

Migrating to the Future with Microsoft & Red Hat



Karl Davies-Barrett

Global Partner CTO
Microsoft

Diamond sponsor



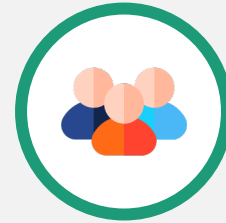
AI is shifting business **today**



Every
individual



Every
process





Every
organization



Every
industry

Agility is a business imperative

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

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



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in their workforce by
2025²

Cloud-
native



95%

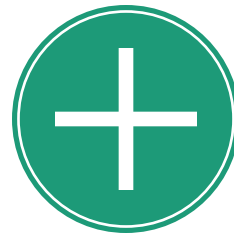
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Pressing priorities

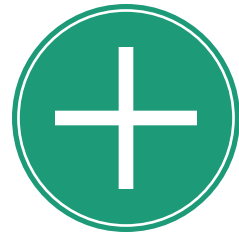
Manage rising costs, maintain security, control IT sprawl



Be AI-ready

Embrace responsible, secure AI, cloud-native technologies

Pressing
priorities



Be
AI-ready

Azure meets you
where you are in your cloud journey



Be AI-ready

284% ROI with Azure AI services³



Secure from code to cloud

219% ROI on security consolidation²



Purpose-built for all workloads

192% ROI with Red Hat Enterprise Linux on Azure¹



Get cloud agility anywhere

Realized IT ops productivity gains of 30% 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™ February 2021, commissioned by Microsoft.](#) Organizations experience 219% ROI over three years

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

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

... 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



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



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](#)

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



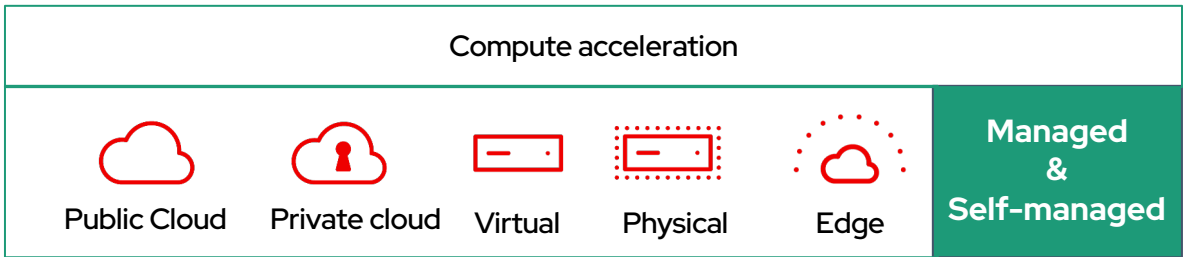
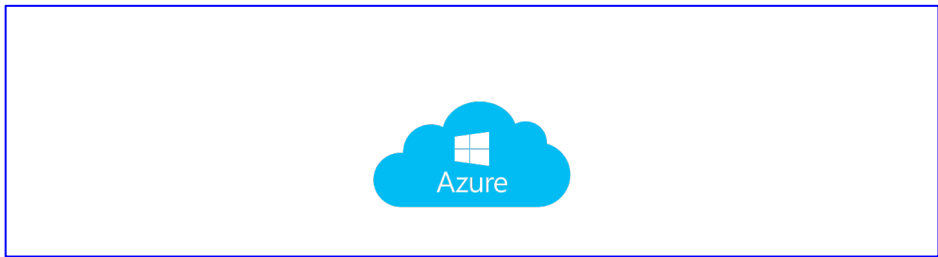
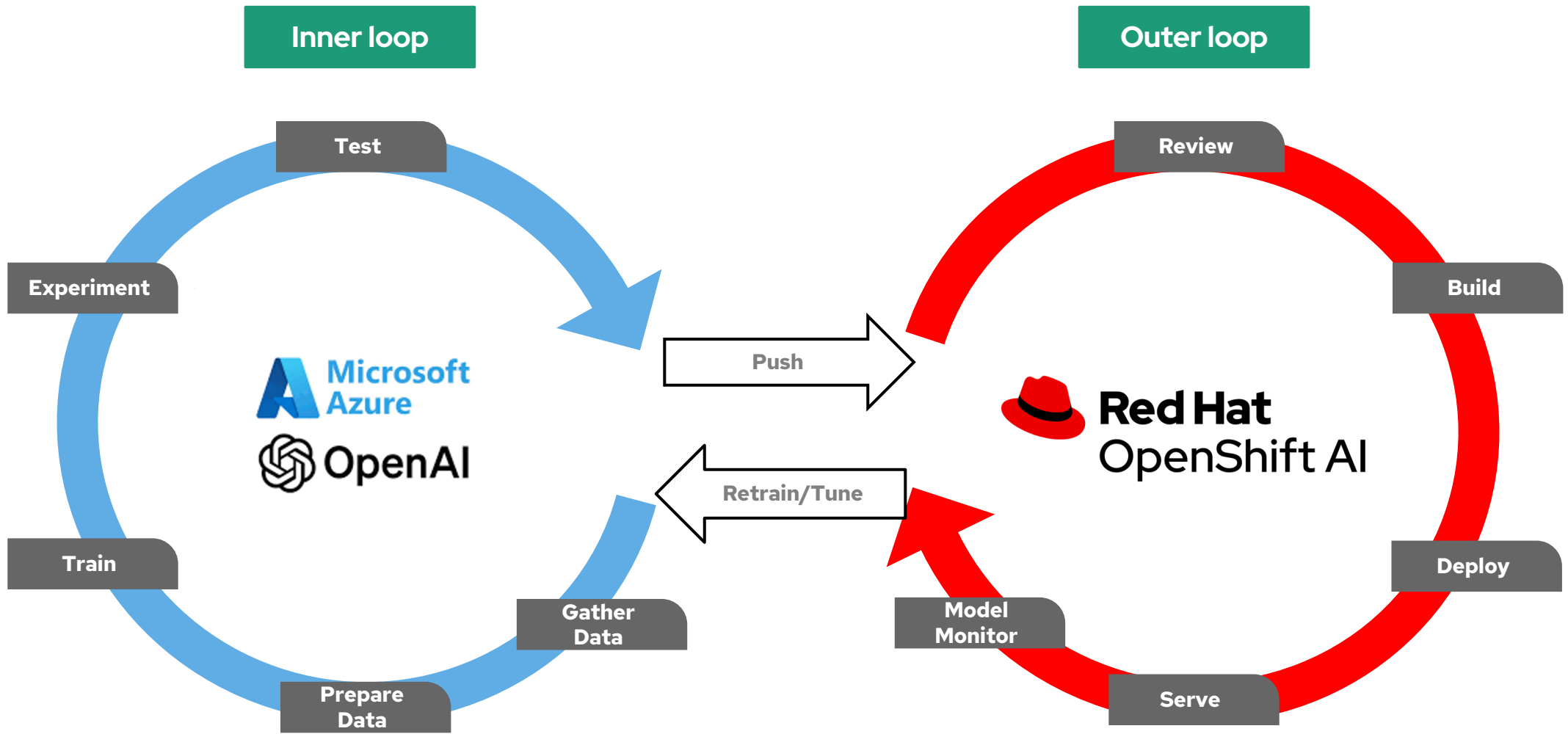
*Integrated Customer Support

