



RED HAT
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June 11-14, 2013
Boston, MA





Managing Red Hat Subscriptions in a Hybrid Cloud Ecosystem

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Thursday, June 13, 2013



Agenda

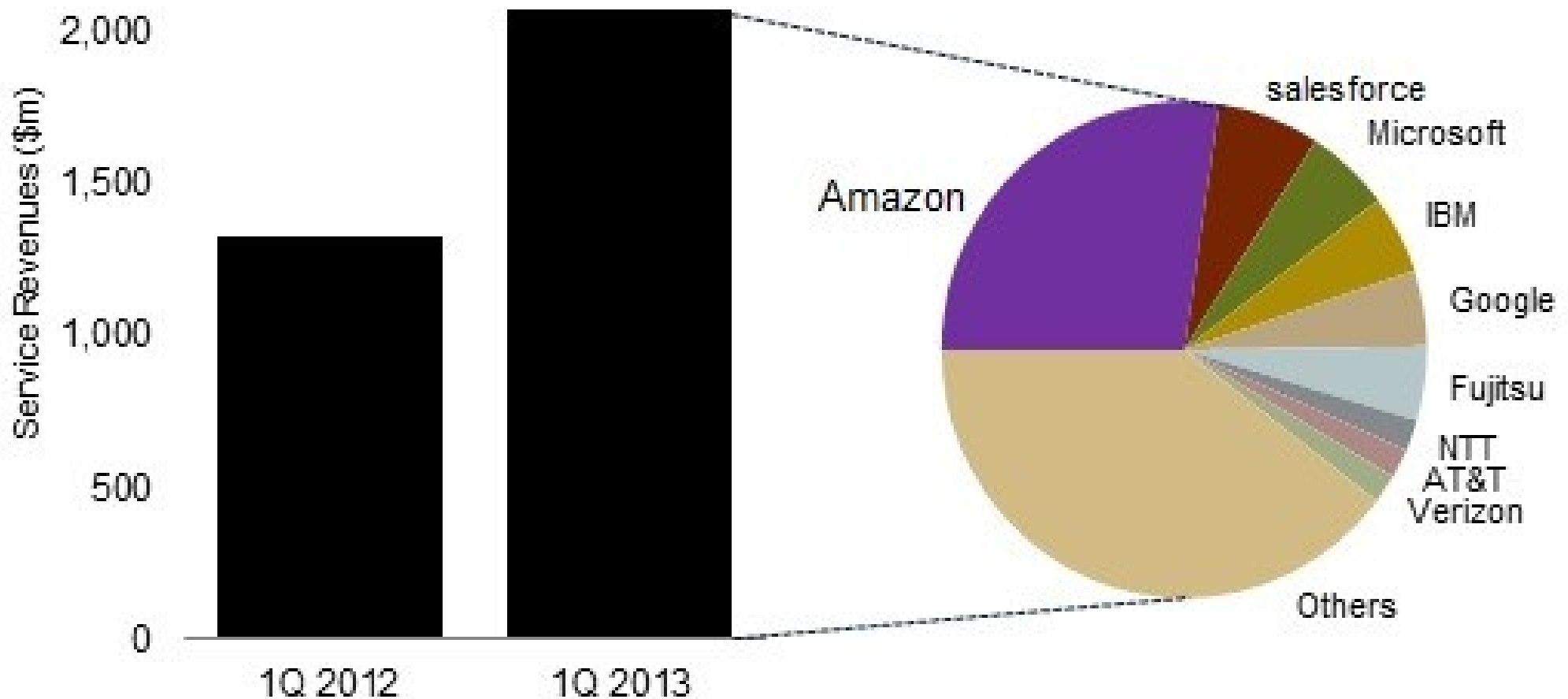
- Why Use Red Hat Products on a Public Cloud?
- The Hybrid Cloud Ecosystem
- What is the Red Hat Certified Cloud Program and Why Should You Care?
- Consumption Models
- What's Available from Red Hat on Public Clouds?
- Updating your Images on a Public Cloud
- Using a Public Cloud Provider as a Target for OpenShift Enterprise

Why are Red Hat Customers Using Public Clouds?

