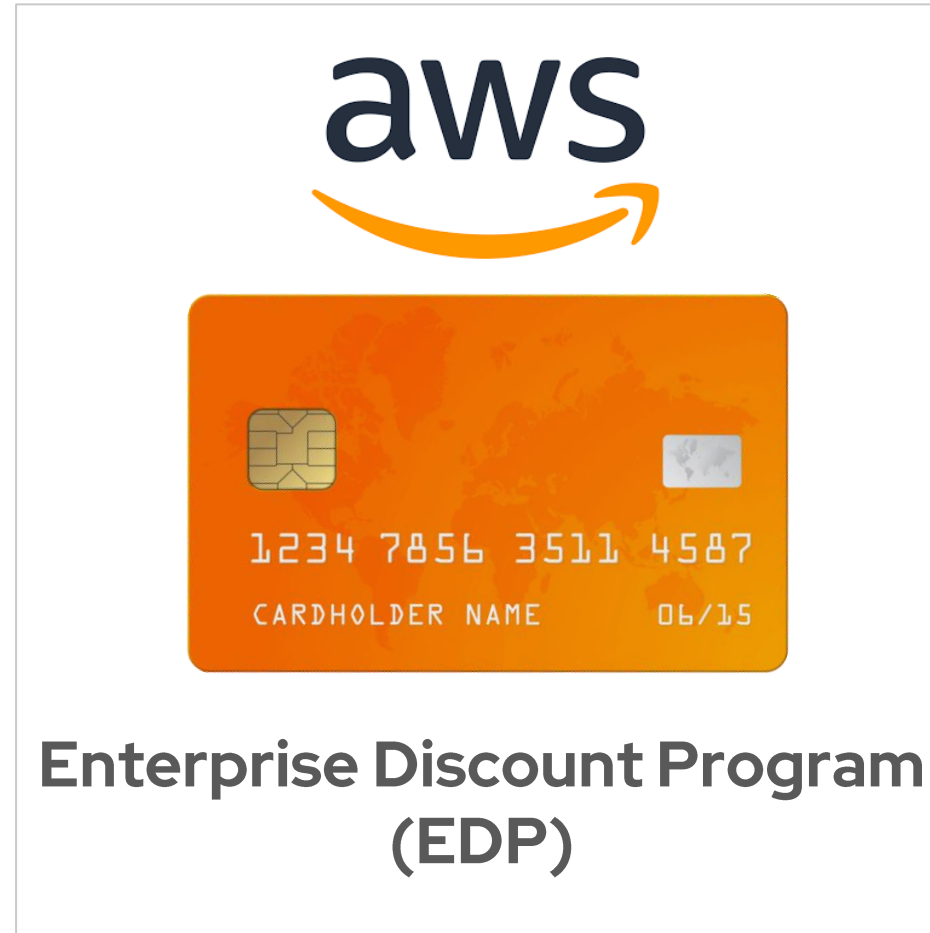Pay when you Use
Freedom of choice
Frequent Flier...

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AWS is a Procurement Aggregator
Use our DEBIT CARD ;-) !!

Enterprise Discount Program (EDP)

How is, or should be, the journey to AWS?