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

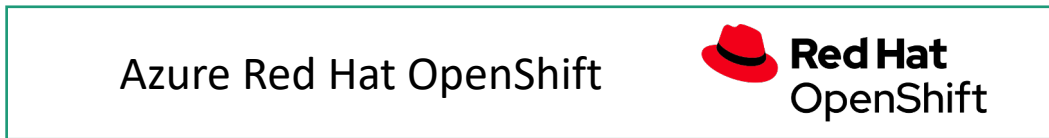


Deploy your AI enabled applications on Azure Red Hat OpenShift

Model development, serving and monitoring



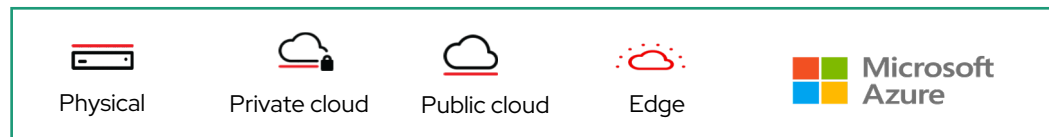
Orchestration, compute resource and fleet mgt



GPU acceleration support



Deploy anywhere



Consistency and choice across deployment options and AI/ML tools

Focus on AI Innovation and minimize complexity with a fully managed platform

Accelerate deployments with a comprehensive app platform that operationalizes AI faster

References:

1. OpenShift AI on ARO: [Red Hat OpenShift AI](#)
2. Azure OpenAI on ARO: [Deploying an AI chatbot in Microsoft Azure Red Hat OpenShift fully integrated with Azure OpenAI](#)
3. Build 2024 Session on Azure Open AI on ARO: [Driving innovation through Azure Red Hat OpenShift and Azure OpenAI \(microsoft.com\)](#)

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.