- It's where their customers are
 - Salesforce
 - Adobe
 - Ice.com
 - BMC
 - Groundwork
 - Intuit
- Better development experience and results
 - Latest tools, technologies
 - Spin up a VM in minutes, not days
- Business Requirements
 - ROI on public cloud vs acquisition of IT resources
 - M&A

Did You Know? Public Cloud Revenue in Q1 2013 Was \$2B

IaaS & PaaS Market Growth



Source: Synergy Research Group

5/30/13, <http://gigaom.com/2013/05/30/surprised-cloud-providers-bring-in-2b-in-first-quarter/>

Why IT Prefers the Hybrid Cloud

Apps are deployed faster 38%

Apps deliver better value 21%

Apps meet requirements better 10%

Baseline

38%

21%

10%

Baseline, 5/3/13, <http://www.baselinemag.com/cloud-computing/slideshows/why-the-public-cloud-is-driving-it-pros-crazy/>

Representative Red Hat Customers Using Public Clouds



Red Hat's Ecosystem for Hybrid Clouds Includes CCPs

Application and Data Portability
Consistent Management & Policy





69%

Viable Alternative

69% of IT pros say the hybrid cloud is the wave of the future for their organization.

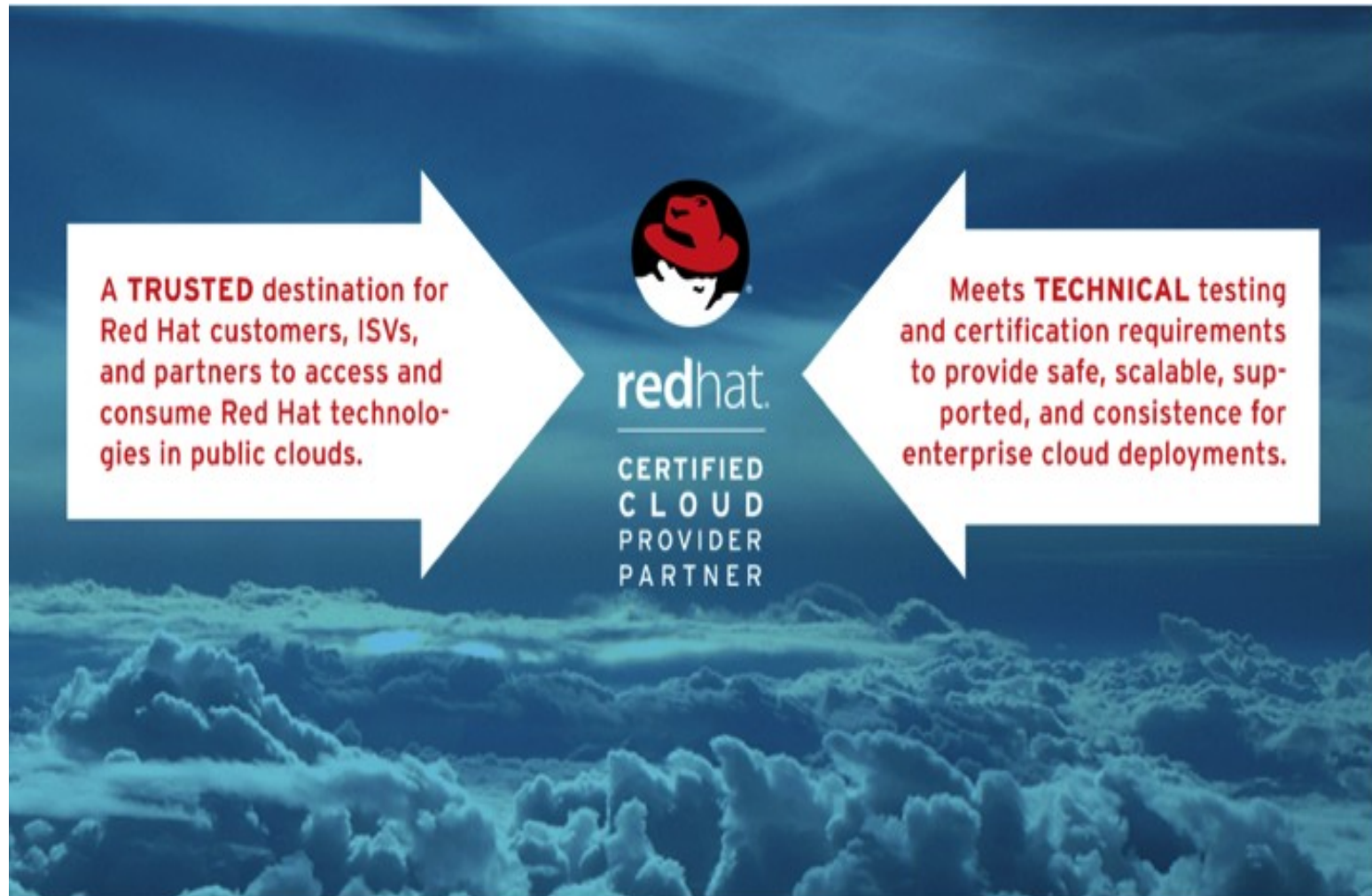
Baseline

Baseline, 5/3/13, <http://www.baselinemag.com/cloud-computing/slideshows/why-the-public-cloud-is-driving-it-pros-crazy/>





















Red Hat Certified Cloud Provider Program

