



Red Hat
Ansible Automation
Platform

The automation opportunity

Proven ways to drive partner business with
Red Hat Ansible Automation Platform



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Introduction

The business value of accelerated innovation

Your business is built around bringing innovative solutions to your customers to solve their business challenges.

Red Hat is here to support you with the tools, technology, and services to deliver value and scale your business. Our open innovation ecosystem accelerates partner-to-partner collaboration and supports your sales and marketing capabilities. As a trusted Red Hat Partner, you can use Red Hat® Ansible® Automation Platform to build a robust and reliable foundation for innovation with a leader in open source technology.

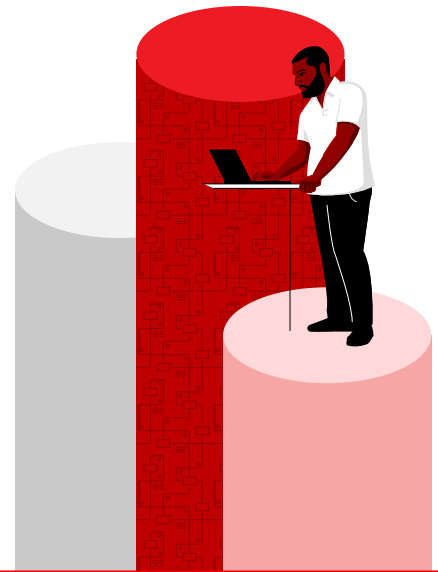


Whatever your market, Ansible Automation Platform can benefit existing revenue streams and create new ones.

Today, your customers are coming to you with new challenges involving increasingly complex digital transformation projects coupled with a growing need to streamline their operations. The answer—and the opportunity—to building solutions for these challenges can be found in automation.

In this guide, we'll look at four proven ways partners like you can use Ansible Automation Platform to generate new revenue streams and strengthen customer relationships.

How Ansible Automation Platform helps you drive business growth



Red Hat Ansible Automation Platform delivers integrated, open-source technology that helps you innovate quickly and reliably, creating more opportunities to enter new markets, grow profit, and deepen customer relationships. It's critical to helping customers reduce operational costs and risks across almost every part of their infrastructure.

Here are 4 proven ways to drive business through the Ansible Automation Platform.

Market opportunity

Customers' digital transformation projects are becoming increasingly complex. Automation is no longer a nice to have—it's a must-have for today's hybrid cloud environments. There's an immense opportunity as automation drives cloud adoption, helping clients to deploy applications faster, more efficiently, and to innovate.

According to Gartner, more than 50% of the G2000 will have a dedicated automation group by 2025.¹ That is only a 10% increase from the number in 2020. As your customers' business needs grow, automation will be the key to opening up new sales opportunities. You can deliver tangible business outcomes for customers by implementing holistic automation strategies in the mission-critical enterprise, network, security automation and services markets.

¹ Rimol, Meghan. "4 Predictions for I&O Leaders on the Path to Digital Infrastructure," 26 January 2022.

Power automation with Ansible Automation Platform

Simplify IT infrastructure development, management, and governance, improving visibility and fostering data-driven innovation.

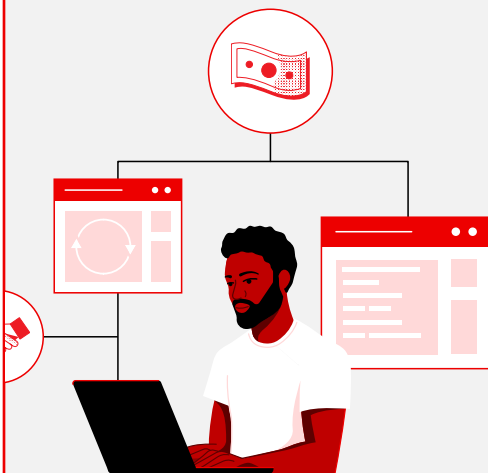
Build on a robust, enterprise-ready platform that provides automated provisioning, configuration, and load balancing to help secure continuous integration and deployment.

Red Hat supports the Ansible developer community to capture the latest innovations and best practices.



