



Maximize your Google Cloud spend with Red Hat

Learn how to streamline
procurement and optimize costs



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Introduction

Cloud adoption has become quite widespread in recent years, and with that, many organizations are increasing their cloud budgets and their committed spend with their cloud provider.

Committed spend is the value of products or services an organization agrees to purchase from a cloud provider, such as Google Cloud, within a period of time in exchange for discounted qualifying products, technologies, or professional services in the cloud.

When your organization makes a financial commitment through the Google Cloud Commit program, Google Cloud will provide you with discounts on eligible products, including many Red Hat solutions, and allow you to count Google Cloud Marketplace and Google Cloud Console purchases toward your committed spend.

Without a strategic approach, however, your organization could struggle to achieve your expected savings and be left with an inefficient and costly software procurement process that hinders your productivity and profitability.

Procurement teams have a number of options to choose from, including purchasing software and services through the Google Cloud Console or Marketplace, as well as a range of spend programs.

With the right approach for your organization, you can:

- ▶ **Increase ease of procurement** by purchasing solutions and services from a provider that offers a range of flexible purchasing and deployment options. This allows you to use your existing procurement processes and purchasing agreements, rather than making unnecessary process adjustments or creating new agreements, such as having to create a new purchase order (PO) with a vendor you don't already have agreements in place with.
- ▶ **Improve procurement time** by finding a provider that offers a full range of solutions and services that meet your entire organization's needs. This allows you to avoid a lengthy search for new solutions and service providers when a new need arises, and because you would be operating within preexisting agreements, you wouldn't need to initiate new approval processes.
- ▶ **Simplify billing** with a provider that offers consolidated billing between both your software and service purchases and your cloud consumption costs. This efficiency—along with the added efficiency of purchasing from a vendor that you already have billing agreements and processes set up with—allows you to streamline your billing processes and make better use of your existing committed spend.

In this e-book we will explore how you can maximize your existing committed spend with Google Cloud to purchase solutions and services from Red Hat, while streamlining your procurement processes and realizing significant savings.

Chapter 1: Find the best consumption model for your organization

To streamline your organization's procurement process, start by determining where it makes the most sense to make your software purchases from, as well as what type of (or combination of) consumption model works best for you.

Pay-as-you-go. You can purchase Red Hat® solutions—for example Red Hat Enterprise Linux® instances—directly through the Google Cloud Console or Marketplace on a pay-as-you-go basis. This purchasing option provides quick procurement processes, simplified billing that is included in your existing Google Cloud bills, and the option to draw down from your existing spend for eligible products. It should be noted, however, that operating on a pay-as-you-go basis at full manufacturer's suggested retail price (MSRP) can reduce your opportunity to create added savings through a prenegotiated agreement with Red Hat and/or Google Cloud. You can check with Red Hat and/or Google Cloud to better understand your ability to receive discounts.

Commitment-based consumption. This procurement option allows you to make an upfront commitment (either monthly or annual) that will make you eligible for a discount. This is a cost-effective option for organizations to take advantage of various committed discount programs offered by Google Cloud.

Private offer. The private offer options give you lower pricing in return for your commitment to Red Hat. We can construct private offers for Red Hat products purchased both through the Google Cloud Marketplace and via the Google Cloud Console. Private offers are available directly from Red Hat or via our reseller partners, and count against your committed spend agreements with Google Cloud.

Red Hat Cloud Access (also known as bring-your-own-subscription). This program allows Red Hat customers to run eligible Red Hat product subscriptions on Google Cloud, making your subscriptions portable so that you can choose the best architecture and infrastructure for your needs. The terms of your subscription with Red Hat, including pricing, support, and benefits, remain the same. You work directly with your Red Hat sales representative to determine sizing and pricing when moving to Google Cloud, while paying Google separately for cloud usage, but purchases through this program do not count towards your committed spend with Google Cloud.

Chapter 2: Choose the right spend program for you

Selecting the right mix of procurement approach and consumption model is just the initial step in streamlining your procurement process, and should be followed up by selecting the right spend program for your organization's needs.

When buying Red Hat software, you can choose from 2 primary committed spend programs:

Committed spend agreements through Google Cloud Commit. Google Cloud offers the option to draw down on your organization's committed cloud spend on solutions purchased through the Google Cloud Marketplace or Google Cloud Console. This includes Red Hat solutions, such as Red Hat Enterprise Linux, Red Hat Ansible® Automation Platform, or a managed Red Hat OpenShift® offering, as well as consumption and third-party vendor solutions. You can check with Red Hat and/or Google Cloud to better understand your ability to receive discounts on these Red Hat solutions.

