EXPAND YOUR BUSINESS POSSIBILITIES WITH RED HAT AND AWS

PARTNER BRIEF

"We have a platform to deliver value to our customers much faster, with improved performance and stability. Our teams have time to really innovate and provide more value to our customers—which is the ultimate goal."

KERRY PEIRSE
GENERAL MANAGER OF
I.T. INFRASTRUCTURE
AND OPERATIONS,
CATHAY PACIFIC AIRWAYS LIMITED

CUSTOMER EXPERIENCES ARE KEY TO SUCCESSFUL DIGITAL BUSINESS

New technology and business approaches are disrupting industries. Organizations today face fast, ongoing changes in market situations, customer demand, and competitors. To remain successful, they need to digitally transform to deliver and scale high-quality, innovative applications and customer experiences. Hybrid cloud environments can provide the scalability, innovation, and flexibility needed for this transformation.

Red Hat and Amazon Web Services (AWS) offer a hybrid environment that modernizes IT management and application development, adapts on your schedule, and prepares you for future change.

MODERNIZE WITH RED HAT AND AWS

Together, Red Hat and AWS give you the tools you need to innovate faster, deliver high-quality customer experiences, and scale in line with changing demand.

Based on innovative, security-focused Linux® and Linux container platforms, Red Hat provides a flexible, consistent foundation for both new and legacy applications.

- **Red Hat® Enterprise Linux** forms a stable, consistent foundation across hybrid cloud deployments with the tools needed to deliver workloads faster with less effort.

- **Red Hat OpenShift®** is a leading enterprise Kubernetes platform—with full-stack automated operations to manage hybrid cloud and multicloud deployments—optimized for developer productivity and frictionless innovation.

Red Hat also provides other **integrated software components**, like middleware and tools for automation and management, to customize your environment.

Using a globally distributed network of datacenters, AWS delivers cloud-based, security-focused, resizable compute capacity for workloads and applications. With AWS, you can deploy and run the same Red Hat products you use on site in a cloud environment. The **AWS Marketplace** lets you purchase Red Hat Enterprise Linux subscriptions—including versions optimized for SAP and Microsoft SQL Server—yearly or for on-demand use. On-demand subscriptions feature hourly billing, allowing you to scale elastically and cost-effectively. You can also easily move your Red Hat subscriptions between on-site and AWS environments through the **Red Hat Cloud Access** program.

BECOME A DISRUPTOR IN YOUR INDUSTRY

26% of organizations cite fighting disruption as a key motivation for digital transformation.[1] Red Hat and AWS provide advanced IT tools and cloud technologies to create an environment for constant innovation and cloud-native operations. Gain flexibility and agility by moving workloads to an elastic, on-demand cloud environment. Speed development with a container platform and modern approaches for DevOps and continuous integration and continuous deployment (CI/CD). Take advantage of advanced management, automation, and security tools to streamline IT maintenance and focus on innovation. Deploy the latest technology—without disrupting your own business—through tight integration and collaborative engineering.

1 Altimeter, "The State of Digital Transformation: 2018-2019 edition," 2018.

SCALE YOUR INFRASTRUCTURE IN LINE WITH YOUR BUSINESS

37% of organizations say cloud is a top priority for technology investments in 2019.[1] Red Hat and AWS deliver a consistent, global, cloud-based infrastructure that lets you easily extend your IT environment as your business demands grow. Build a consistent, hybrid foundation with tools that operate the same, regardless of whether they are used on site or in the cloud. Expand your infrastructure in any direction, at any time, with elastically scalable, on-demand AWS instances and Red Hat Enterprise Linux. Simplify scalability through automated decision making, policies, and provisioning. Ensure protection and compliance with a security-focused foundation, built-in policies and processes, and numerous compliance programs and certifications. Deploy and move applications — unchanged — across your environment using containers. Store data where it makes sense now, and move it as needs change with connected storage and innovative, fast data transport.

EXPAND YOUR BUSINESS POSSIBILITIES

51% of organizations indicate growth opportunities in new markets as a main incentive for digital transformation.[1] Red Hat and AWS provide a hybrid environment that lets you modernize and prepare for new cloud-enabled technologies on your schedule. Choose where to transform and where to use existing investments with a hybrid platform that supports both legacy and new applications and services. Improve data science and business intelligence with advanced machine learning (ML) and artificial intelligence (AI) tools. Gain greater insight into your customers' requirements by combining large, open data sets with your own data.

LEARN MORE

Organizations need to modernize to adapt to ongoing changes in technology, customer expectations, and competition. Red Hat and Amazon Web Services (AWS) provide the tools and technologies you need for digital transformation. Learn more at **redhat.com/en/partners/amazon-web-services** and **aws.amazon.com/partners/redhat**.

ABOUT AMAZON WEB SERVICES

For almost 13 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 165 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 61 Availability Zones (AZs) within 20 geographic regions, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, Sweden, and the UK. Millions of customers including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.

ABOUT RED HAT

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.