2

Revenue opportunity



"There is a lot of space to deliver professional services because the tool is powerful, and when the tool is powerful, it needs professional services to be correctly used. That's what we're doing."²

General manager and cofounder, VA

Ansible Automation Platform also provides multiple revenue streams for your business.²

Resell Ansible Automation Platform subscriptions as a part of solution delivery. Partners surveyed by Forrester reported re-selling subscriptions to some or all of their customers. They usually retain between **5-15% of the total annual subscription**.

Build long-term relationships. Ansible Automation Platform helps partners deliver initial deployment projects more quickly—leading to additional opportunities as a trusted partner. Forrester estimates these opportunities to be **160% of a customer's annual Ansible Automation Platform subscription spend**.

Create new revenue opportunities. After initial automation projects with Ansible Automation Platform, partners could earn additional automation business—projects worth **250% of the annual subscription revenues**.

Deliver managed services. Partners can offer managed services for Ansible Automation Platform and other Red Hat subscriptions, leading to **new revenue streams worth up to 50% of subscription revenues**.

You can further extend your solutions and increase revenue by using playbooks, roles, modules, and plug-ins in [Ansible Certified Collections](#). These certified collections can help you provide automation solutions more quickly with content that is developed and supported by Red Hat and our ecosystem partners.

² Lipsitz, Jonathan. "[The Partner Opportunity For Red Hat Ansible Automation Platform](#)." Forrester, November 2022.

Increase your foothold within your customers' business

Providing Ansible Automation Platform to your customers does more than solve existing challenges. It provides a foundation for creating long-term value for your customers' infrastructure—including networking, application life cycle, security, storage, cloud, and edge computing.

The Forrester study found that Ansible opportunities increased stickiness in customer accounts, with partners reporting that the total number of **new deals based on Ansible Automation Platform** grew an average of 40% year over year.

4 ways your customers can use Ansible Automation Platform

- Provision securely and quickly with self-service options for configuration, governance, and compliance.
- Use playbooks to manage configurations of multiple servers, storage, networks and environments reliably without sacrificing speed.
- Connect individual instances of automation to accelerate innovation and build repeatable processes and frameworks for quicker, security-focused and consistent deployments.
- Help customers to use Ansible in their cloud environment, supporting modern patterns for Operations as Code.

Quick ROI to land and expand

Solving one problem with Ansible Automation Platform opens up avenues for additional customer engagements.

As a holistic automation solution, the first Ansible Automation Platform project you deliver opens the door to offering additional services and solutions. Once the door opens, you can expand your offerings—network automation, security automation, event-driven automation, edge automation, and cloud services—and represent a profitable way to grow your business.

For example, every \$100 in Ansible Automation Platform subscription revenue can generate an additional \$160 in project work, \$250 in follow-on project work, and \$50 in managed services.³

Increase long-term consulting revenue as a trusted advisor who helps accelerate customers from tactical to strategic enterprise-wide automation and innovation

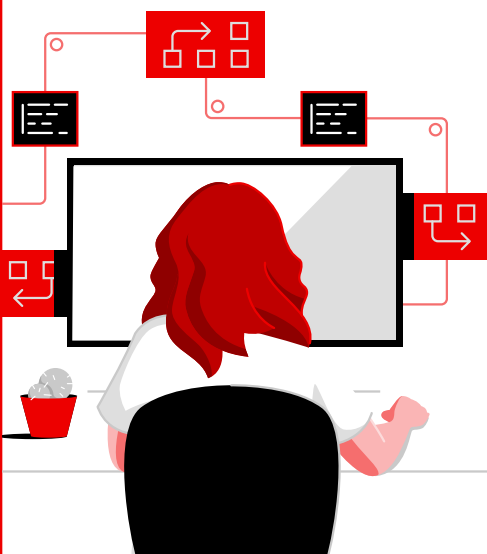
³ Lipsitz, Jonathan. "[The Partner Opportunity For Red Hat Ansible Automation Platform](#)," Forrester, November 2022.



Why Ansible Automation Platform is the right choice for your customers

Whether your customer needs help with application modernization or managing an extensive IT infrastructure, Ansible Automation Platform provides a security-focused, flexible foundation that opens up new business opportunities from the core to the cloud to the edge.

Read the “[Top 10 reasons to use automation](#)” to learn more about why Ansible Automation Platform is the right choice for your customers.