Red Hat Hybrid Committed Spend program. This program gives you the option to acquire Red Hat products from either the Google Cloud Marketplace or directly from Red Hat, while benefiting from volume discounts on the total Red Hat spend with the ability to deploy the products when and where you need them. This allows you to count Red Hat solution purchases from the Google Cloud Marketplace towards your committed spend with Google Cloud and your committed spend with Red Hat at the same time, while receiving discounts from both.

By using the Red Hat Hybrid Committed Spend (HCS) program, you can improve your operational flexibility in a number of ways, such as through:

- ▶ The choice to purchase Red Hat solutions to be run on Google Cloud and deploy those solutions into your preferred operating environment.
- ▶ The option to receive volume discount considerations for total spend across all channels and environments.
- ▶ The product deployment flexibility found throughout Red Hat's portfolio, which allows you to shift from 1 product to another on a monthly, weekly, or even hourly basis.
- ▶ The option to merge traditional subscription payment models with on-demand subscriptions to maximize procurement and financing flexibility.

Procurement through channel partners. Both Red Hat and Google Cloud support selected channel partners to procure Red Hat solutions on behalf of their customers with the customers' Google Cloud Commit. Red Hat can confirm whether your channel partner is eligible for the program and share steps for how to join the program if they are qualified.

Chapter 3: The operational benefits of Red Hat solutions

To best take advantage of your organization's existing committed spend, or any future committed spend you may be considering, it's vital to choose the right solutions for your organization.

Red Hat offers a range of solutions proven to provide operational improvements, such as increased efficiency, improved productivity, enhanced end-user satisfaction, and minimized unplanned downtime. This all comes together to provide a significant return on investment (ROI) for Red Hat solutions.

Red Hat Enterprise Linux. Since emerging as Red Hat's 1st flagship product 20 years ago, Red Hat Enterprise has become the world's leading paid Linux operating system (OS). It offers customers the freedom and stability to deploy applications and operate anywhere. As a Linux distribution for enterprise use cases, it provides built-in security and management features that allow organizations to confidently run critical workloads on a stable, high-performance platform, anywhere in the hybrid cloud.

The benefits of Red Hat Enterprise Linux include:¹

- ▶ 313% 3-year ROI.
- ▶ 12 months to payback.
- ▶ 54% reduction in unplanned downtime.
- ▶ 34% more efficient infrastructure teams.
- ▶ 33% more efficient security teams.
- ▶ 33% more productive developers.

Red Hat OpenShift. This hybrid cloud application platform is trusted, comprehensive, and provides a consistent experience on premise, in the cloud, and at the edge. Organizations and IT teams can grow, modernize, and innovate by using OpenShift as their security-focused, application development and delivery platform. It's designed to meet developers, platform engineering, and IT operations teams where they are, for a unified journey towards application modernization and artificial intelligence (AI) integration.

The benefits of Red Hat OpenShift include:²

- ▶ 203% 3-year ROI.
- ▶ 10% improvement in software developer productivity.
- ▶ 24-hour reduction in application downtime per end user per year.

¹ IDC Business Value White Paper, sponsored by Red Hat. "[The Business Value of Standardizing on Red Hat Enterprise Linux](#)." Document #US52594324, Sept. 2024.

² Forrester Total Economic Impact™ Study, commissioned by Red Hat. "[The Total Economic Impact™ Of Red Hat OpenShift Cloud Services](#)." 4 Mar. 2024.

Red Hat Ansible Automation Platform. Red Hat's primary enterprise automation product offering includes all of the tooling needed for building, deploying, and managing end-to-end automation at scale. Ansible Automation Platform makes it possible for users across an organization to share, vet, and manage automation content by means of a streamlined and agentless technical implementation. Ansible Automation Platform is available through the Google Cloud marketplace as an annual subscription allowing customers to deploy the architecture that fits their needs.

The benefits of Red Hat Ansible Automation Platform include:³

- ▶ 668% 3-year ROI.
- ▶ 8 months to payback.
- ▶ US\$8.54 million higher revenue per organization per year.
- ▶ 61% less unplanned downtime, better resiliency.
- ▶ 38% increase in network management team efficiencies.
- ▶ 28% increase in public cloud management efficiencies.
- ▶ 36% development team productivity gains.

By choosing to purchase Red Hat products through the Google Cloud Console or Marketplace, your organization receives proven solutions that can significantly improve your operational efficiency and effectiveness (and that can be flexibly deployed), and you can count that spend towards your existing committed spend agreement with Google Cloud.

Another key distinction to understand before choosing where to purchase your Red Hat solutions is the varied levels of support and price flexibility available through the Google Cloud Console or Marketplace listings.

When you purchase Red Hat solutions through the Google Cloud Console, Google is responsible for providing support at Level 1 (initial inquiry and basic support) and Level 2 (escalated support). Additionally, Red Hat does not determine pricing or offer customer discounts.

Alternatively, when you purchase Red Hat solutions through the Google Cloud Marketplace, Red Hat is responsible for providing Level 1, Level 2, and Level 3 (technical) support, and has the ability to determine pricing and offer volume customer discounts through private offers.