MOST CRITICAL TECHNOLOGY INITIATIVES FOR EUROPEAN CEOs

Accelerate the shift to the Cloud 46%

Improve technology stuff skills 41%

Focus on technology to drive more revenue 35%

Reduce TCO by reducing the technical debt 32%

Accelerate Automation Initiatives 30%

Building Agile Dev. capabilities to deliver services faster 28%

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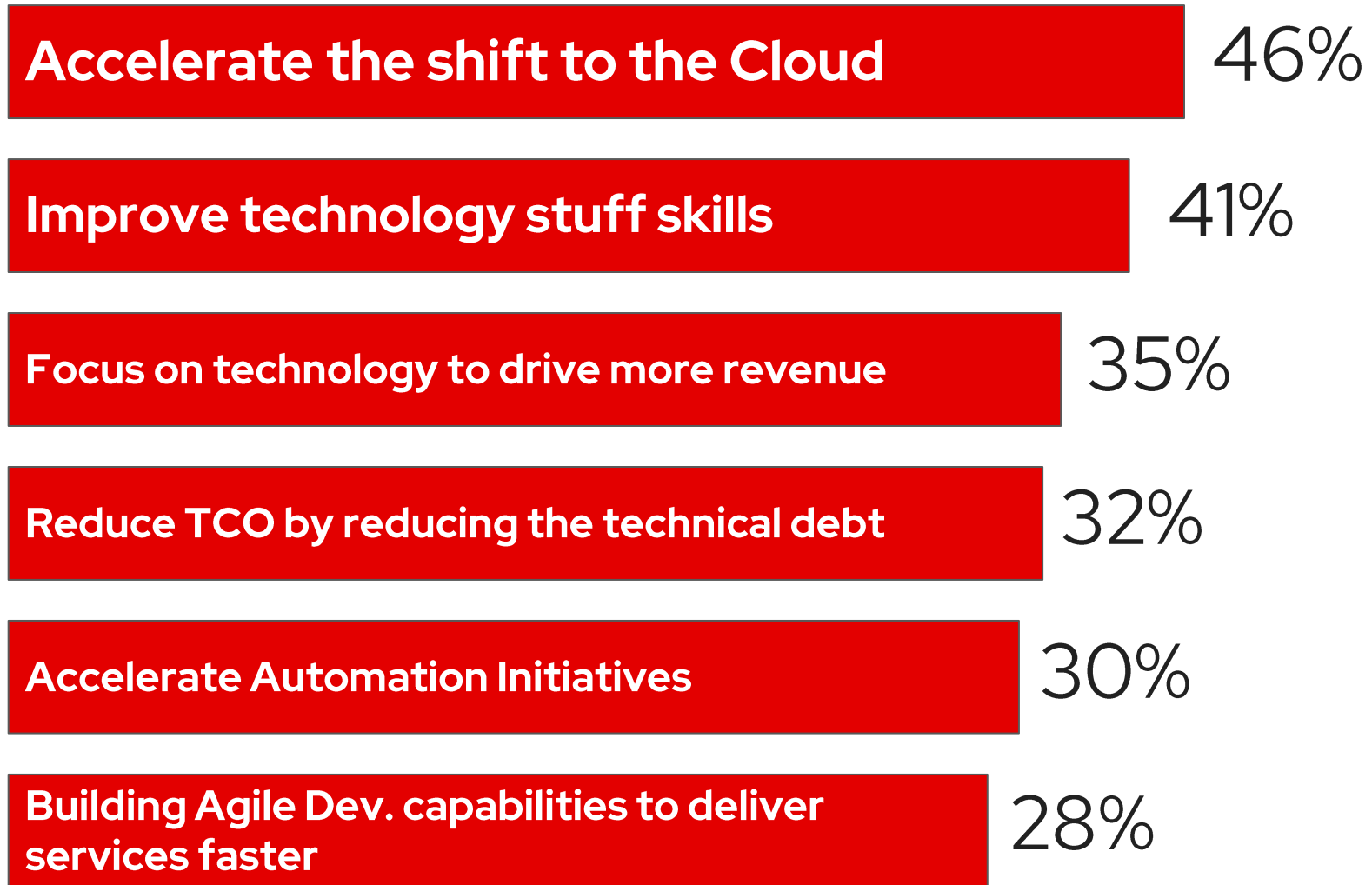
BUILD NEW INNOVATION

REDUCE
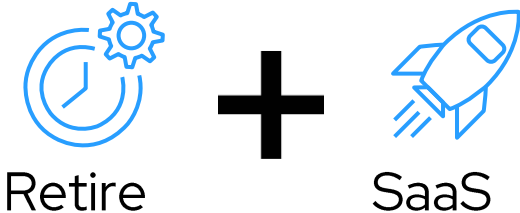
MIGRATE

MODERNIZE

Serverless

Containers

Retire + SaaS

Lift and shift

Refactor + Replatform

Packaging & delivery

Organizational

Frustrated customer

2 pizza teams
(full ownership and DevOps)

Everything

One thing
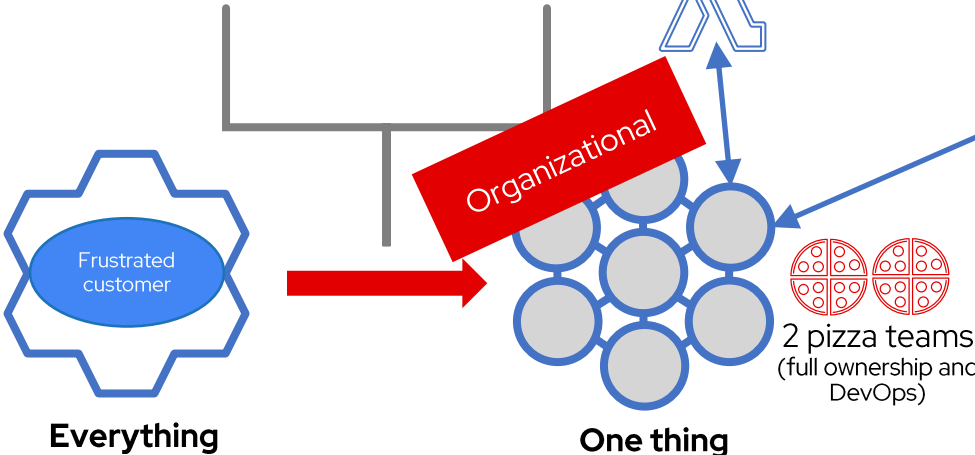
OnPrem / Self-managed customers travel to

