

# Invest your Google Cloud committed spend in Red Hat solutions

## The business value of Red Hat solutions

Organizations that use solutions from Red Hat have achieved significant business value, according to research by IDC:

- 573% 3-year ROI using Red Hat Enterprise Linux® compared to free Linux distributions.<sup>1</sup>
- 636% 5-year ROI using Red Hat OpenShift®.<sup>2</sup>
- 667% 5-year ROI using Red Hat Ansible® Automation Platform.<sup>3</sup>

## Improve your IT environment with committed spend

Many organizations that have committed spend agreements with cloud providers—such as Google Cloud—fall short of using the entirety of their committed spend, which results in wasted financial resources and a lost opportunity to add innovative solutions that can improve an IT environment in a variety of ways.

With many of Red Hat's flexible, proven, and innovative hybrid cloud solutions now available for purchase directly from Google Cloud Marketplace, and ready to be deployed in Google Cloud, your organization has a multitude of new options for using its Google Cloud committed spend.

Because the cost of this software will be counted as a 100% decrement from your organization's committed spend, you can improve your IT environment without adding any financial commitments to your existing IT budget.

## Why Red Hat and Google Cloud?

In partnership since 2013, Red Hat and Google Cloud have helped customers simplify their cloud journey with flexible, proven, and innovative hybrid cloud and multicloud solutions that provide consistency across all cloud environments.

By providing a security-focused foundation, global network infrastructure, and flexible configuration, Red Hat and Google Cloud provide your organization the tools it needs to effectively and efficiently operate hybrid and multicloud environments.

Red Hat® solutions on Google Cloud also provide the interoperability needed to take full advantage of Google's data cloud, artificial intelligence and machine learning (AI/ML) services, and the cloud-native development capabilities needed to build high-quality applications faster.

## Use your committed spend to purchase Red Hat solutions

With Red Hat solutions now available in Google Cloud Marketplace, you can attain major benefits, including a consistent multicloud experience, accelerated application development and deployment, and quicker time to value.

Red Hat solutions available for purchase in Google Cloud Marketplace include:

### ▶ Red Hat Enterprise Linux on Google Cloud

- ▶ An open, reliable, and stable platform with deployment flexibility for business-critical workloads.

<sup>1</sup> IDC White Paper, sponsored by Red Hat. "The Business Value of Red Hat Solutions Compared to Unpaid Alternatives." Document #US47607721, April 2021.

<sup>2</sup> IDC White Paper, sponsored by Red Hat. "The Business Value of Red Hat OpenShift." Document #US47539121, March 2021.

<sup>3</sup> IDC White Paper, sponsored by Red Hat. "The Business Value of Red Hat Ansible Automation Platform." Document #US47989320, October 2021.

- ▶ Deliver a consistent experience across IT environments, including on-premise, private cloud, hybrid cloud, and multicloud environments.
- ▶ Employ a security-focused platform with built-in security features and compliance with industry and government regulations.
- ▶ Co-supported by Google Cloud and Red Hat.
- ▶ Purchase as 100% decrement from Google Cloud committed spend.
- ▶ **Red Hat Enterprise Linux for SAP on Google Cloud**
  - ▶ A foundation for future innovation built on scalable, flexible, and open hybrid cloud infrastructure with increased business agility and accelerated cloud deployments.
  - ▶ Deliver the reliability, scalability, and performance of Linux with technologies that meet the requirements of SAP applications.
  - ▶ Standardize your cloud environment on a single preferred operating system and set of management tools to create a consistent, reliable foundation for SAP software deployments across hybrid cloud and multicloud environments.
  - ▶ Purchase as 100% decrement from Google Cloud committed spend.
- ▶ **Red Hat OpenShift on Google Cloud**
  - ▶ Facilitate faster application development with a cloud-based app development and deployment platform and streamlined developer workflows to get to market sooner.
  - ▶ Employ a fully featured platform with full-stack automated operations and the tools needed to build, deploy, run, and manage applications anywhere you run Kubernetes—including on-premise, cloud, and edge environments—with a focus on security and scale.
  - ▶ Purchase as 100% decrement from Google Cloud committed spend.
- ▶ **Red Hat Ansible Automation Platform on Google Cloud**
  - ▶ Build, deploy, and manage automation at scale across your entire IT environment, including key areas such as infrastructure deployment and management, security and compliance processes, and much more.
  - ▶ Simplify operations by connecting multiple platforms and translating your manual processes into repeatable and scalable processes across your entire IT environment.
  - ▶ Reduce the complexity of managing underlying infrastructure as you scale, so that your IT staff and developers can focus on innovation.
  - ▶ Purchase as 100% decrement from Google Cloud committed spend.

Learn more about the benefits of using [Red Hat solutions on Google Cloud](#).



### About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with [award-winning](#) support, training, and consulting services.

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