

Red Hat Cloud Fridays with AWS:

# Real talk, Real solutions.

June 13th, 2025 | 9:00 am - 12:00 (BST)



# Your Fast Track to IT Automation Genius with AWS and Red Hat

**Simon Briggs**

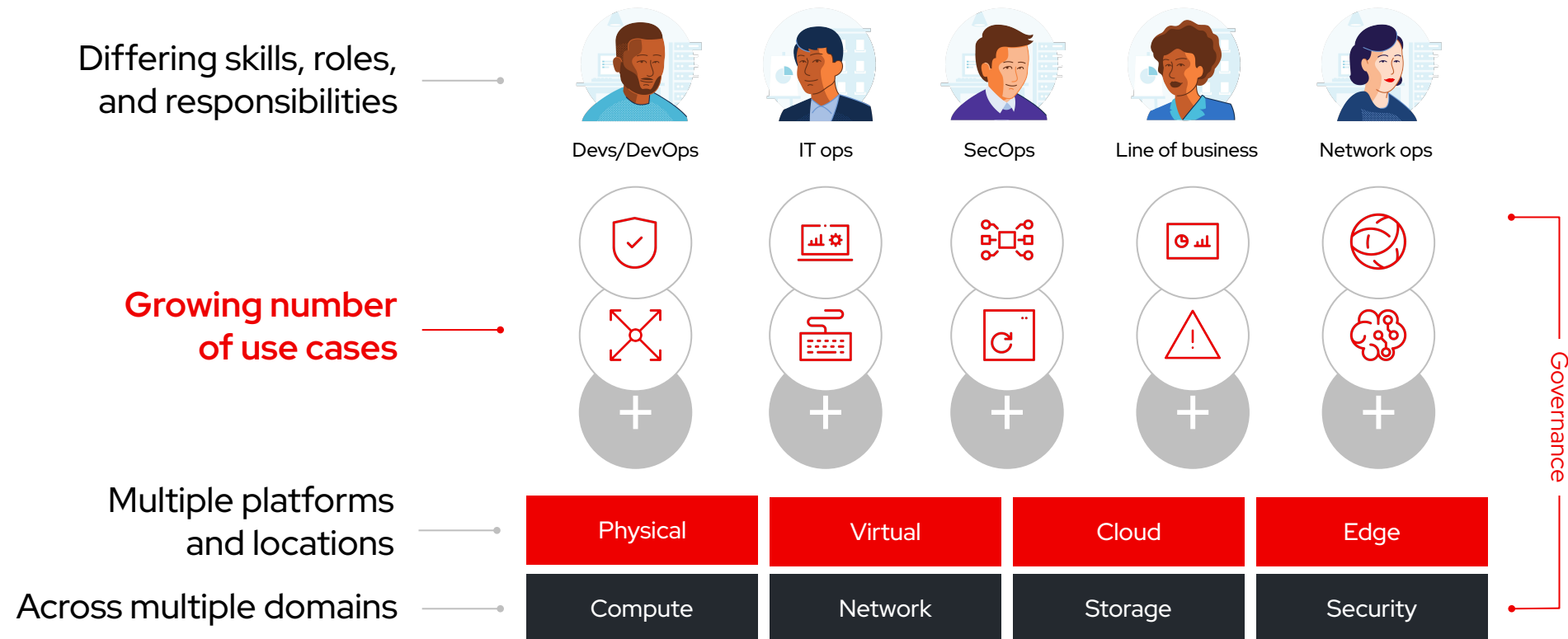
Ecosystem SA focused on  
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**Fabio Alessandro "Fale" Locati**

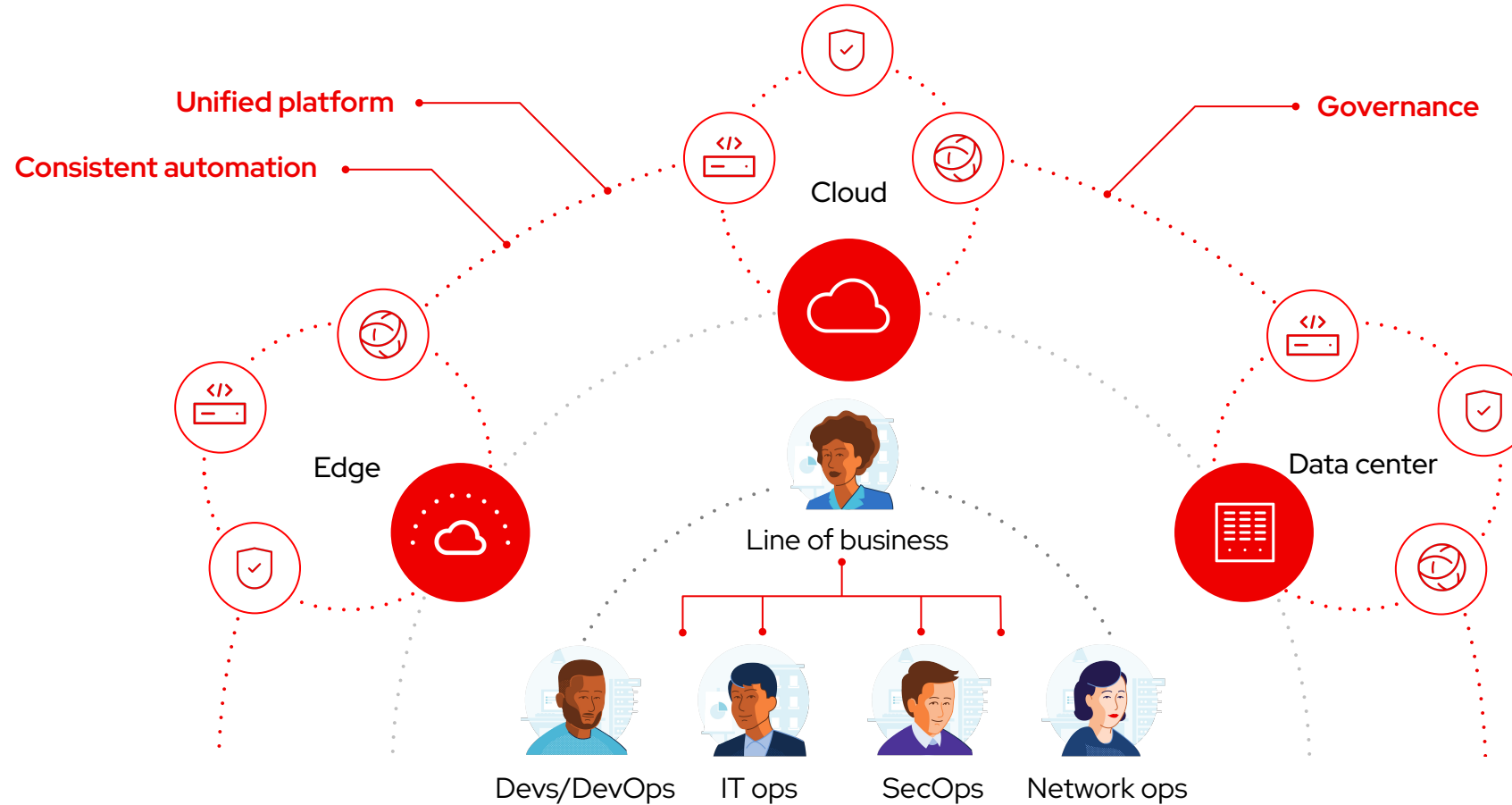
RH EcoSystem SSA  
Focused on AAP in EMEA  
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# Automation with Ansible Automation Platform