- Confidence to run certified applications in public clouds
- Access to a broad ecosystem of enterprise-quality proven Cloud Providers, enabling choice across business and service levels
- Promise of the highest levels of security, scalability, and management
- Consistent Red Hat technology between cloud and on-premise
- Enterprise support from cloud providers, backed by Red Hat
- Cloud Access - Portability of subscriptions between on-premise and cloud models

Red Hat Certified Cloud Providers Ensure Stability and Consistency



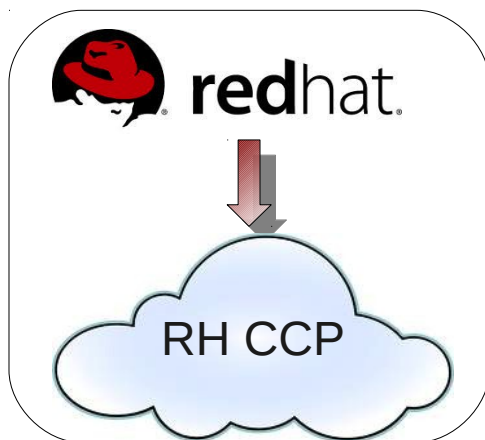
Representative Red Hat CCP Partners

 <p>Amazon EC2 Premier Certified</p>	 <p>Adexus Certified Provider</p>	 <p>Autonomic Resources Certified Provider</p>	 <p>Colosseum Certified Provider</p>	 <p>Concentric Certified Provider</p>
 <p>Firehost Certified Provider</p>	 <p>Fujitsu Premier Certified</p>	 <p>IBM Premier Certified</p>	 <p>Ixonos Certified Provider</p>	 <p>KVH Certified Provider</p>
 <p>NIFTY Cloud Certified Provider (Japanese)</p>	 <p>NTT Communications Premier Certified</p>	 <p>OnX Certified Provider</p>	 <p>Savvis Certified Provider</p>	 <p>SCSK Certified Provider (Japanese)</p>
 <p>Swisscom Certified Provider</p>	 <p>Telstra Certified Provider</p>	 <p>Virtustream Premier Certified</p>	 <p>Tier3 Certified Provider</p>	 <p>Xantrion Certified Provider</p>

