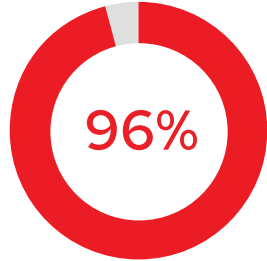


Seize the Opportunity of Red Hat OpenShift Service on AWS (ROSA)

Take advantage of the expanding cloud opportunity with Red Hat

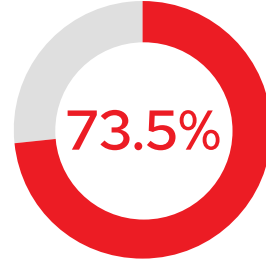


Kubernetes has become mainstream



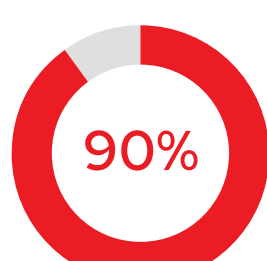
96% of organizations are either using or evaluating Kubernetes¹

Platform management complexity consumes valuable staff time driving demand for cloud services



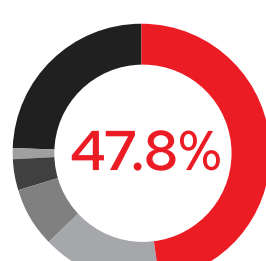
73.5% of industry leaders are outsourcing implementation, maintenance, and optimization of their cloud platforms through cloud services, or plan to within the next year²

Managed Kubernetes service adoption is on the rise



90% of Kubernetes users leverage cloud-managed services²

Red Hat® OpenShift® Container Platform is a market share leader



47.8% Red Hat OpenShift³
 15% Mirantis
 7.7% VMware
 3.9% Rancher Labs
 1.2% Canonical
 24.4% Other

[ROSA is a managed Red Hat OpenShift service offering jointly managed by Red Hat and AWS.](#)

What's in it for you

- Offer consistent, cloud-native experiences across on-premise, cloud, and edge environments.
- Add ROSA to your AWS service portfolio. Customers that implement ROSA typically purchase \$4 in AWS services for every \$1 of ROSA.
- ROSA partner benefits drive velocity for your business.

Faster time-to-value, lower delivery risk

- ROSA provides a turnkey application platform with fully integrated tools to reduce friction and accelerate application development.
- The ROSA managed service let's you focus on servicing Day 2 cloud projects for your clients.
- Focus on delivering business value rather than managing infrastructure.

Grow revenue

- Large Red Hat installed-base provides immediate opportunity for migrations and expansion.
- AWS and Red Hat have fully aligned go to market motions with ROSA to encourage co-selling and engagement assistance.

Increase profitability

- ROSA drives a wide range of service opportunities.
- Standardizing on OpenShift for on-premises, cloud, or edge reduces operational costs.
- ROSA subscriptions sold through the AWS Marketplace provide margin improvement.

Reduce cost with greater efficiency

- Improve your SLA performance with Red Hat OpenShift because it requires fewer operational resources.⁴
- Developing applications with Red Hat OpenShift cloud services requires 70% less developer time.⁴
- OpenShift cloud services reduce operational complexity with built-in features like automatic scaling and load balancing.

Start winning deals with ROSA today

Strengthen your offering portfolio for hybrid cloud and multicloud services.

- Red Hat OpenShift training courses help your consultants acquire the skills to help your customers modernize their applications across many environments.
- Red Hat OpenShift provides a common platform for multi-environment services, from bare metal to the cloud, expanding your reach and efficiency.
- ROSA + Your Expertise = larger projects, longer engagements, increased revenue, and higher margins.

Simplified sales process

- Streamlined resale through Consulting Partner Private Offers (CPPO).
- ROSA resale paid directly to partners from AWS resulting in faster, more streamlined receivables.

[Learn more](#)

¹Cloud Native Computing Foundation Annual Survey 2021, CNCF 2021

²IO Trends in Real-world Container Use, Datadog, October 2021

³Who's Winning in the Container Software Market, IT Pro Today, Jun 29, 2021

⁴The Total Economic Impact™ of Red Hat OpenShift Cloud Services, Forrester, Jan. 2022