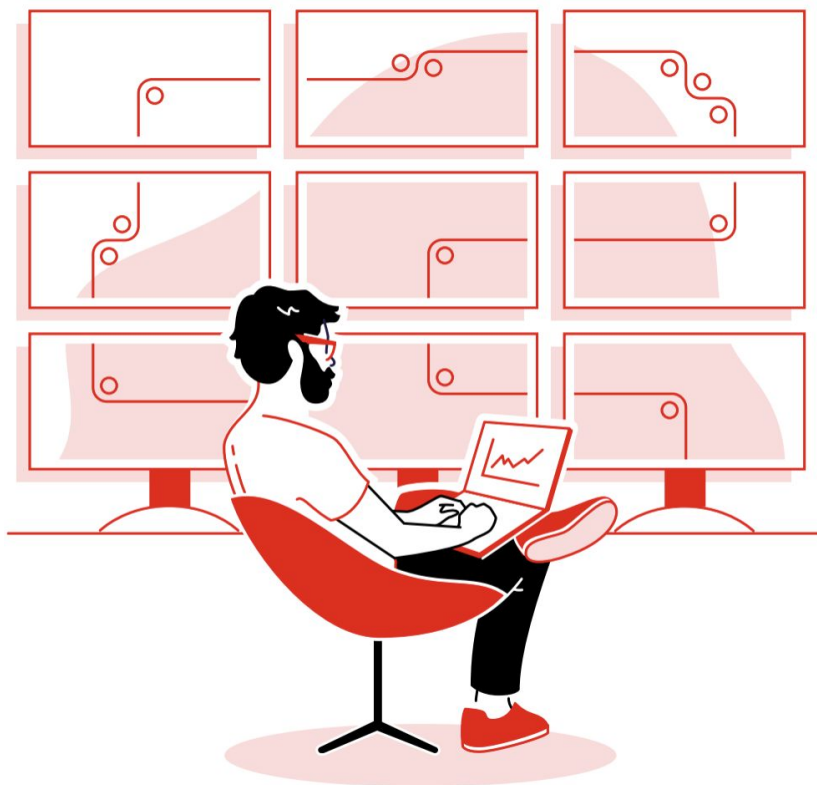
# Many organizations share the same challenge.



# The solution? **Break down the silos.**



# What is the value of Ansible Automation Platform?



## Increase speed

Reduce the number of manual steps and GUI-clicking, enable the orchestration of multiple tools and accelerate their interaction with each other



## Reduce human error

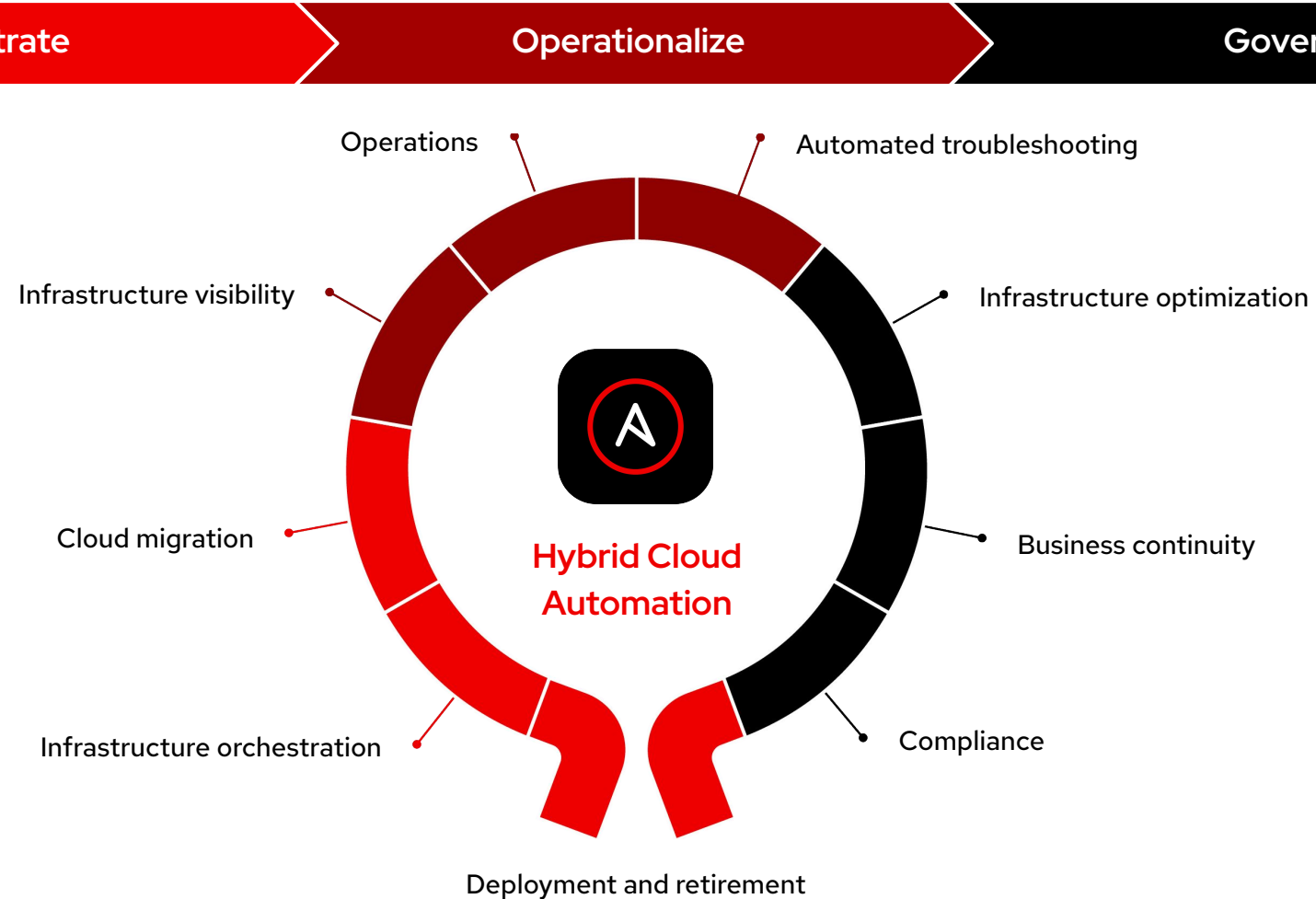
Minimize risks with automated workflows, avoid human operator errors in time-sensitive, stressful situations



## Ensure consistency

Enable auditable and verifiable deployment processes by using a single tool and common language

# Automation use cases



**Public cloud**



**Cloud native**



**Private cloud**

# Collaborative automation across your ecosystem

140+

Certified  
Content  
Collections

55+

Certified  
Technology  
partners

100+

Systems  
integrators +  
Resellers

55,000

GitHub stars

1000+

Active open  
source  
contributors

## Infrastructure



## Network



## Security



## Edge



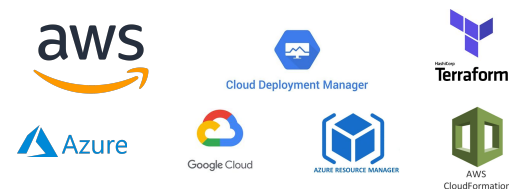
## Cloud native



## Private cloud



## Public cloud



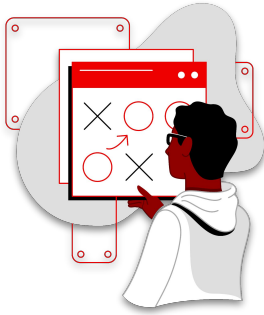
**Red Hat  
Ansible Automation Platform**