Complete listing at <https://www.redhat.com/open-hybrid-cloud/public-cloud/find-partner/>

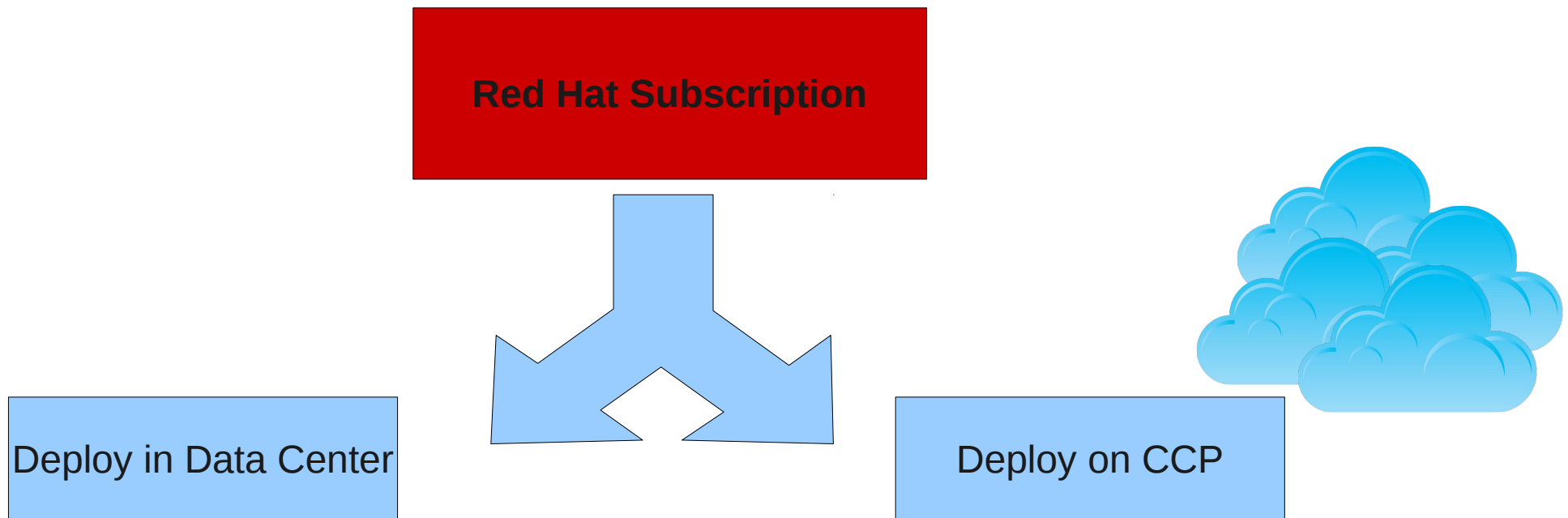
Red Hat Public Cloud Consumption Models

- Bring Your Own Subscription
 - Cloud Access
 - Image Import
- On Demand
 - Pay by the drink
 - Available in Monthly and Hourly consumption models

