![Red Hat | Microsoft Azure]

3 tips to optimize Azure cloud spend on Red Hat solutions

As organizations continue to commit significant IT funds to their preferred cloud provider, such as Microsoft Azure, many are looking for a way to optimize solution costs and procurement efficiency. This checklist details a practical approach to maximizing committed spend through the Microsoft Azure Consumption Commitment (MACC) program to purchase proven Red Hat® solutions and services, while unlocking savings and streamlining procurement.

1 Determine the best consumption model for you

Start by determining 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 Azure Marketplace or Portal on a pay-as-you-go basis. This option provides quick procurement, consolidated billing with Microsoft Azure 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 provides a discount in exchange for upfront commitment.

▸ **Private offer.** Red Hat can offer discounts and custom terms on Azure Marketplace listings in the form of pay-as-you-go or commitment-based offers; allowing you to use committed spend, simplify procurement, and access flexible consumption options. In some markets, Red Hat partners can also make private offers.

▸ **Red Hat Cloud Access.** Red Hat customers can run eligible subscriptions on Microsoft Azure, which makes subscriptions portable to your architecture and infrastructure. The terms of your subscription with Red Hat, including pricing, support, and benefits, remain the same.

2 Consider spend programs

Spend program options include:

▸ **Committed spend agreements through MACC.** MACC offers committed spend discounts on purchases through the Azure Portal 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 Azure Portal 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 Azure 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 Azure Marketplace towards both your committed spend with Microsoft Azure and your committed spend with Red Hat, while also receiving discounts from both.

3 Explore a comprehensive range of solutions and services

Red Hat offers a complete portfolio of solutions, services, and add-ons to meet all your needs—with proven operational benefits and return on investment (ROI)—available for purchase in the Azure Portal or Marketplace, including:

▸ **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 on Azure can provide:[1]

   ▸ 192% ROI.

   ▸ 50% reduction in outage frequency.

   ▸ 85% reduction in outage downtime.

   ▸ 80% reduction in datacenter spending.

▸ **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. A study found that Red Hat OpenShift Cloud Services on Microsoft Azure provided:[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.

Discover more	Contact us
[Read this e-book](#) to learn more about building a practical strategy for maximizing your committed spend.	[Speak to a Red Hatter](#) to discuss how to use your Microsoft Azure committed spend to purchase Red Hat solutions.

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1 Forrester Consulting, sponsored by Red Hat. "[The Total Economic Impact™ Red Hat Enterprise Linux On Microsoft Azure](#)." 12 Jan. 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.

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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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