## ITSM

**servicenow**



# Red Hat Ansible is the platform for mission-critical automation



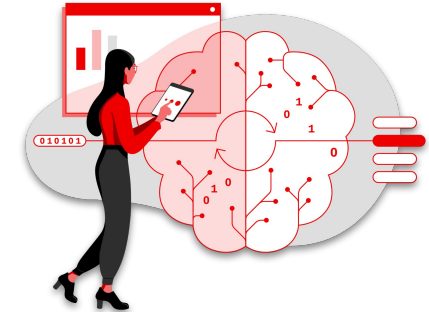
## A strategic solution

- ✓ **Automate with flexibility** across use cases, domains and IT footprints; anything, anywhere.
- ✓ **Deliver for the business** by ensuring consistency, resilience, and performance at scale.
- ✓ **Unify teams** on a shared platform that meets their needs.



## A force multiplier for IT ops

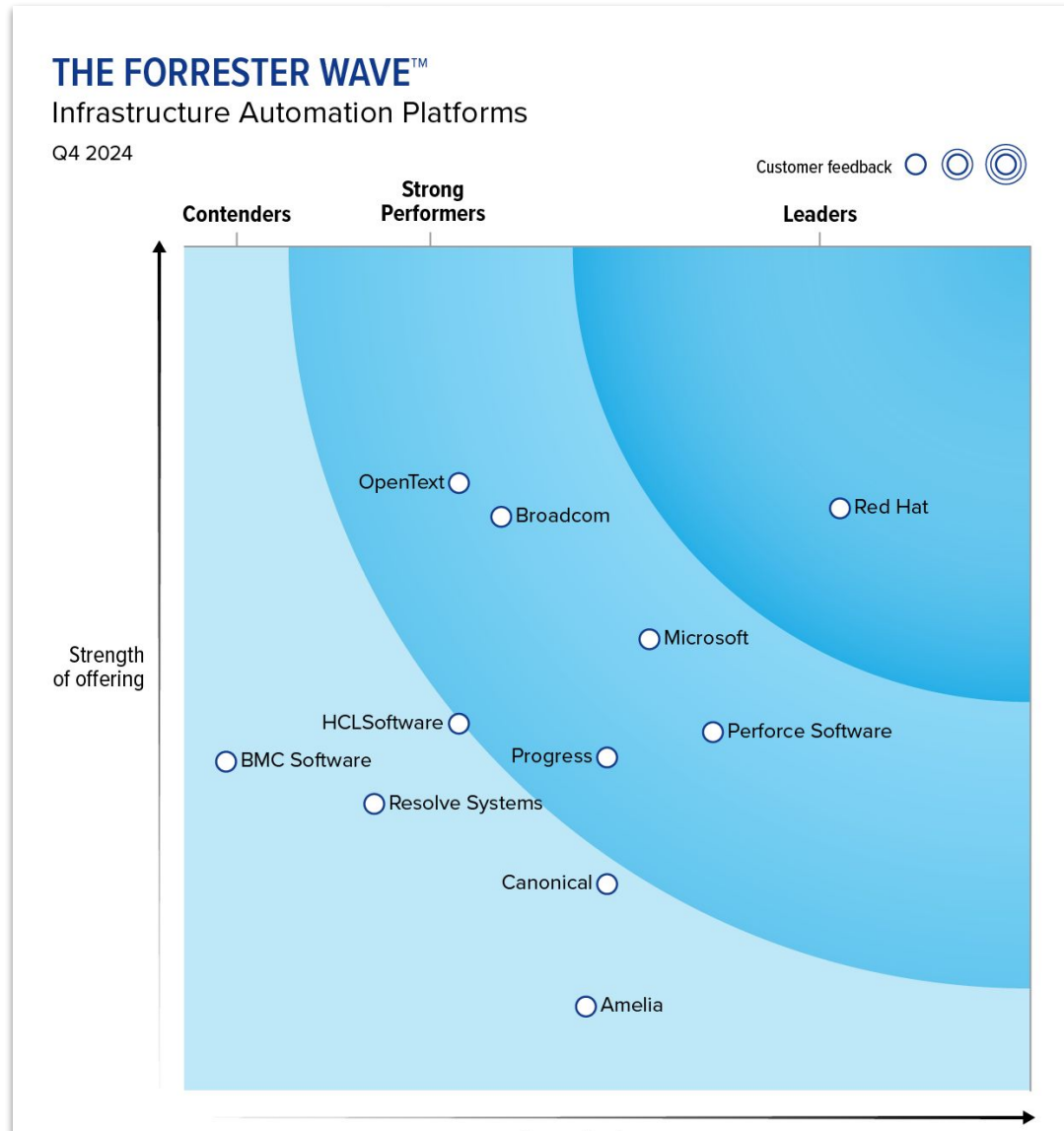
- ✓ **Maximize the ROI** of your other tools by using event-driven automation to make them more actionable.
- ✓ **Tame complexity** by extending operational subject matter expertise across your organization in a standardized, codified way.



## A foundation for AI adoption

- ✓ **Amplify the impact of AI**, by orchestrating the tools in your stack to get the most from their AI capabilities.
- ✓ **Optimize your infrastructure**, by integrating AI to make it more intelligent and resilient.

## Red Hat is *the leader* in the 2024 Forrester Wave™: Infrastructure Automation Platforms



### Key takeaways from vendor profile

- > “The Ansible Automation Platform is a comprehensive solution for various use cases, expanding into event-driven automation to reduce human intervention and reduce the burden of writing code for each scenario.”
- > “Red Hat’s strategy for a collective and inclusive user community is spurring growth. Its vision and partner ecosystem are both strengths...supported by the community, Red Hat Ansible addresses numerous automation use cases.”
- > “Red Hat offers a good all-around automation tool for organizations that aim to enable users to develop mature automation and integrate technology silos.”

