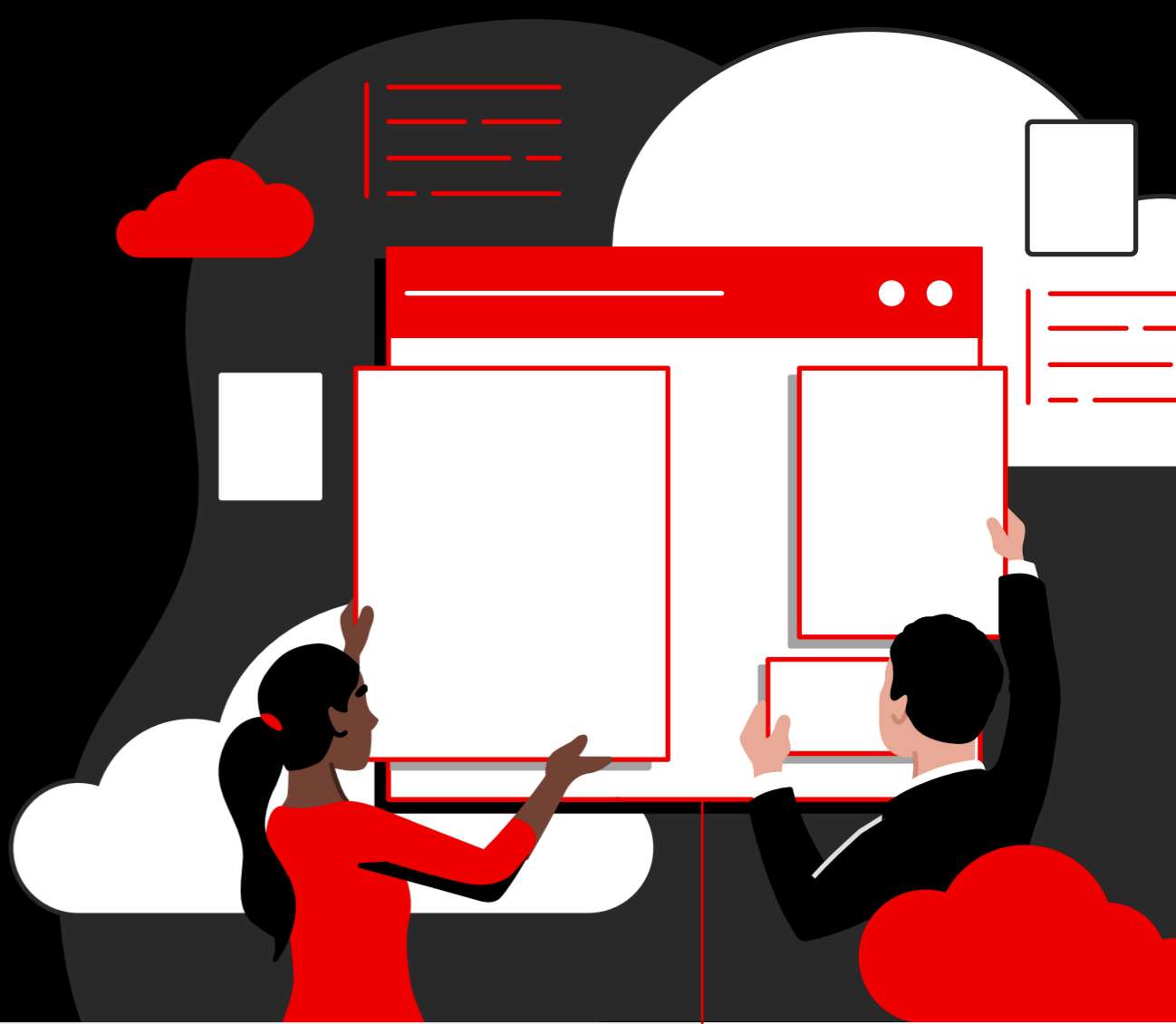


# Simplify your journey to Google Cloud



**Together, Red Hat and Google Cloud provide the tools and technologies you need to build and operate hybrid and multicloud environments effectively and efficiently.**

As open source leaders and long-standing partners, we deliver exceptional customer experiences across hybrid environments. We combine more than 2 decades of experience in bringing open source innovation to the enterprise and building and operating global-scale services into flexible, proven, and innovative hybrid solutions that support your cloud initiatives and business goals now and in the future.

## Streamline hybrid cloud infrastructure and operations

Optimize performance, cost, and compliance with consistent, stable, and security-focused platforms that let you deploy applications across datacenter and Google Cloud infrastructure.



Transition to cloud operations, migrate workloads and data, and modernize applications at your pace.



Manage traditional and cloud-native applications in a consistent manner across your environment.



Control costs with efficient pricing, right-sizing tools, optimized virtual machine types, and unified management.

**89%**

of organizations have a multicloud strategy.<sup>1</sup>

## Accelerate application modernization and delivery

Speed application modernization and delivery by combining a consistent application platform and integrated development tools with DevOps approaches.

- Innovate quickly and cost-effectively and explore new concepts using Google Cloud services.
- Develop and run applications where it makes the most sense—in your datacenter or on Google Cloud.
- Speed application development cycles via self-service provisioning and automated pipelines.

**95%**

of IT professionals say application modernization is essential for their organization's success.<sup>2</sup>

## Automate and speed business and IT operations

Connect and streamline management tools and processes across your organization, datacenter, and Google Cloud environment with a unified IT automation platform.

- Streamline infrastructure and application provisioning, deployment, and management.
- Apply and enforce policies automatically to improve security and stability.
- Reduce time spent on tedious tasks and free IT staff to focus on valuable projects.



**75%** of IT leaders have an automation strategy in place.<sup>3</sup>

**18%** have achieved enterprise-wide automation.<sup>3</sup>

## Adopt artificial intelligence and machine learning

Deliver real, data-driven business outcomes by combining an open foundation with Google Cloud's innovative artificial intelligence (AI) and machine learning (ML) services.

- Speed development of AI/ML-based applications.
- Build, train, and deploy models anywhere.
- Get started faster with pretrained models.

**63%**

of companies have AI/ML workloads in place today.<sup>2</sup>



### Take advantage of streamlined purchasing and procurement options

Red Hat solutions are available directly from the Google Cloud Marketplace—via Red Hat or your preferred partners—to simplify purchasing, billing, and subscription management. Plus, you can use your Google Cloud Commit for Red Hat products to further optimize costs.



**Get started simply and affordably with Red Hat and Google Cloud:**

[red.ht/gcpmarketplace](https://red.ht/gcpmarketplace)

<sup>1</sup> Flexera, "Flexera 2024 state of the cloud report," 2024.

<sup>2</sup> Red Hat, "The state of application modernization," 10 June 2024.

<sup>3</sup> Red Hat, "Thriving through change with enterprise-wide IT automation," 30 Oct. 2023.

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