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Migrate to Innovate:

Paving the Path to AI Readiness

Daniel Webb

Global ISV Partnerships Lead

Microsoft UK



Microsoft Azure

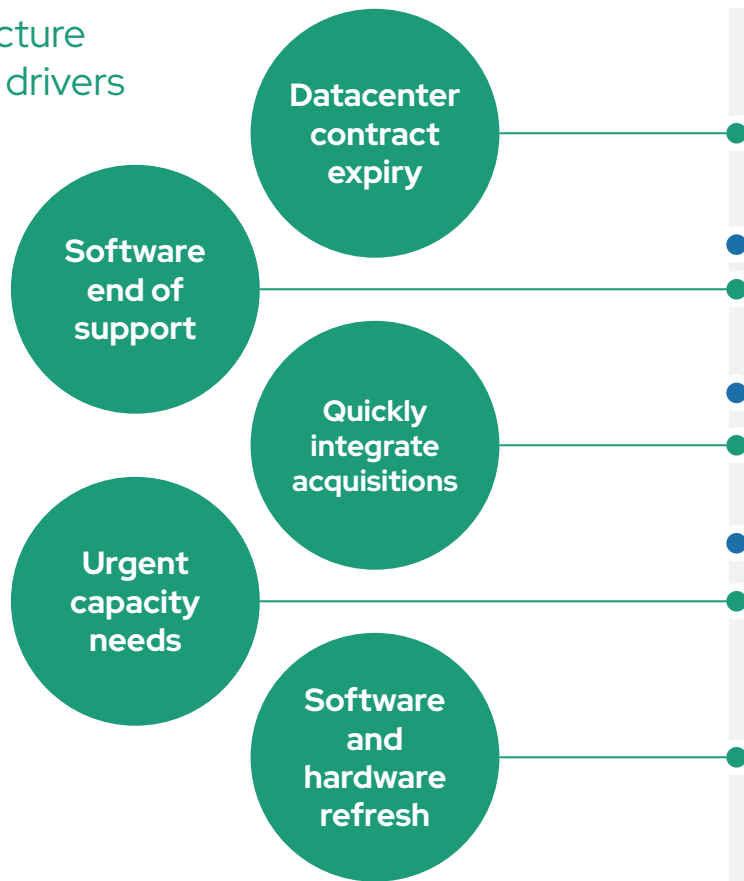


Red Hat

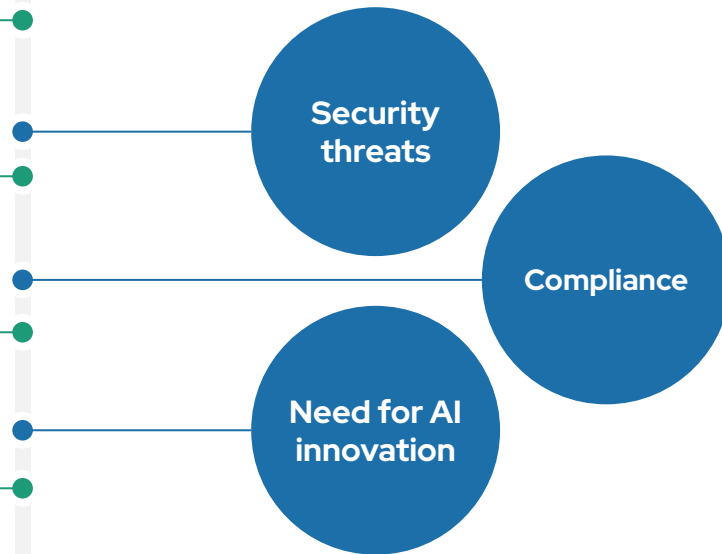


Addressing Customer Challenges

Infrastructure oriented drivers



App oriented modernization drivers



Azure as the innovation platform

Pressing
priorities



Becoming
AI-ready

Azure Meets You

where you are in your cloud journey

Azure as the proven platform for Linux

>60%

of customer cores
in Azure run Linux

Hundreds of
Microsoft services
run on Linux in
Azure, including
Xbox, Minecraft,
and Azure
Kubernetes
Service



OpenAI and
ChatGPT run on
Linux in Azure

A proven history of collaboration



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
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Deploy the **Red Hat** platforms you know



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.

Supporting **Red Hat** workloads 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**

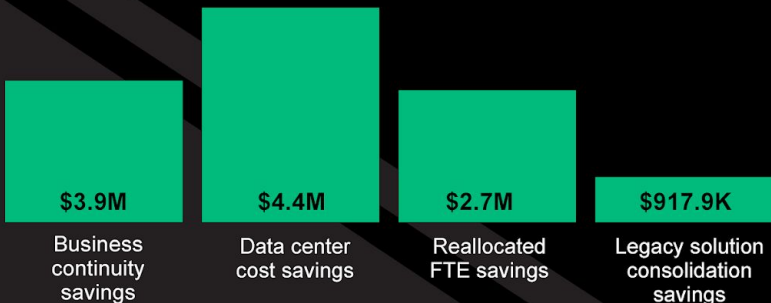
Credit toward Azure Committed Consumption **and** Red Hat Hybrid Committed Spend

The Total Economic Impact™ Of Red Hat Enterprise Linux (RHEL) On Microsoft Azure

Through interviewing six customer organizations and data aggregation, Forrester concluded that RHEL on Microsoft Azure has the following three-year financial impact.

SUMMARY OF BENEFITS

Three-year risk-adjusted



RHEL ON MICROSOFT AZURE BY THE NUMBERS



85% reduction in outage downtime



60% reduction in legacy solution costs



80% reduction in data center spend



40% FTE reallocation towards value-add business initiatives

FINANCIAL SUMMARY

Three-year risk-adjusted



ROI
192%



Net Present Value
\$7.85M



Benefits Present Value
\$11.94M

VOICE OF THE CUSTOMER

“There are a number of reasons that sold us. First, we have that flexibility to use your Red Hat subscriptions on Azure so you can mix-and-match, which is huge for us. Second, we have guaranteed compatibility with Microsoft running Red Hat on Azure. Third, we have access in the different markets, so our facilities can get access to core systems that are locally deployed.”



Global director of IT
wholesale retail

“We chose Red Hat because it has been a trusted and reliable operating system within our organization for many years. Our other vendors have close ties with Red Hat and provide solutions that are compatible with it. We value the support and expertise that Red Hat offers.”



Product owner for operating systems,
energy



Read the
full study

This document is an abridged version of a case study commissioned by Red Hat and Microsoft titled: “The Total Economic Impact Of Red Hat Enterprise Linux (RHEL) On Microsoft Azure, January 2024.

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Commissioned By



Red Hat



Microsoft Azure



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

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Keynote closing remarks

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