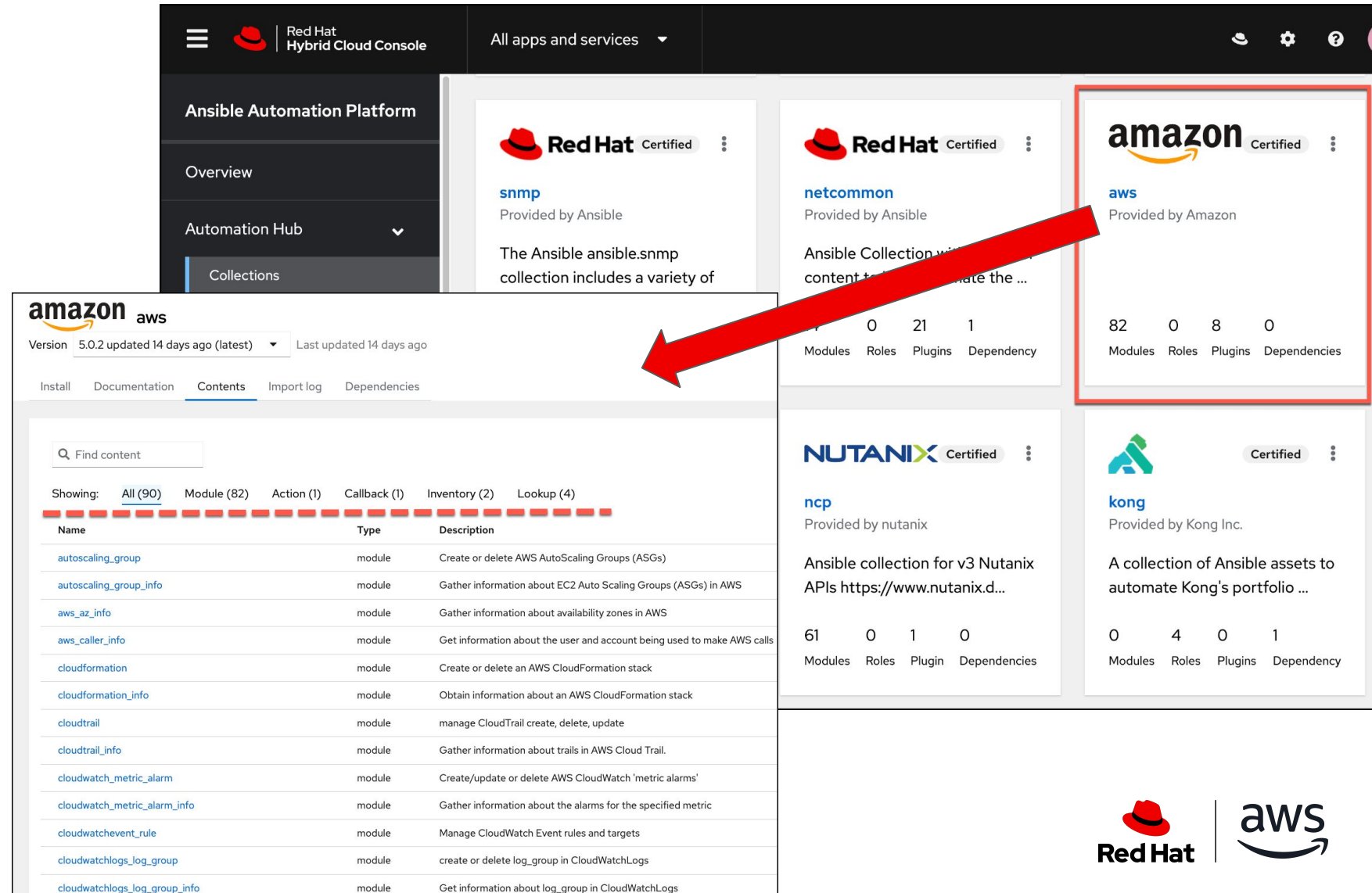
Source: Forrester Research, “The Forrester Wave™: Infrastructure Automation Platforms, Q4 2024,” 2024.

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# Ansible Automation Platform for AWS

# Red Hat Certified Collection for AWS

- ▶ Collection name:  
**amazon.aws**
- ▶ Numerous modules, inventory and lookup plugins (90+)
- ▶ Simplifies automation against AWS resources
- ▶ Sample YAML code



The screenshot displays the Red Hat Hybrid Cloud Console interface for the Ansible Automation Platform. The 'amazon.aws' collection is highlighted with a red box, and a red arrow points to its 'Contents' tab. The 'Contents' tab shows a table of modules, actions, callbacks, inventories, and lookups for the 'amazon.aws' collection.

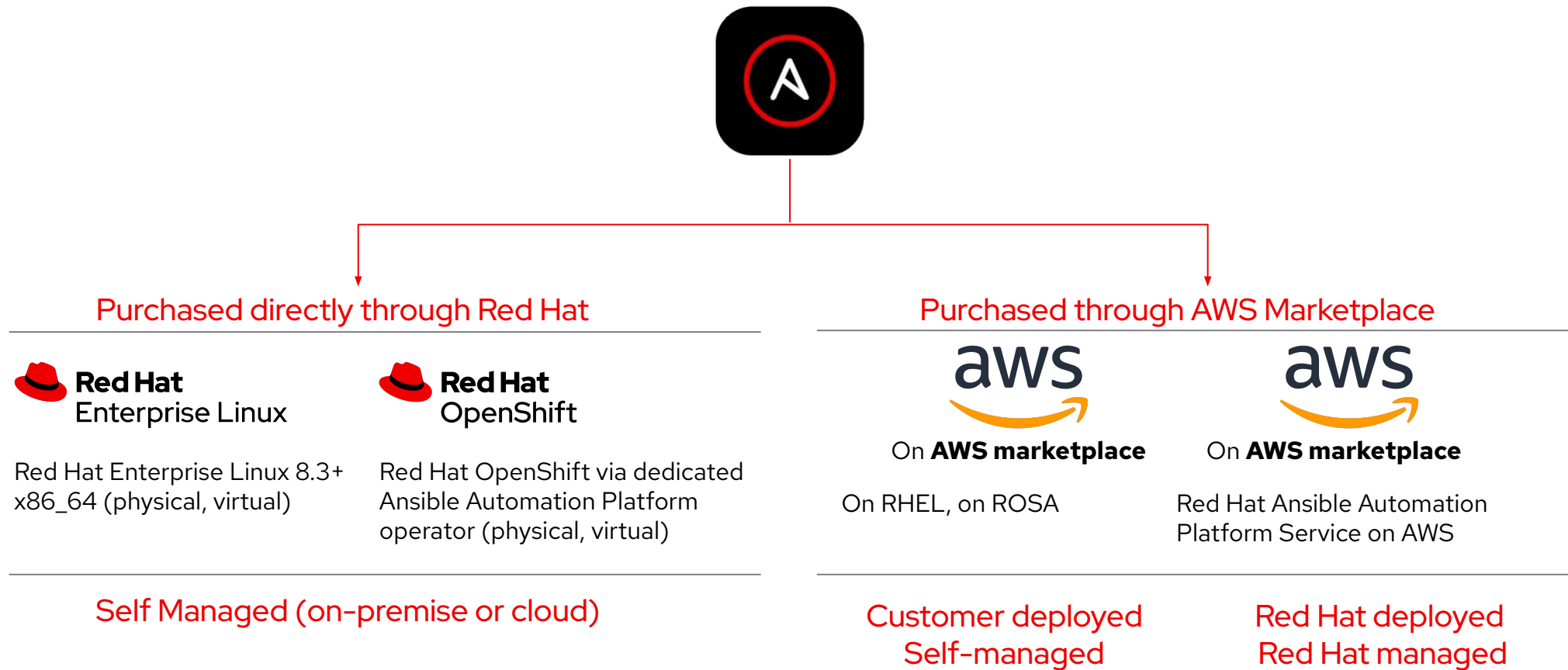
Name	Type	Description
<a href="#">autoscaling_group</a>	module	Create or delete AWS AutoScaling Groups (ASGs)
<a href="#">autoscaling_group_info</a>	module	Gather information about EC2 Auto Scaling Groups (ASGs) in AWS
<a href="#">aws_az_info</a>	module	Gather information about availability zones in AWS
<a href="#">aws_caller_info</a>	module	Get information about the user and account being used to make AWS calls
<a href="#">cloudformation</a>	module	Create or delete an AWS CloudFormation stack
<a href="#">cloudformation_info</a>	module	Obtain information about an AWS CloudFormation stack
<a href="#">cloudtrail</a>	module	manage CloudTrail create, delete, update
<a href="#">cloudtrail_info</a>	module	Gather information about trails in AWS Cloud Trail.
<a href="#">cloudwatch_metric_alarm</a>	module	Create/update or delete AWS CloudWatch 'metric alarms'
<a href="#">cloudwatch_metric_alarm_info</a>	module	Gather information about the alarms for the specified metric
<a href="#">cloudwatchevent_rule</a>	module	Manage CloudWatch Event rules and targets
<a href="#">cloudwatchlogs_log_group</a>	module	create or delete log_group in CloudWatchLogs
<a href="#">cloudwatchlogs_log_group_info</a>	module	Get information about log_group in CloudWatchLogs