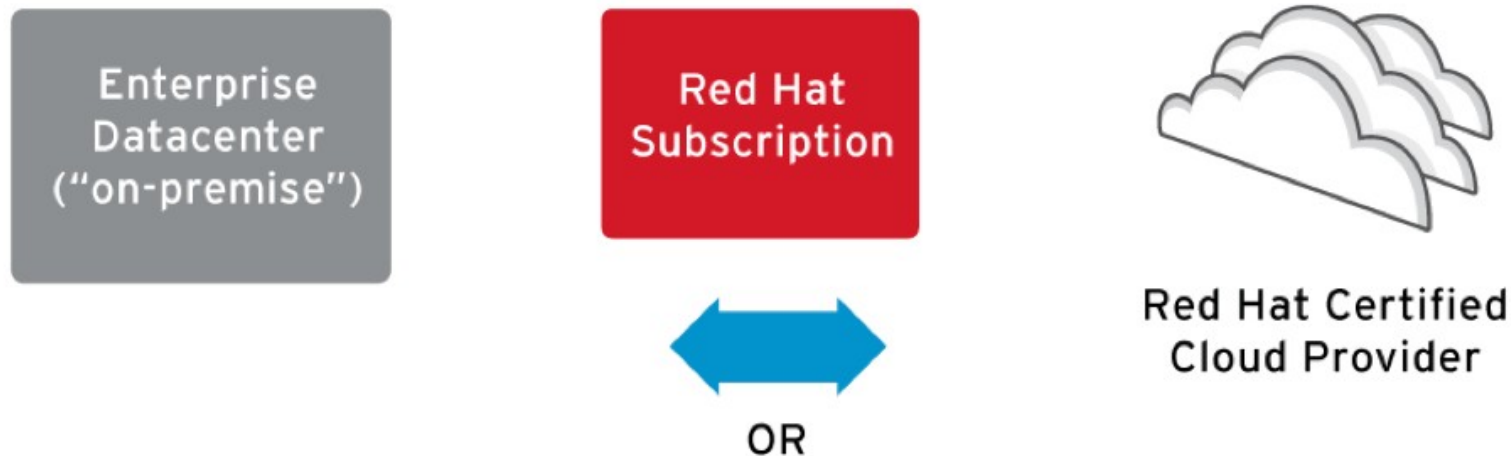


What is Red Hat Cloud Access?

**A feature of some Red Hat subscriptions,
permitting customers to use their subscription
on Red Hat Certified Clouds**



Cloud Access Provides Consistency Across a Hybrid Cloud Environment



- **Update consistency**
- **Support consistency**
- **ISV certifications consistency**

Consumption Models Explained

	Cloud Access	On Demand
New VMs	Certification ensures “RHEL is RHEL.” <ul style="list-style-type: none">• Similar to fresh install from ISO (plus RHN registration)• yum update / yum install “just work”• SELinux enabled• iptables firewall on	
Support	You engage Red Hat support as usual.	You call CCP for all support issues, backed by Red Hat global support services.
Billing	CCP bills you for resource consumption (CPU, memory, storage, network, etc.) <u>only</u> .	CCP bills you for resource consumption <u>and</u> Red Hat products.

Which Consumption Model is Right for You?

- Choose On-Demand When You...

- Have a good estimate or ROI on all public cloud resources
- Have a short term development project that will move back on-premise
- Are moving to a SaaS model (software providers)
- Need tools and platforms that aren't available in your own dev/ops groups



- Choose Cloud Access When You...

- Want to use existing or new annual subs on a public cloud
- Have long term or production needs on public clouds
- Must use your company's certified image
- Want support directly from Red Hat

How Does Cloud Access Work?

1. Read the eligibility rules on [redhat.com](https://www.redhat.com)
- 2. Complete an online registration form**
3. If an AWS user, Red Hat will place private AMI's in your AWS account(s) for the product you want to use on AWS
4. If a user of another CCP, then upload your image via the CCP's import tools
5. Begin using your Red Hat products on the CCP of your choice

Cloud Access Registration Form

Mozilla Firefox

File Edit View History Bookmarks Tools Help

10+ Zimbra: Inbox (6594) AWS Worldwide Public Secto... Speaker Resources: Red Hat ... All sizes | T-092-0197 | Flickr... https://engage....s-registration

https://engage.redhat.com/forms/cloud-access-registration

Front Page | Red Ha... Red Hat Help Desk 10+ Zimbra Webmail 10+ Zimbra: Inbox (4048) Red Hat Red Hat Network Red Hat Support Staff Roster

open source graphics

redhat. **LOG IN**

RED HAT CLOUD ACCESS REGISTRATION

Company * Red Hat (Internal Use Only)