Your customers trust you to deliver an automation solution that solves today’s challenges—but that’s only the beginning. Ansible Automation Platform provides your customers with a foundation that is:

Hybrid cloud-ready. Ease your journey as customers gain automation content and integrations that support hybrid cloud deployments with true interoperability across public and private cloud providers, on-premise infrastructure, and the edge.

Trusted. Use Ansible Automation Platform to build a trusted relationship with a security-focused, enterprise-ready solution that helps customers focus on increasing agility to meet changing business needs.

Holistic. With Ansible Automation Platform, you can accelerate business outcomes and return on investment for your customers with an efficient, comprehensive platform for end-to-end automation.



"Red Hat Ansible Automation Platform is a tool that helps you scale up the cloud without having to forklift an IT organization completely, or outsource it."

*Tim Hull Technical Solutions Architect,
World Wide Technology (WWT)*

[Explore WWT's automation journey](#)

Intelligent. Continue managing and optimizing your clients' infrastructure with Red Hat Insights for Ansible Automation Platform, which offers a real-time, actionable view into an organization's network security and overall health with proactive monitoring, optimization, and compliance.

Scalable. With Ansible Automation Platform, customers can build an automation architecture to help them operate automation at scale, with control and flexibility.

Ecosystem. Customers can access [140+ certified content collections](#) maintained by Red Hat and our partners with targeted enterprise integrations to accelerate their automation journey.

Use cases. Provides support for orchestration, configuration management, troubleshooting, application deployment, provisioning and deprovisioning, continuous delivery, GitOps, Infrastructure as Code, security and compliance, migrations, infrastructure visibility and optimization, and business continuity.

Endpoint categories. Enables management of servers, operating systems, storage, networking, security systems, ITSM systems, CI/CD tools, edge and IoT devices, virtualization and cloud platforms, container platforms, and other automation solutions.

Ansible Automation Platform offers true interoperability

In The State of Enterprise OpenSource report (2022), 63% of IT leaders surveyed said their organizations have a hybrid cloud infrastructure in place today.⁴

Providing customers with hybrid cloud automation content and integrations is critical. **Ansible Automation Platform supports hybrid cloud deployments by offering true interoperability across vendors, clouds (Amazon Web Services, Google Cloud, Microsoft Azure), and the edge.**

Learn more about [Red Hat's approach to hybrid cloud](#).



"The goal is to make sure we meet customers where they are and give them all the Red Hat products that they love using on their hybrid workloads."⁵

Manasi Jagannatha, Strategic Partnerships, Amazon



⁴ Red Hat report. ["The State of Enterprise Open Source: A Red Hat report,"](#) 22 Feb. 2022. Accessed October 2022.

⁵ Chiras, Stefanie, and Jagannatha, Manasi. [AnsibleFest 2022](#), YouTube, 18 October 2022.



Read how Education Payroll Limited saved weeks of work with a streamlined application life cycle while eliminating deployment downtime using Ansible Automation Platform. [Read the success story.](#)

Why are customers turning to automation?

Automation is in demand across almost every industry and vertical. There are 3 primary business objectives—**cost efficiency, revenue growth, and risk mitigation.**

Efficiency

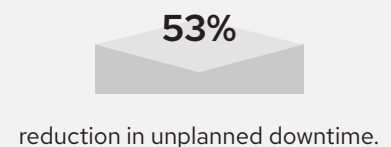
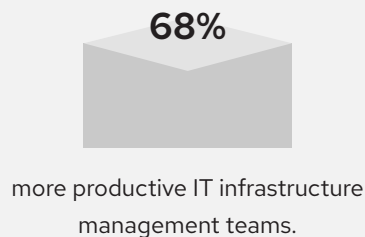
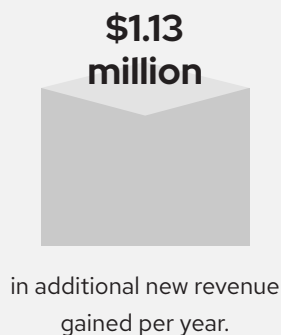
Customers are seeking ways to drive down costs by improving operational efficiencies. But they're also tasked to implement digital transformation projects with minimal resources. This can often make it difficult to drive innovation. Empowering your customers with a standardized automation platform across their infrastructure and teams helps them to focus on driving revenue growth instead of managing manual, repetitive tasks.

Automation can reduce inefficiencies and costs across IT, application development, and other processes. Improving operational efficiencies and reducing costs become even more critical as organizational infrastructure evolves, including cloud, hybrid cloud, and edge systems.