ROSA

OPENSHIFT MANAGED SERVICES EVOLUTION ON AWS

MOVE TO MANAGED WITH ROSA

Red Hat OpenShift

Self-managed		Managed	
On-premises	**aws**	**aws**	**aws**
OpenShift Container Platform (OCP)	**OpenShift Container Platform (OCP)**	**Red Hat OpenShift Dedicated**	**Red Hat OpenShift Service on AWS (ROSA)**
Customer managed, runs on premise	*Customer managed, runs on AWS*	*Managed and supported by Red Hat, runs on AWS*	*Jointly managed and supported by Red Hat & AWS, runs on AWS*

Situations we find in customers more frequently than expected

Customers move applications back on-premises from the cloud as they do not get the desired ROIs.

CIOs had bad experiences in migrations and frequently they do not meet deadlines.

Managed Service solves it!

Red Hat **aws**

Customers focus on innovation, and when using tools, they should just care about **getting from A to B**

The Engine – K8s

The Parts – Managed K8s + "native" services (Skills?)

The Assembled Car – Openshift App Platform

The Full Service – ROSA

	The Engine – K8s	The Parts – Managed K8s + "native" services	The Assembled Car – Openshift App Platform	The Full Service – ROSA
		Monitoring / Service Mesh / Dev Tools / Registry / Metrics / Logging / CI/CD	Monitoring / Service Mesh / Dev Tools / Registry / Metrics / Logging / CI/CD	Support and Operations — Monitoring / Service Mesh / Dev Tools / Registry / Metrics / Logging / CI/CD
	Kubernetes Cluster Services — Basic Networking :: Ingress	Kubernetes Cluster Services — Basic Networking :: Ingress	OpenShift Cluster Services — Networking :: Router :: OLM	OpenShift Cluster Services — Networking :: Router :: OLM
	Kubernetes	Kubernetes	Kubernetes	Kubernetes
	Custom OS	Custom OS	Red Hat Core OS	Red Hat Core OS
Application Production Ready	✖	✔	✔	✔
Security Built in	✖	✔	✔	✔
Pre-Integrated	✖	✖	✔	✔
Future Proof in hybrid model	✖	✔	✔	✔
Pay as you Go	✔	✔	✖	✔
E2E Managed Support & Maintenance	✔	✖	✖	✔

FREE NOW   UBER   cabify

Red Hat   aws

How existing OpenShift customer transition to ROSA?