## What about other cloud automation tools?

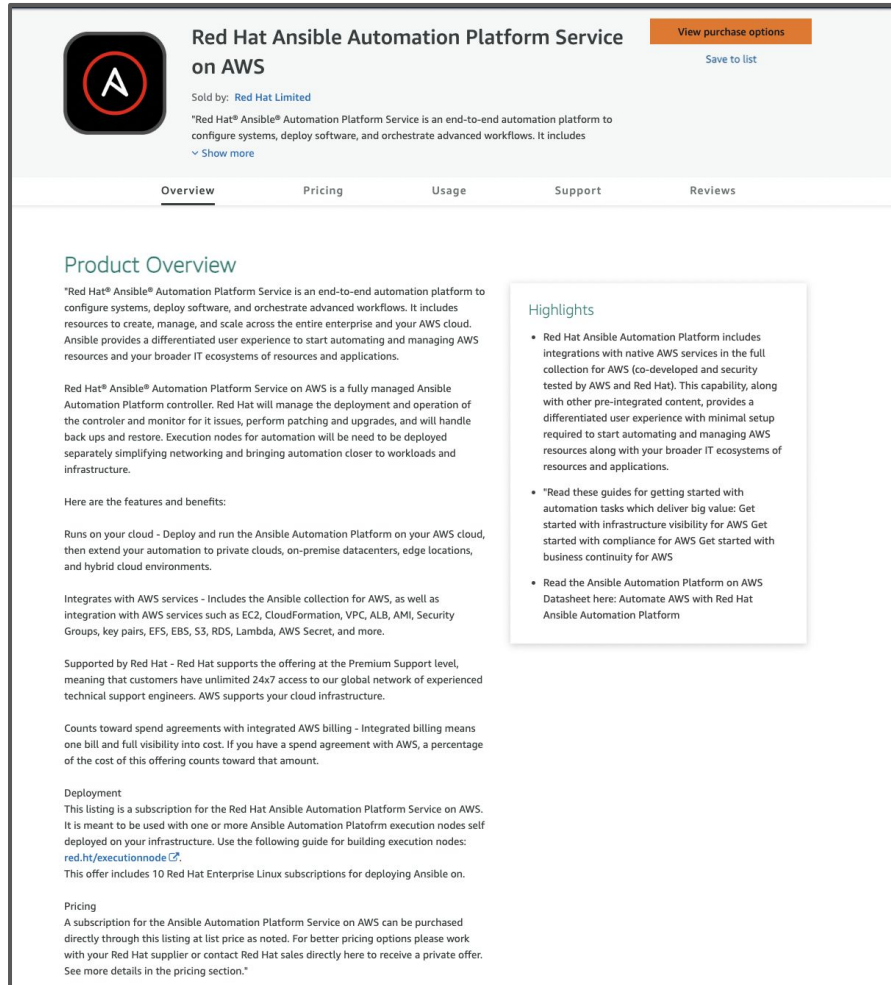


- ▶ **If these tools are** already being used for infrastructure provisioning, Ansible can compliment the implementation to automate configuration and life cycle management.
- ▶ **If these tools are not** being used for infrastructure provisioning, Ansible can be used to automate provisioning as well as configuration and life cycle management.

# Ansible Automation Platform hosting options on AWS



# Zero to automation in minutes



The screenshot shows the AWS Marketplace listing for the Red Hat Ansible Automation Platform Service. At the top, there's a header with the Red Hat logo, the product name, and a 'View purchase options' button. Below this, a 'Product Overview' section contains several paragraphs of text describing the service, its benefits, and deployment details. A 'Highlights' box on the right lists key features. The bottom of the listing includes a 'Pricing' section. Navigation tabs for 'Overview', 'Pricing', 'Usage', 'Support', and 'Reviews' are visible at the top of the main content area.

**Red Hat Ansible Automation Platform Service on AWS**

Sold by: Red Hat Limited

\*Red Hat® Ansible® Automation Platform Service is an end-to-end automation platform to configure systems, deploy software, and orchestrate advanced workflows. It includes resources to create, manage, and scale across the entire enterprise and your AWS cloud. Ansible provides a differentiated user experience to start automating and managing AWS resources and your broader IT ecosystems of resources and applications.

Red Hat® Ansible® Automation Platform Service on AWS is a fully managed Ansible Automation Platform controller. Red Hat will manage the deployment and operation of the controller and monitor for it issues, perform patching and upgrades, and will handle back ups and restore. Execution nodes for automation will be need to be deployed separately simplifying networking and bringing automation closer to workloads and infrastructure.

Here are the features and benefits:

Runs on your cloud - Deploy and run the Ansible Automation Platform on your AWS cloud, then extend your automation to private clouds, on-premise datacenters, edge locations, and hybrid cloud environments.

Integrates with AWS services - Includes the Ansible collection for AWS, as well as integration with AWS services such as EC2, CloudFormation, VPC, ALB, AMI, Security Groups, key pairs, EFS, EBS, S3, RDS, Lambda, AWS Secret, and more.

Supported by Red Hat - Red Hat supports the offering at the Premium Support level, meaning that customers have unlimited 24x7 access to our global network of experienced technical support engineers. AWS supports your cloud infrastructure.

Counts toward spend agreements with integrated AWS billing - Integrated billing means one bill and full visibility into cost. If you have a spend agreement with AWS, a percentage of the cost of this offering counts toward that amount.

**Deployment**

This listing is a subscription for the Red Hat Ansible Automation Platform Service on AWS. It is meant to be used with one or more Ansible Automation Platform execution nodes self deployed on your infrastructure. Use the following guide for building execution nodes: [red.ht/executionnode](https://red.ht/executionnode). This offer includes 10 Red Hat Enterprise Linux subscriptions for deploying Ansible on.

**Pricing**

A subscription for the Ansible Automation Platform Service on AWS can be purchased directly through this listing at list price as noted. For better pricing options please work with your Red Hat supplier or contact Red Hat sales directly here to receive a private offer. See more details in the pricing section."