Learn how a major financial institution created more than \$1.3 million in operational efficiency savings after implementing Ansible Automation Platform. [Read the checklist.](#)

Customers using Ansible Automation Platform reported:⁶



⁶ IDC White Paper, sponsored by Red Hat. "[Red Hat Ansible Automation Improves IT Agility and Time to Market](#)," October 2021.

Revenue growth

Digital transformation and infrastructure improvement projects can involve systems and technologies from disparate vendors running on different operating systems, including Red Hat Enterprise Linux®, Microsoft Windows, or other Linux operating systems. Ansible Automation Platform helps you to provide your customers with one system to build, provision, and manage applications and infrastructure across public or private cloud, containers, and virtual environments.

Customer advantages using Ansible Automation Platform:⁷



68%

less time for deployment of new storage resources.

41%

more efficient application environment management teams.

135%

more applications developed per year.

Risk mitigation

Your customers are looking for ways to improve reliability, reduce downtime, and improve their overall security posture. Automation can provide a consistent and fast deployment of resources across on-premise and cloud-based infrastructure.

Across every industry, organizations are operating in an environment of ever-increasing attacks from cybercriminals. Automation allows organizations to coordinate enterprise security systems for investigation, threat discovery, and incident response. Existing manual processes pose a significant security risk due to the potential for human error.

See how global energy and chemical company Cepsa increased productivity by 35% and increased response times by 10–15% with AAP. [Read the case study.](#)



Are your customers ready to automate with Ansible?

The ideal customer for automation is one to whom you can offer solutions that maximize revenue and relationship value. This customer would likely have a complex infrastructure environment, including:

Multiple platforms like Red Hat Enterprise Linux or Windows Server.

.....
An extensive network infrastructure.

.....
Multi-tiered environments with on-premise, hybrid, and private clouds.

The more complex the environment, the more value automation can provide and the more business opportunity there is.

⁷ IDC White Paper, sponsored by Red Hat. "[Red Hat Ansible Automation Improves IT Agility and Time to Market](#)," October 2021.

Not a Red Hat Partner? Become one today



Our partner programs can help you access new markets, broaden your company's expertise, and build stronger customer relationships.

Learn more about how Red Hat partners grow their businesses with:

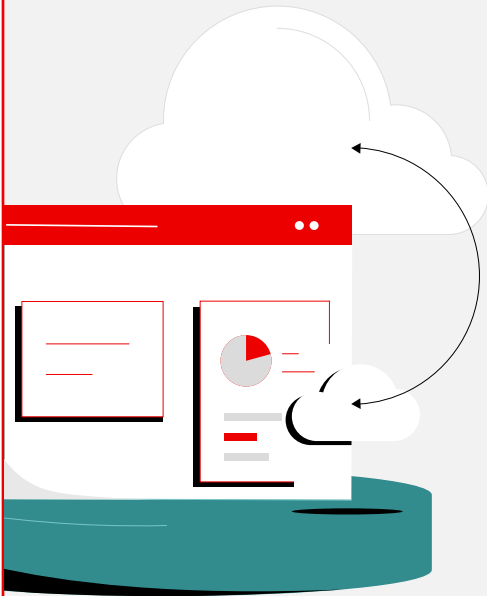
Proven technology. Open source technologies are mature and proven in the enterprise. Build applications for scalability, interoperability, and flexibility. Accelerate deployments with modern DevOps practices, reducing cost, and complexity.

Profitable growth. Gain recurring revenue streams through our subscription model and target newer markets with offerings supported by innovative technologies. Maintain lasting relationships with robust go-to-market strategies.

Customer demand. Whether for the datacenter, cloud, or big data, customers are looking for reliable, flexible, and cost-effective solutions. Red Hat has a proven track record of answering customer demand.

Competitive edge. Get ahead of the competition and learn about emerging technologies. Generate more opportunities with sought-after industry skills, provided at no cost as a benefit of program membership.

[Begin your journey](#) of reaching more customers and growing your business with hybrid cloud.



Ready to get started?

Reach out to your Partner Account Manager to learn more.

[Try Red Hat Ansible Automation Platform](#)

[Learn more about interactive labs for Red Hat Ansible Automation Platform](#)



About Red Hat



Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.

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