Email * jcircle@redhat.com

First Name * Jane

Last Name * Circle

Certified Cloud Provider * Select one ▾

Enter quantities of cloud products to migrate:

Red Hat Enterprise Linux

Red Hat Enterprise MRG Grid

JBoss Enterprise Application Platform 5

JBoss Enterprise Web Server 5

JBoss Enterprise Application Platform 6

JBoss Enterprise Web Server 6

Red Hat Storage Server for Public Cloud

RHS Server for Hybrid Cloud Subs to Migrate
Enter only half of the total subscriptions you have purchased.
For example, enter 2 if you purchased the 4-node Hybrid Cloud product.

Summit Preso ... Mozilla Firefox circle_T_0450_... RHT Open Hybr... Working with C... Cloud Access D... Cloud Access Sl... Cloud Access - ... Cloud Access S...

Jane Circle 75 °F Mon Jun 3, 5:28 PM

Translating Physical to Virtual

- Red Hat Enterprise Linux
 - 1 system – 1 virtual instance, any size
- JBoss
 - 1 core – 1 virtual core
- Red Hat Storage
 - Already sized for the cloud, 1 virtual guest

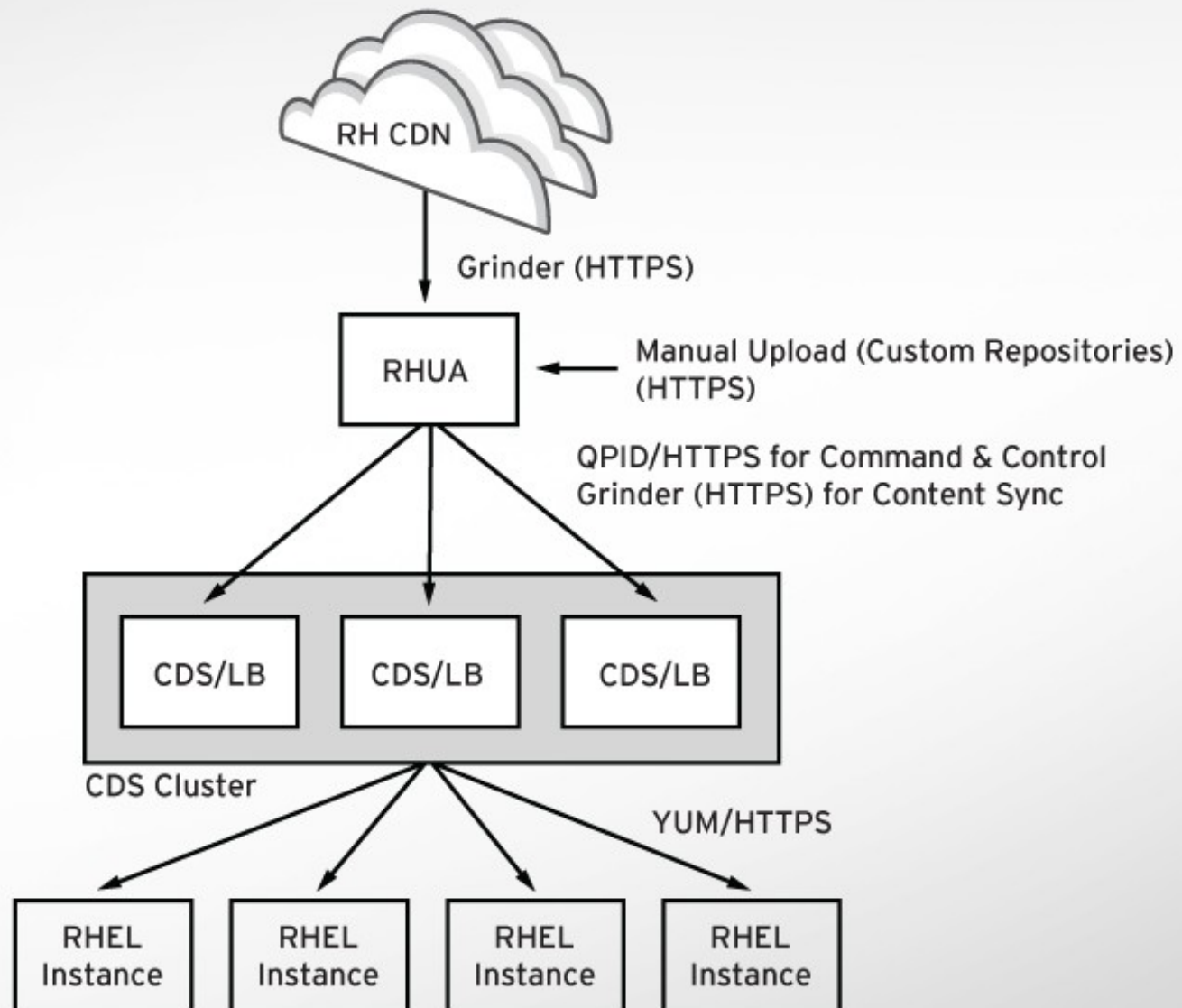
Cloud Access Benefits

- You maintain your direct relationship with Red Hat
 - Terms and conditions of your subscription still apply
 - Support continues to come directly from Red Hat
- Automatic Updates to your images on a CCP
- If you prefer, you can get updates from Red Hat via Satellite or RHN Hosted

Updating Your Red Hat Images on a Certified Cloud

- Red Hat Update Infrastructure
 - “RHN in the Public Cloud”
 - Immediately available and transparent to you
 - Run yum update on instantiation of a new vm
 - Makes all updates and errata available at cloud scale

