

3 considerations for using AWS cloud spend on Red Hat

Many organizations are committing IT funds to their preferred cloud provider, such as Amazon Web Services (AWS), and looking for a strategic approach to optimize costs and procurement efficiency. This checklist outlines a practical strategy for maximizing your committed spend through the AWS Enterprise Discount Program (AWS EDP) to purchase Red Hat® solutions and services, while streamlining procurement and unlocking savings.

1 Opt for the best consumption model for your organization

Begin by choosing what type of consumption model (or combination of models) is best for you, such as:

- ▶ **Pay-as-you-go.** Purchase Red Hat solutions directly through the AWS Management Console or Marketplace on a pay-as-you-go basis. This option provides quick procurement, consolidated billing with AWS costs, and the option to draw down from existing spend for eligible products.
- ▶ **Commitment-based public offer.** For organizations that know they will consume a product or service on a consistent basis for a specified period of time, this option offers a discount for an upfront commitment.
- ▶ **Private offer.** Red Hat can offer discounts and custom terms on AWS Marketplace listings in the form of pay-as-you-go or commitment-based offers. This allows you to use committed spend, simplify procurement, and access flexible consumption options for Red Hat solutions.
- ▶ **Red Hat Cloud Access.** Red Hat customers can run eligible Red Hat product subscriptions on AWS, which makes subscriptions portable to the architecture and infrastructure of your choice. The terms of your subscription with Red Hat, including pricing, support, and benefits, remain the same.

2 Assess available spend programs

Your choice of spend programs may include:

- ▶ **Committed spend agreements through AWS EDP.** AWS EDP offers committed spend discounts on solutions purchased through the AWS Management Console or Marketplace, [including Red Hat solutions](#), often with the option to draw down on committed cloud spend. This helps you save on consumption and third-party vendor solutions purchased directly from the AWS Management Console or Marketplace.
- ▶ **Red Hat Hybrid Committed Spend program.** In addition to the committed spend agreement discounts, you can receive further volume discounts on Red Hat products through the Red Hat Hybrid Committed Spend program. This program gives you the option to acquire Red Hat products from the AWS Management Console or Marketplace or from Red Hat, with volume discounts on the total Red Hat spend and the ability to deploy when and where you need. It also allows you to count Red Hat solution purchases from the AWS Management Console or Marketplace towards both your committed spend with AWS and your committed spend with Red Hat, while also receiving discounts from both.

3 Discover a comprehensive range of solutions and services

Red Hat offers solutions, services, and add-ons to meet your needs, with proven operational benefits and return on investment (ROI). Available for purchase in the AWS Management Console or Marketplace, these solutions include:

- ▶ **Red Hat Enterprise Linux**, an open source operating system with built-in security and management features to help flexibly and reliably run workloads across a hybrid cloud. Red Hat Enterprise Linux can provide:¹
 - ▶ 313% 3-year ROI.
 - ▶ 34% more efficient infrastructure teams.
 - ▶ 33% more efficient security teams.
 - ▶ 33% more productive developers.
- ▶ **Red Hat OpenShift**®, a hybrid cloud application platform offering a consistent experience on premise, in the cloud, and at the edge. This security-focused platform offers a streamlined journey towards application modernization and AI integration. Red Hat OpenShift Service on AWS can provide:²
 - ▶ 468% 3-year ROI.
 - ▶ 50% better operational efficiency.
 - ▶ 70% shorter development cycles.
- ▶ **Red Hat Ansible® Automation Platform**, an enterprise automation solution that offers tooling to build, deploy, manage, and scale end-to-end automation, and allows users to share, vet, and manage automation content via a streamlined and agentless implementation. Red Hat Ansible Automation Platform can provide:³
 - ▶ 668% 3-year ROI.
 - ▶ 38% more efficient network management teams.
 - ▶ 36% development team productivity gains.


Explore further

[Read this e-book](#) to learn more about building a practical strategy for maximizing your committed spend.

Discuss your options

[Contact a Red Hatter](#) to speak about your options for purchasing Red Hat solutions with committed spend.

1 IDC White Paper, sponsored by Red Hat. ["The Business Value of Standardizing on Red Hat Enterprise Linux."](#) Document #US52594324, Sept. 2024.
2 Forrester Consulting, sponsored by Red Hat. ["The Total Economic Impact™ Of Red Hat OpenShift Cloud Services."](#) 4 Mar. 2024.
3 IDC White Paper, sponsored by Red Hat. ["The business value of Red Hat Ansible Automation Platform."](#) Document #US51839824, Mar. 2024.



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.

North America	Europe, Middle East, and Africa	Asia Pacific	Latin America
1 888 REDHAT1 www.redhat.com	00800 7334 2835 europe@redhat.com	+65 6490 4200 apac@redhat.com	+54 11 4329 7300 info-latam@redhat.com

f facebook.com/redhatinc

X twitter.com/RedHat

in linkedin.com/company/red-hat

redhat.com

Copyright © 2025 Red Hat, Inc. Red Hat, the Red Hat logo, Ansible, and OpenShift are trademarks or registered trademarks of Red Hat, Inc. or its subsidiaries in the United States and other countries. Linux® is the registered trademark of Linus Torvalds in the U.S. and other countries. All other trademarks are the property of their respective owners.