**Highlights**

- Red Hat Ansible Automation Platform includes integrations with native AWS services in the full collection for AWS (co-developed and security tested by AWS and Red Hat). This capability, along with other pre-integrated content, provides a differentiated user experience with minimal setup required to start automating and managing AWS resources along with your broader IT ecosystems of resources and applications.
- "Read these guides for getting started with automation tasks which deliver big value: Get started with infrastructure visibility for AWS Get started with compliance for AWS Get started with business continuity for AWS"
- Read the Ansible Automation Platform on AWS Datasheet here: Automate AWS with Red Hat Ansible Automation Platform



Deploy straight from the AWS Marketplace portal



Start managing your AWS resources quickly



Committed spend with AWS counts towards this Ansible Automation Platform deployment

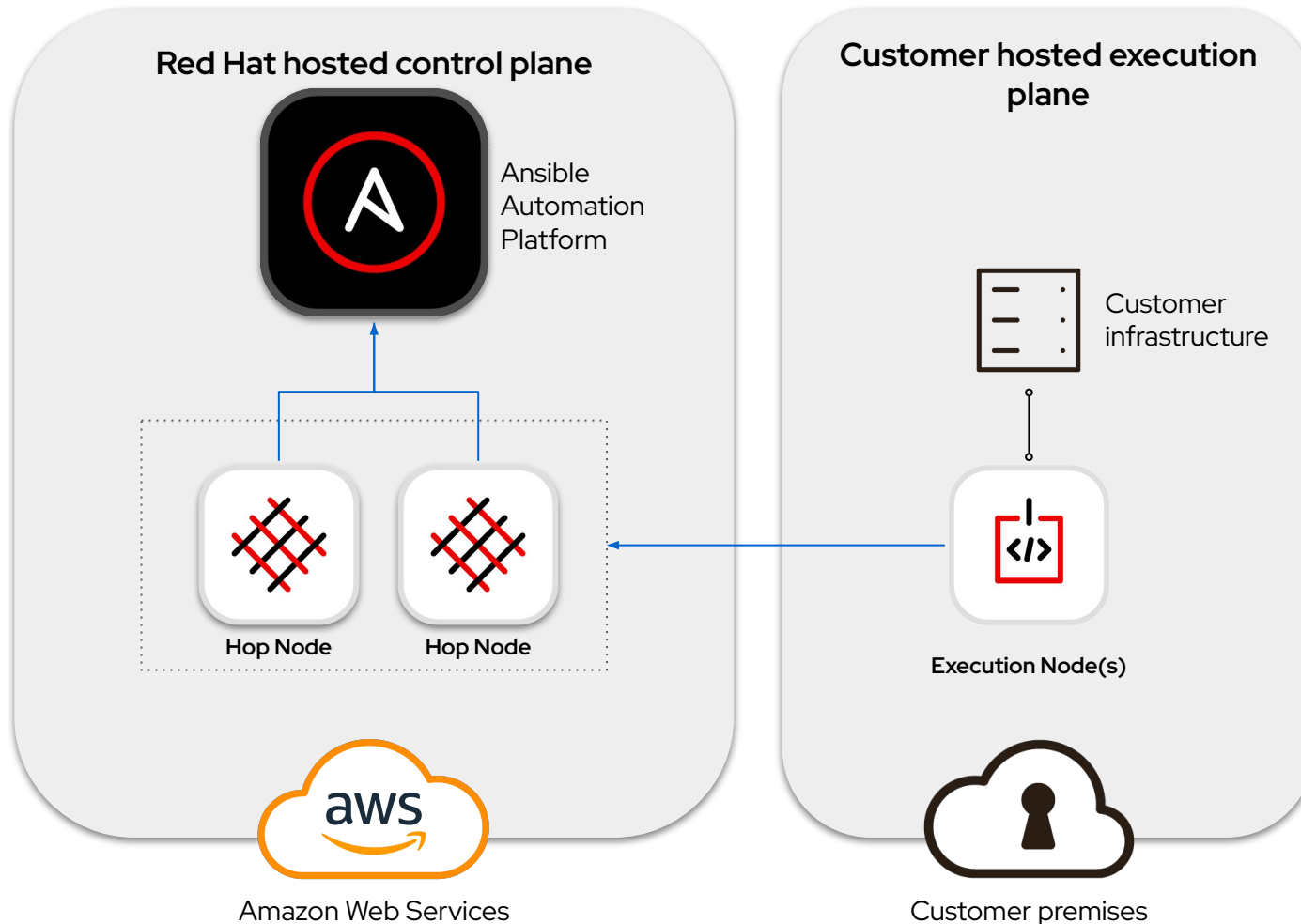
# Red Hat Ansible Automation Platform Service on AWS



- ▶ A Red Hat managed platform that saves customers time and money
  - Focus on innovation through automation instead of managing the platform
- ▶ Scales to meet the demands of large enterprises
  - Simplify networking and bring automation closer to workloads
- ▶ Purchase via AWS and draw down against committed spend agreements (EDP – AWS Enterprise Discount Program)



# Ansible Automation Platform Service on AWS



- ▶ **Red Hat Ansible Automation Platform Service on AWS** is a fully managed Ansible Automation Platform control plane
- ▶ **EDA** to be delivered 1H 2025
- ▶ **Execution nodes** - deployed in your infrastructure, with the ability to pull automation tasks vs push, simplifying networking and minimizing network security configuration

## Customer case study



### **Department for Work and Pensions (DWP)**

advances automation with AAP

- Cut deployment times from 50 minutes to 10
- Enabled consistent deployment across on premise and cloud environments
- Simplified troubleshooting with human-readable scripts



# Next steps

# Resources

Continue your automation journey with Red Hat Ansible Automation Platform on AWS

## Ansible Automation Platform on AWS



Ebook:  
Automate your hybrid cloud at scale



## Ansible Automation Labs for AWS



Detail:  
Using automation to get the most from  
your public cloud



# Upcoming sessions

## **Real Talk, Real Takeaways: Cloud Fridays experts conclusions & Q&A**

As our Cloud Fridays sessions conclude, join our AWS and Red Hat expert panel to distill the day's key themes and practical solutions into actionable takeaways. We'll draw conclusions from the breakout sessions, and address your questions from the chat to ensure you leave fully equipped.

## **Networking Lounge**

Your virtual space to connect with fellow attendees and speakers, share insights, and grow your professional network. Exchange LinkedIn profiles, swap success stories, or spark new collaborations in this open Zoom room all about community. No agenda, no slides!

# Thank you



# Cloud Marketplace Deployment Types

## Ansible Automation Platform Service on AWS **Managed**

- ▶ Red Hat managed and monitored control plane
- ▶ Available as a monthly pay-as-you-go model, and annual contract with monthly pay-as-you-go for any overages
- ▶ Consistent upgrade path to the latest version of Ansible Automation Platform upgraded by Red Hat
- ▶ Auto-scaling managed by Red Hat
- ▶ Premium support from Red Hat

## Ansible Automation Platform on AWS **Self-Managed** subscription only

- ▶ Self-managed deployment and configuration for a fully customizable deployment
- ▶ Available as annual subscription
- ▶ Available on secure clouds (Government Cloud, etc.)
- ▶ Self-managed monitoring and scaling
- ▶ Premium support from Red Hat