RHUI Architecture



Updating your Images via Satellite or RHN

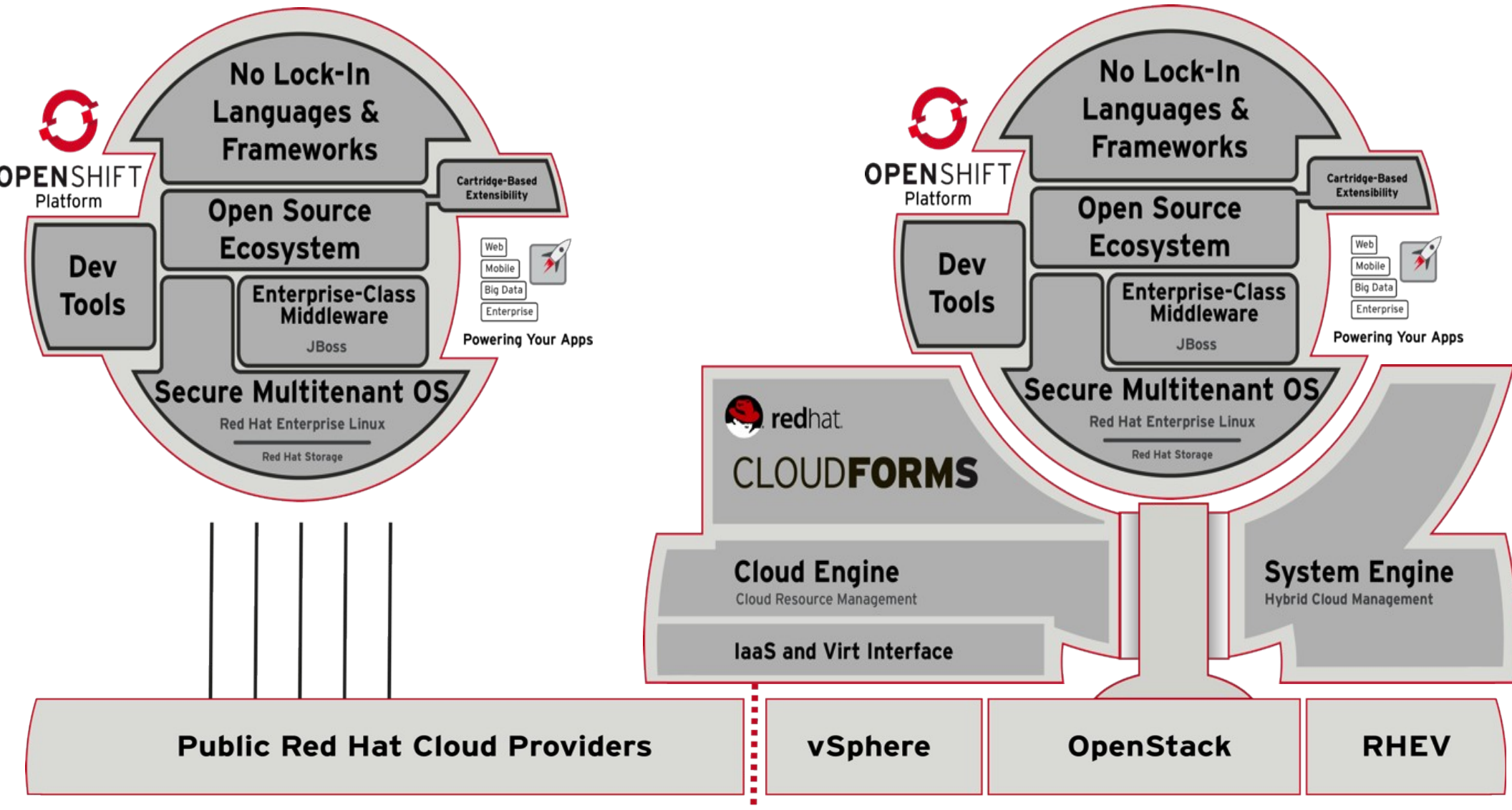
1. Spin up a starter image.
2. Find your active repository: `grep 'enabled=1' /etc/yum.repos.d/redhat-{eu-west,us-east,us-west}.repo`
3. Edit the appropriate `/etc/yum.repos.d/redhat-{eu-west,us-east,us-west}.repo` based on the results from step 1 and change `'enabled=1'` to `'enabled=0'`
4. Edit `/etc/yum/pluginconf.d/rhnplugin.conf` and change `'enabled=0'` to `'enabled=1'`
5. RHN register with `rhn_register` or `rhnreg_ks`
6. Run `yum` to your heart's content

WARNING: You will incur network charges from your cloud provider when using RHN since it is outside the cloud. One of the advantages of RHUI is that the network traffic stays inside the cloud)

What Red Hat Products are Available on Red Hat Certified Public Clouds?

- All Certified Cloud Providers
 - Red Hat Enterprise Linux 5 and 6 On Demand
- AWS Only
 - RHEL 5 and 6 On Demand or Cloud Access
 - RHEL 6.4
 - For AWS, includes Cloud Init integration and HPV instance size (HPV needed for XL size)
 - Red Hat JBoss EAP and EWS via Cloud Access
 - Red Hat Storage for Public Cloud and Hybrid via Cloud Access

Using a CCP As a Target for Red Hat OpenShift Enterprise



The logo consists of a red speech bubble shape pointing downwards. Inside the bubble, the words "RED HAT" are in a smaller, white, sans-serif font, and "SUMMIT" is in a larger, bold, white, sans-serif font.

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Useful Links

- Finding a Red Hat Certified Cloud Provider
<https://www.redhat.com/solutions/cloud-computing/public-cloud>
- Information about Cloud Access
<http://www.redhat.com/solutions/cloud/access/>
- RHEL Images Available on AWS
<https://aws.amazon.com/solutions/global-solution-providers/redhat/>
- Updates from RHN
<https://access.redhat.com/site/solutions/44250>
 - Note: This article refers to VPC's, since they may or may not be required if you are using RHN or Satellite for updates