³ IDC Business Value White Paper, sponsored by Red Hat. "[The business value of Red Hat Ansible Automation Platform](#)," 12 Mar. 2024.

Refer to this legend as you browse Google Cloud Marketplace listings for Red Hat solutions in the following chapters.



P: Pay-as-you-go



CB: Commitment-based public offer



PO: Private offer

Chapter 4: Red Hat solutions on Google Cloud

Why should I choose Google Cloud for my Red Hat solutions?

By choosing to invest in [collaborative solutions from Red Hat and Google Cloud](#), your organization can streamline its cloud migration and improve operational efficiency in cloud environments, so that you can focus on your own business innovation. [Red Hat solutions on Google Cloud](#) help your organization improve IT productivity by: building on a hybrid and multicloud infrastructure with developer-specific resources and tools; developing security-focused, cloud-native applications with consistency across your infrastructure; managing and automating cloud migration, networks, and infrastructure; and promoting consistency throughout your cloud migration journey.

Purchasing Red Hat solutions on Google Cloud allows you to retire your Google Cloud Commit (amount varies by solution) and benefit from a flexible billing model by receiving a single invoice from Google for all solutions.

Each of the following Red Hat solutions is eligible to be purchased as a decrement of up to 100% from your Google Cloud Commit.⁴ This allows you to maximize your committed spend through Google Cloud:

- ▶ Red Hat Enterprise Linux on Google Cloud
- ▶ Red Hat Enterprise Linux for SAP on Google Cloud
- ▶ Red Hat OpenShift on Google Cloud
- ▶ Red Hat Ansible Automation Platform on Google Cloud

Red Hat Enterprise Linux listings available through Google Cloud

[Red Hat Enterprise Linux 9 \(P, CB, PO\)](#)



Red Hat Enterprise Linux is the world's leading enterprise Linux platform, certified on hundreds of clouds and with thousands of hardware and software vendors.

Another option is [Red Hat Enterprise Linux 8](#).

[Red Hat Enterprise Linux 8.6 for SAP with HA and Update Services \(P, CB, PO\)](#)



Red Hat Enterprise Linux for SAP with High Availability and Update Services provides the security-focused, scalable, and reliable OS foundation you need to support the specific requirements of SAP business-critical workloads.

Other options include:

- [Red Hat Enterprise Linux 8.2 for SAP with HA and Update Services](#)
- [Red Hat Enterprise Linux 8.4 for SAP with HA and Update Services](#)

⁴ Google Commit decrement varies by product. Check with Google or Red Hat for details.

Red Hat Ansible Automation Platform listings available through Google Cloud

Red Hat Ansible Automation Platform Self-Managed (P, CB, PO)



Ansible Automation Platform is an end-to-end automation platform to configure systems, deploy software, and orchestrate advanced workflows, with resources to create, manage, and scale across your organization and its Google Cloud cloud environment.

Red Hat Ansible Automation Platform Subscription (PO)



A subscription for Ansible Automation Platform can be purchased through this listing with a private offer. Please work with your Red Hat supplier or contact Red Hat sales directly to receive a private offer.

Red Hat OpenShift listings available through Google Cloud

Red Hat OpenShift Dedicated (P, CB, PO)



Red Hat OpenShift Dedicated is a fully managed Red Hat OpenShift offering, available on Google Cloud Platform, that provides you with an application platform that helps reduce operational complexity so you can focus on building and scaling applications that add more value to your business.

Red Hat OpenShift Kubernetes Engine (P, CB, PO)



Red Hat OpenShift Kubernetes Engine is an entry-level solution that includes the core functionality of Red Hat OpenShift, including Administrator console and Red Hat Enterprise Linux CoreOS immutable container operation system.

Red Hat OpenShift Container Platform (P, CB, PO)



Red Hat OpenShift Container Platform is a consistent hybrid cloud foundation for building and scaling containerized applications. Red Hat OpenShift is trusted by thousands of customers in every industry to deliver business-critical applications, whether they're migrating existing workloads to the cloud or building new experiences for customers.

Red Hat OpenShift Platform Plus (P, CB, PO)



Red Hat OpenShift Platform Plus helps you work more efficiently with a complete bundled set of services for bringing applications to market on your hybrid cloud, including the foundation of Red Hat OpenShift, as well other key tools such as Red Hat Advanced Cluster Management for Kubernetes, Red Hat Advanced Cluster Security for Kubernetes, Red Hat Quay, and Red Hat OpenShift Data Foundation.

Chapter 5: Proven benefits of purchasing Red Hat solutions on Google Cloud

To further demonstrate the tangible benefits of purchasing your Red Hat solutions through the Google Cloud Marketplace, let's take a look at some real-world examples.