# Red Hat Ansible Automation Platform on AWS

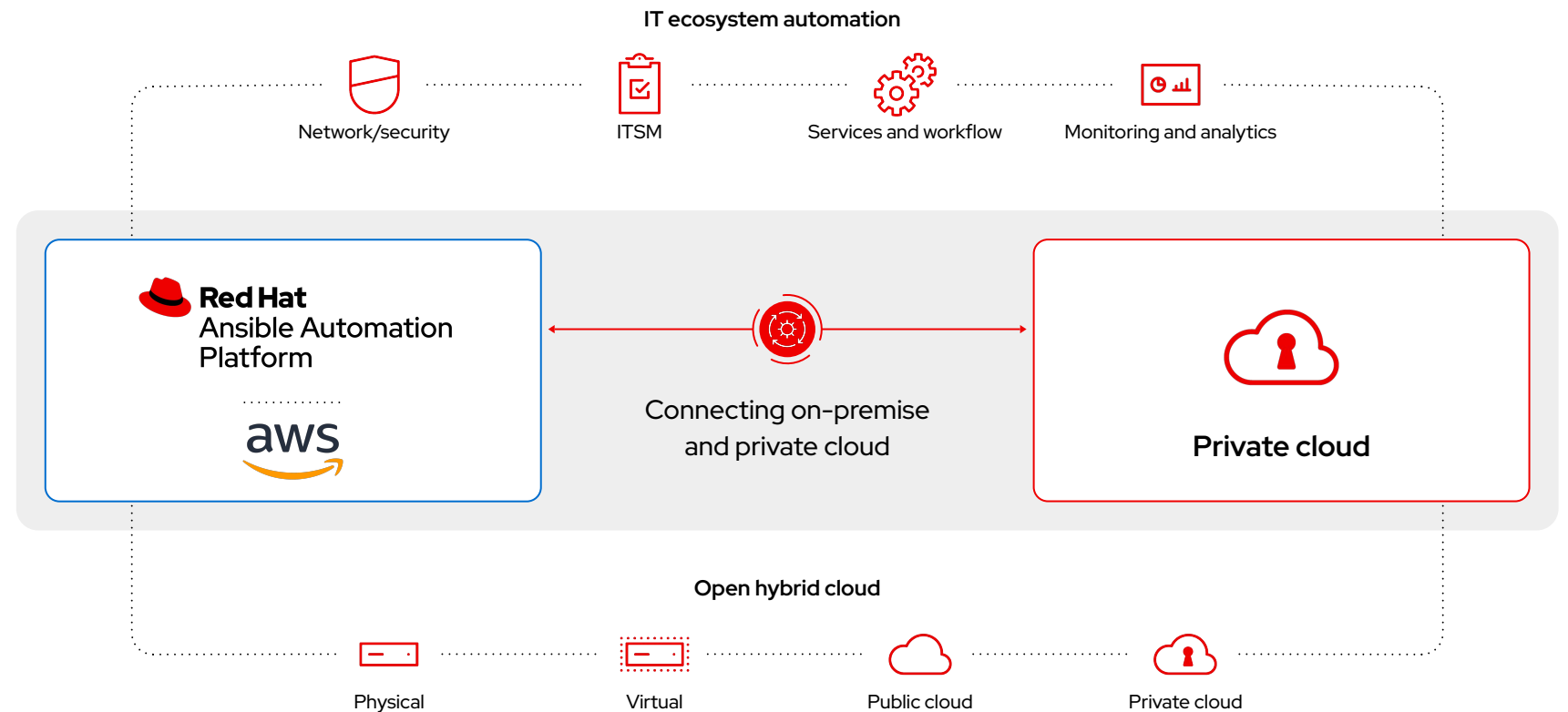
 **Runs on  
your AWS cloud**

 **Integrate with  
AWS services**

 **Supported  
by Red Hat**

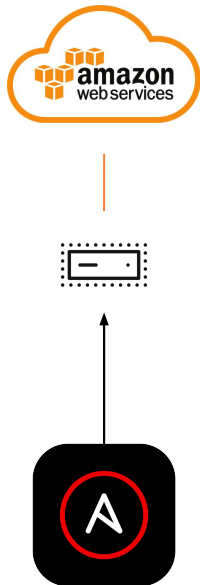
 **Integrated to  
AWS billing**

 **Counts toward  
spend agreements**





# Start small: quick victories for cloud administrators



## Infrastructure visibility

### Use Ansible to retrieve information

- ▶ Read-only, no production changes required
- ▶ Dynamic inventory and reporting
- ▶ Understand your cloud footprint



## Compliance

### The cloud as code

- ▶ Common experience across public clouds
- ▶ Enforce IAM policies
- ▶ Operate on mutable and immutable infrastructure

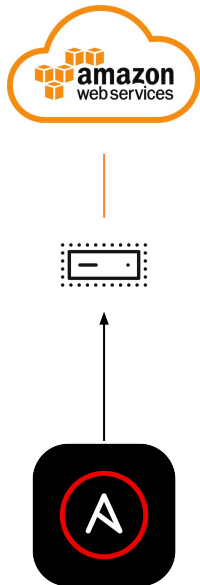


## Business continuity

### Keep the lights on

- ▶ Move and copy resources to cloud
- ▶ Create and manage policies for backups
- ▶ Manage disruptions and failures

# Automation becomes mainstream: manage your cloud



## Cloud operations

### Automate Operations

- ▶ Application deployments and CI/CD pipelines
- ▶ Life cycle management and enforcement
- ▶ OS patching and maintenance



## Deployment and retirement

### Provision, configure and teardown cloud instances

- ▶ Create turn key deployments for infrastructure teams
- ▶ Govern instance creation and enforce retirements
- ▶ Create service catalog items for ordering environments

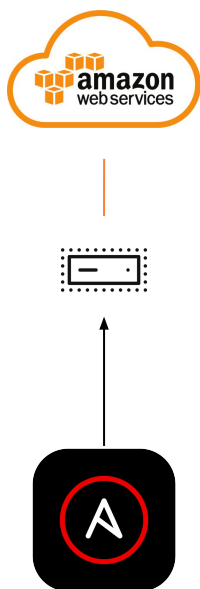


## Cloud migration

### Move workloads to where you need them

- ▶ Help operators adopt public cloud
- ▶ Reduce friction for migration to cloud native
- ▶ Unify automation architecture across legacy and cloud native

# Think big: institutionalizing automation into your organization



## Infrastructure optimization

### Save time and money

- ▶ Turn off unused resources
- ▶ Rightsize cloud resources
- ▶ Recover orphaned resources



## Infrastructure orchestration

### Break down silos

- ▶ Integrate with infrastructure outside the cloud
- ▶ Orchestrate business outcomes versus tech silos
- ▶ Apply consistent compliance across all infrastructure