Offer 1

Offer 2

Proof of Concept

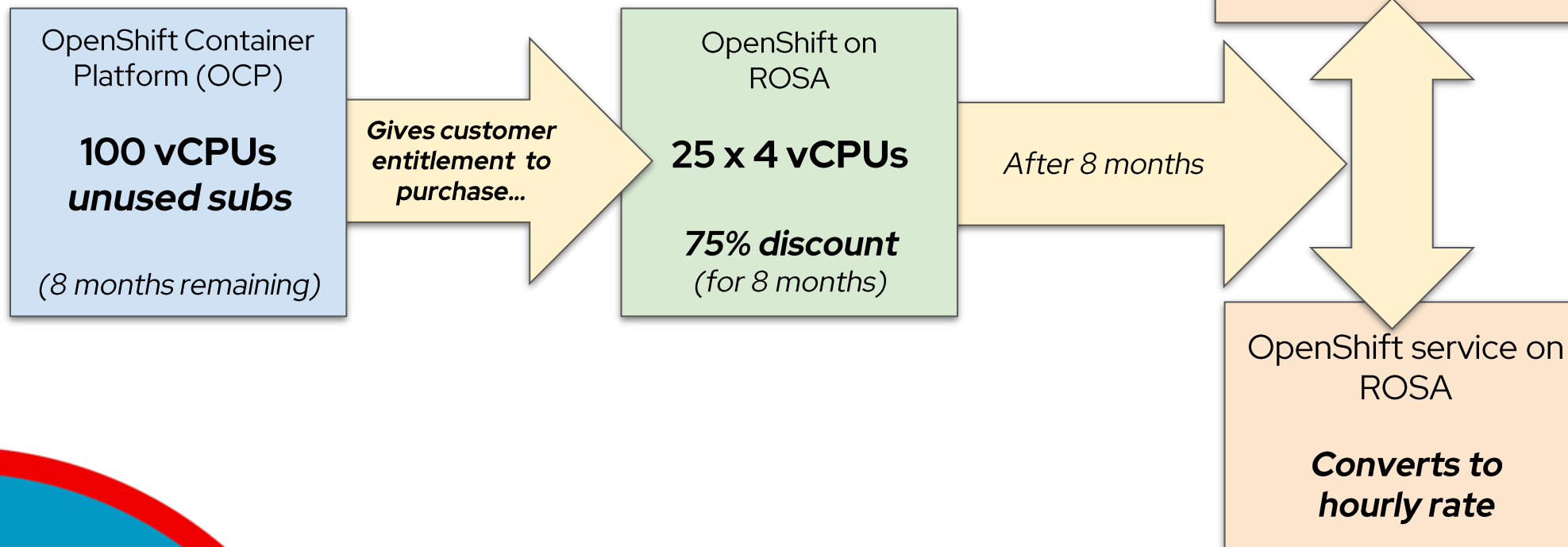Try OpenShift cloud services as a **60 day cost-free** Proof of Concept (PoC)

Discount Program

Purchase OpenShift cloud services licenses at a **75% discount** up to the amount of customer's unused OCP subscriptions

How can **AWS** help partners and customers?

✓ Carpe Diem

Latency (in ms) from AWS Europe (Spain) Region

Location	Latency (ms)
Madrid, Spain	6
Valencia, Spain	10
Barcelona, Spain	14
Lisbon, Portugal	15
Malaga, Spain	17
Mallorca, Spain	17
La Coruña, Spain	18
AWS Europe (Frankfurt) Region	33
AWS Europe (Ireland) Region	38
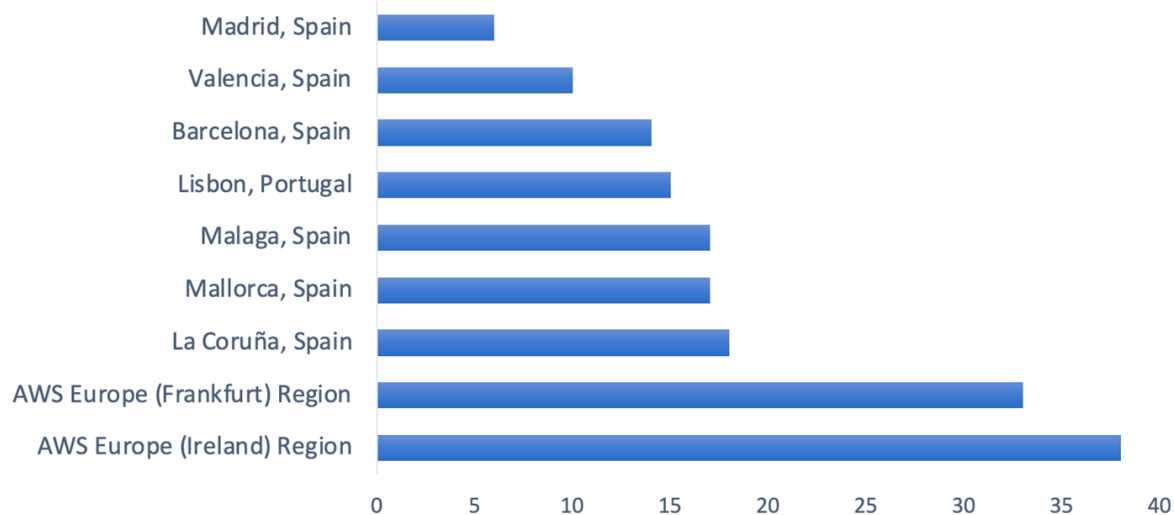
IBERIA (ZAZ) REGION

1. ESTA...

ALE WIDE

4. SELF SUFFICIENT

Thank you

in linkedin.com/company/red-hat

f facebook.com/redhatinc

▶ youtube.com/user/RedHatVideos

🐦 twitter.com/RedHat

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