Case study #1

The challenge. A software provider was aiming to deliver smarter HR processes, improve employee experiences, and push for continuous innovation in workforce management by utilizing technologies such as AI and machine learning. With a cloud-first strategy and Google Cloud as its preferred hyperscaler, the organization was already a major customer of Google Cloud for its infrastructure and innovative technologies such as generative AI (gen AI). The organization was also using an older version of Red Hat OpenStack for its private cloud and was experiencing issues with upgrades as the version was out of support.

The solution. When the organization asked the Red Hat Account Team for a support extension, Red Hat turned the request into an opportunity to discuss the organization's wider strategy and needs. During this time, the organization shared its ambitious automation goals, and the Red Hat team in turn demonstrated how the capabilities of Red Hat Ansible Automation Platform could provide the insights and access the organization needed. Many potential automation use cases were identified to help target Day 2 operations and reduce toil, and the Red Hat team worked closely with the organization to identify a use case that could yield business value and show the value of Ansible Automation Platform. The team also outlined how accessing Ansible Automation Platform on Google Cloud Marketplace allowed the organization to utilize its Google Committed spend via a private offer for the purchase, and approved the organization's request to extend support.

The benefits. By implementing Ansible Automation Platform on Google Cloud, the organization advanced its move to the cloud in line with its cloud-first strategy. The security capabilities of Ansible Automation Platform provided reassurance to leadership and allowed the organization to:

- ▶ Accelerate automation adoption and implementation plans responsibly and with a focus on security.
- ▶ Boost application stability with Event-Driven Ansible.
- ▶ Reduce manual work and free its teams to focus on more valuable activities by automating Day 2 tasks.
- ▶ Reduce the volume of support tickets by using Event-Driven Ansible to proactively monitor systems and address issues before they result in ticket generation.
- ▶ Create a security-focused pipeline by using Red Hat Ansible Certified Content rather than community open source solutions.
- ▶ Use its newly negotiated Google Cloud Committed spend for Ansible Automation Platform, rather than having to find additional budget for the deployment.

Case study #2

The challenge. An energy and utilities provider wanted to provide customers with reliable and sustainable energy services. The modernization of its IT environment and the introduction of more efficient technologies were key to increasing operational efficiency and reliability, adapting to the rapidly changing energy industry, and transitioning to sustainable energy. The organization also needed to meet regulatory compliance and customer expectations for digital billing and real-time energy consumption monitoring. The organization faced challenges in managing, maintaining, and scaling its extensive SAP infrastructure and workloads and needed a solution with high availability and strong performance that could integrate into its existing IT environment. Doing so meant they could reliably support production process, while minimizing operational complexity and costs.

The solution. The organization had selected Google Cloud as its cloud provider and had been using Red Hat Enterprise Linux for SAP Solutions for a number of years. The organization chose Google Cloud's advanced infrastructure and services to deploy Red Hat Enterprise Linux for SAP Solutions to support its strategic goals to advance innovation and operational excellence. Having undertaken a comprehensive assessment of the organization's current SAP environment, the Red Hat and Google Cloud teams designed a migration plan that supported minimum downtime and risk. It also included hands-on support and training, and the implementation of robust monitoring and management tools to promote ongoing performance and reliability. Central to this was the use of a private offer to move the organization from pay-as-you-go to a 3-year term, which reduced the total cost of ownership (TCO) and used its existing Google Cloud committed spend. Choosing Red Hat and Google Cloud allowed the organization to benefit from both robust infrastructure and reliable software for its SAP environments, and a powerful, integrated solution that would boost operational efficiency and support its digital transformation initiatives.

The benefits. The Google Cloud private offer for Red Hat Enterprise Linux for SAP Solutions provided this organization with a reliable and scalable foundation for its critical SAP environments, as well as:

- ▶ A cost-effective solution that is compatible with its existing IT environment, and has helped reduce TCO and optimize resource allocation.
- ▶ A stable, security-focused, and optimized OS tailored specifically for SAP workloads, to provide maximum performance and minimal downtime.
- ▶ Simplified management, as the integration with the Google Cloud Console allows the organization to manage its entire SAP landscape, to reduce operational complexity and improve productivity.
- ▶ A flexible and powerful cloud infrastructure, which enables the organization to scale resources as needed, reduce costs, and boost data security posture.

Start deploying Red Hat solutions in Google Cloud

By choosing to purchase your Red Hat solutions through the Google Cloud Marketplace or Google Cloud Console, you can increase the ease of procurement, improve procurement time, and simplify billing, all while using your existing committed spend for proven solutions.

Discover more Red Hat solutions on the [Google Cloud Marketplace](#).

Or [speak to a Red Hatter](#) to learn more about how you can achieve significant operational improvements, while simplifying procurement and billing, by using your existing committed spend with Google Cloud to purchase solutions and tools from Red Hat.



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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