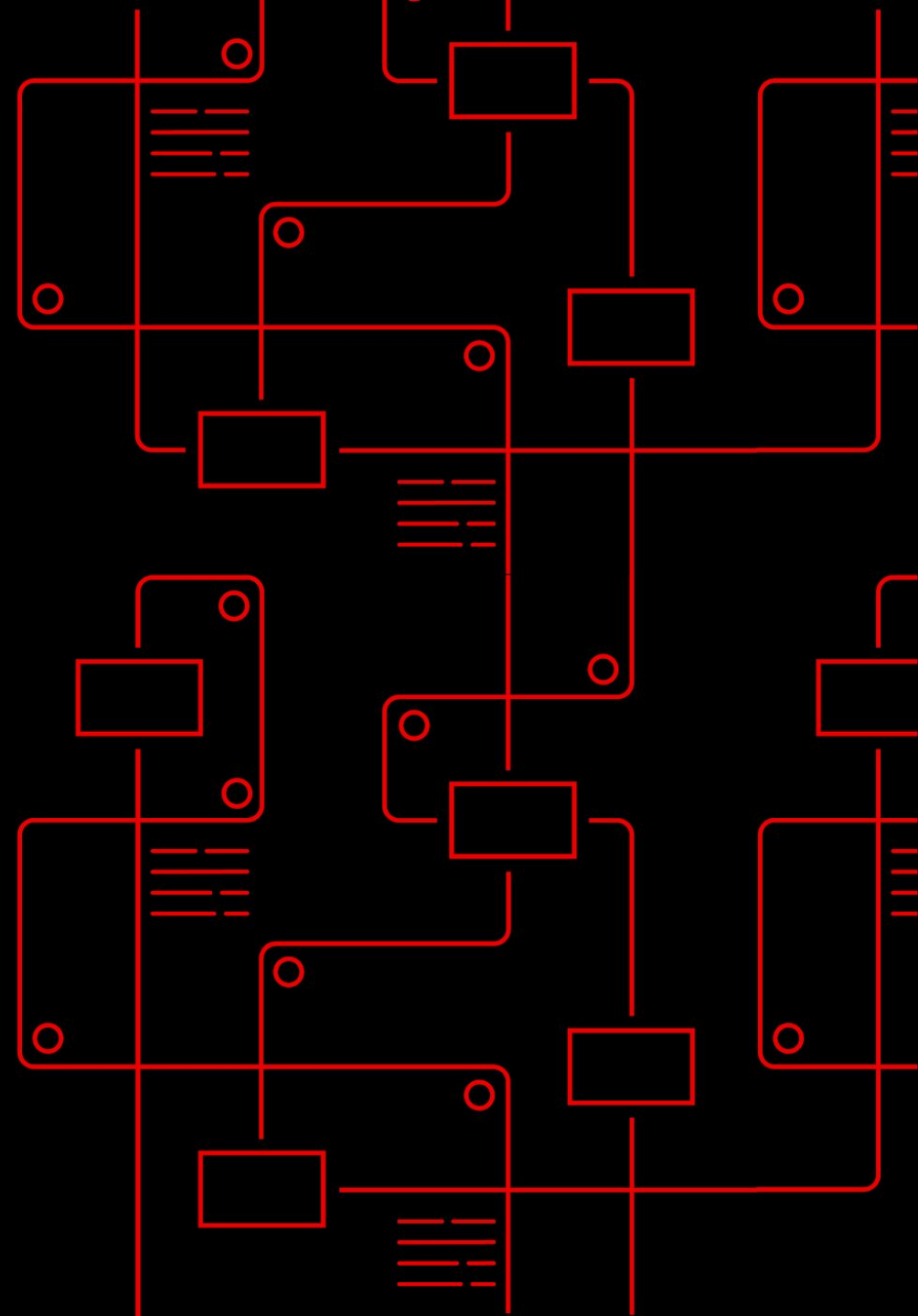


## Automated troubleshooting

### Respond faster to incidents

- ▶ Speed up mean time to innocence
- ▶ Apply RBAC to set limits and policies
- ▶ Integrate with an organizations ITSM solution

# Appendix: AAP Service on AWS Consumption



# Ansible Automation Platform as a Service on AWS

## Two Independent Meters

### Managed Active Node

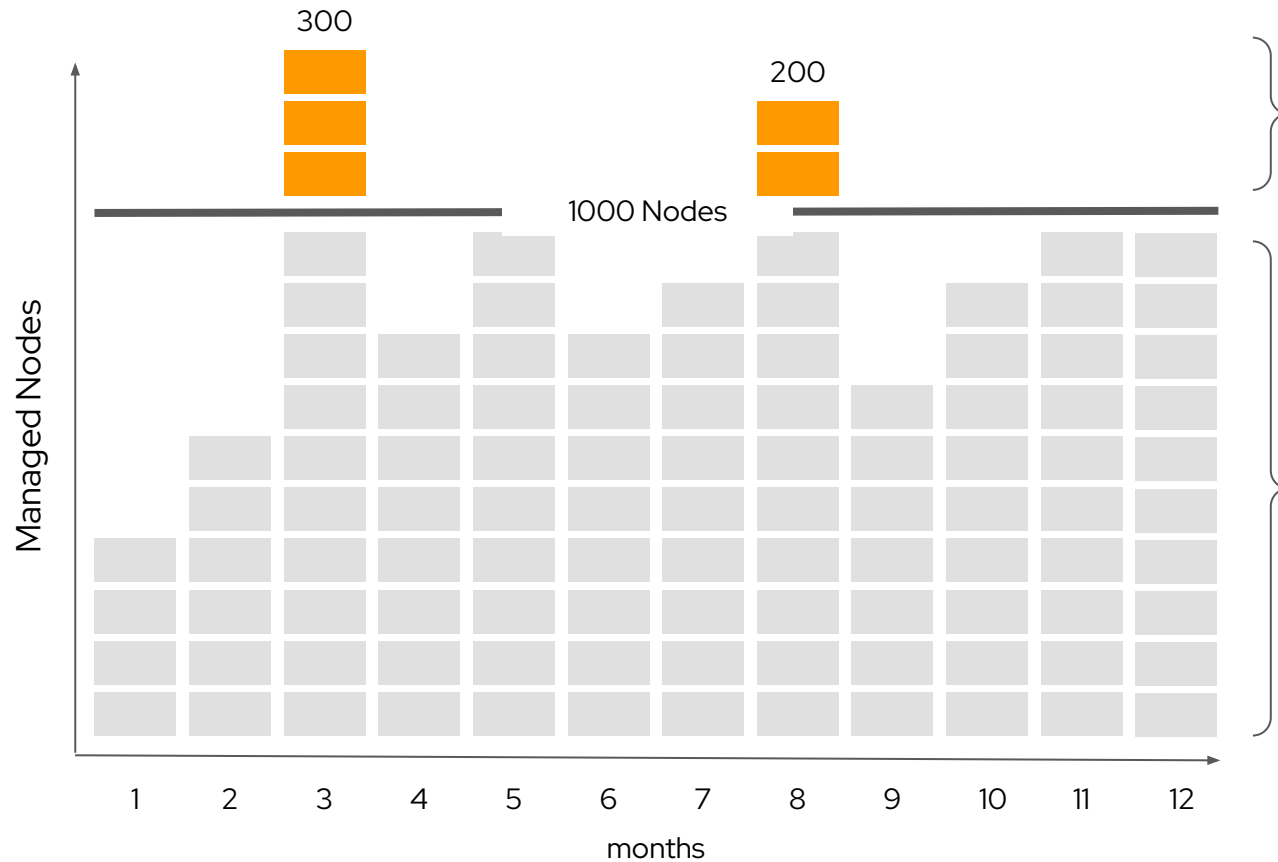
- ▶ Sold in “tiers”, which are volume commitments.
- ▶ A tier is paid for annually, but counted monthly.
- ▶ Each additional node counted above the customer’s tier is billed individually per-month.

### Infrastructure Fee

- ▶ Metered hourly regardless of automation use.
- ▶ Constant price regardless of the managed active node tier.
- ▶ Paid by customer on a monthly basis.

# Example of a Contract with Pay-as-you-go

**Example:** 1000 Managed Nodes annual contract



Each Additional Node  
Counted and Billed Individually  
**(monthly)**

The number of nodes  
automated at-or-below the  
floor are always billed at the  
floor rate **(annually)**

1 Year Contract Term