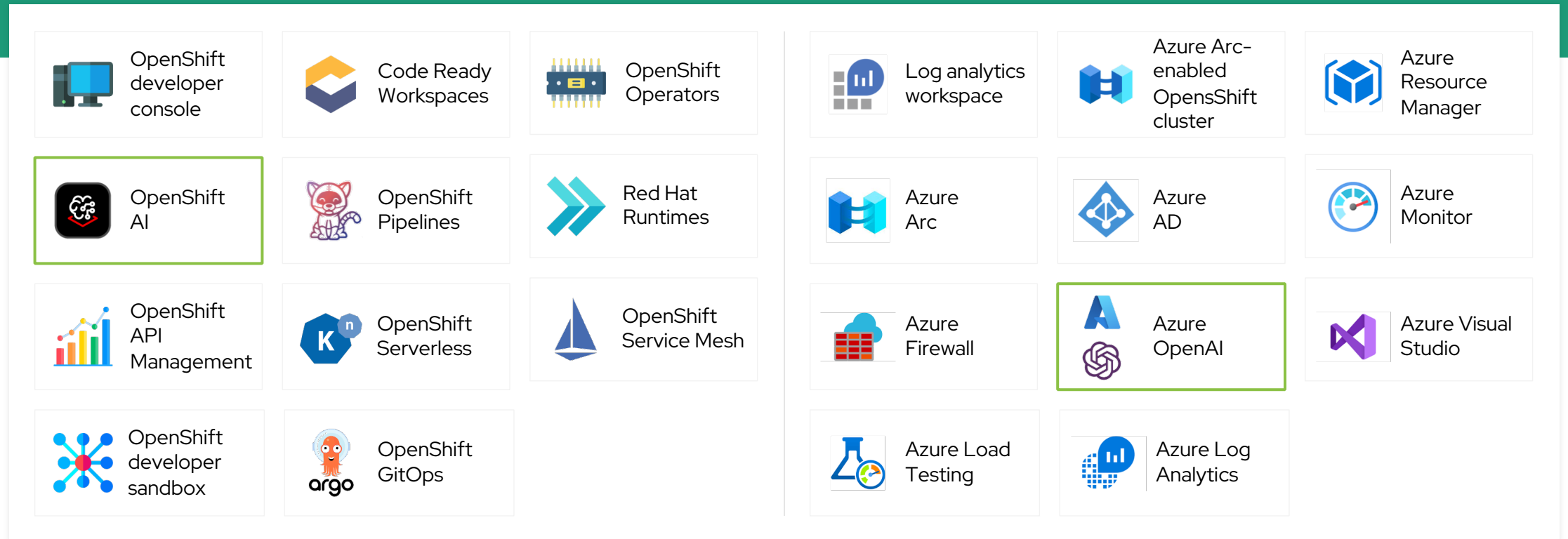


Microsoft Azure



Red Hat

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



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

Confidential Containers Project



CONFIDENTIAL
CONTAINERS



CLOUD NATIVE
COMPUTING FOUNDATION

Confidential Containers Project

Confidential Containers is an open-source community working to enable cloud native confidential computing by leveraging Trusted Execution Environments to protect containers and data.

[Confidential Containers \(github.com\)](https://github.com)

Contributors



Flexibility

Run anywhere edge or cloud with consistent experience

Security and isolation aligned and ratified in the open

Open standards and portable

Part of the Cloud Native Computing Foundation

Announced July 2023

Azure Migrate and Modernize & Azure Innovate



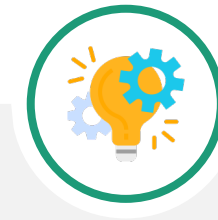
Offerings spanning Migration to Innovation in one place



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

Microsoft Azure Consumption Commitment (MACC)

The "MACC" program allows enterprise customers to decrement their Azure spend commitment by purchasing approved third-party software and services through a transacted listing in Azure Marketplace.

Private Offers

Transact one or more products in Azure Marketplace for RHEL, OpenShift (self-managed), JBOSS and Ansible via time-bound pricing with customized terms.

Available in




- United States & Canada
- EMEA (Including Kenya, Nigeria, South Africa, Saudi Arabia and UAE)
- India & Singapore
- Australia/New Zealand
- Hong Kong/Malaysia

Why Purchase via Marketplace Private offers

	Customer private offers	NEW Multiparty private offers
Target partners	ISV partners	Reselling partners (VARs)
Availability	Available today	Available today in US only
Decrements MACC	Yes	Yes
Decrements Red Hat's Hybrid Committed Spend (HCS)	Yes	Yes

**No Red Hat HCS or existing measurable annual spend required*

Benefits of Private Offers – Flexibility for Customer

-  Private offers facilitate more flexible options for customers and are based on an existing solution or offer that has a discount, custom prices, terms, and/or conditions applied to it.
-  Private offers add increased efficiency to the procurement process for Red Hat being able to customize offers within minutes.
-  Private offers allow for customer to pay for Red Hat subscription and Azure services (compute, etc.) on **one Microsoft invoice** (simplified billing).



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

azure.com/redhat