

# Grow your business with Red Hat Enterprise Linux

As a Red Hat partner, your customers look to you to help them standardize and optimize their hybrid cloud environments.

Many organizations are adopting a hybrid cloud approach to meet business and customer needs. Moving applications and workloads to the cloud is an important step in meeting business demands for innovation and scale. However, as IT environments scale, complexity increases.

The solution to this growing complexity is to proactively standardize critical infrastructure—presenting a big opportunity for Red Hat partners.

The Red Hat Enterprise Linux ecosystem is expected to grow to

# \$138 billion

by 2026<sup>2</sup>

Red Hat Enterprise Linux is the world's leading enterprise Linux server operating system, providing a flexible, stable foundation to support hybrid cloud innovation.<sup>1</sup>

Red Hat® Enterprise Linux® provides a stable, reliable foundation to support hybrid cloud innovation.

As a trusted Red Hat partner, you can use Red Hat Enterprise Linux to help your customers build, deploy, and manage applications and critical workloads more efficiently across physical, virtual, private and public cloud, and edge deployments.

<sup>1</sup> Gartner. "Marketshare: All Software Markets Worldwide, 2020," April 2021.

<sup>2</sup> IDC whitepaper, sponsored by Red Hat. "Red Hat Enterprise Linux: \$1.7 Trillion a Year Boost for Customers," March 2022.

# Grow your business with Red Hat Enterprise Linux

Create new revenue opportunities and cultivate stronger relationships by empowering your customers with a platform that promotes innovation and increases efficiency, no matter where they choose to use it.



## Red Hat Enterprise Linux can help grow your business in several ways:



Become a strategic partner for your customers and generate revenue from sales and services across multiple streams.



Certify your software and hardware on Red Hat Enterprise Linux and use best practices and a path for improved support and interoperability.



Capture the estimated **US\$500 million**<sup>3</sup> (in 2024) CentOS Linux migration market in subscription revenue by offering a ready alternative with Red Hat Enterprise Linux when CentOS Linux reaches end of life.



Open the door to selling and providing services for additional Red Hat products, such as Red Hat OpenShift® and Red Hat Ansible® Automation Platform.

\*For every \$1.00 in Red Hat Enterprise Linux subscription revenues, partners can make an additional \$3.50 by providing value added services.<sup>4</sup>

As a Red Hat partner, you can offer your customers access to comprehensive services and product add-ons to help them modernize and upgrade their platform with Red Hat Enterprise Linux.



<sup>3</sup> Red Hat internal financial analysis.

<sup>4</sup> Forrester TEI Study, sponsored by Red Hat. "[The Partner Opportunity For Red Hat Enterprise Linux](#)," June 2023

# Why Red Hat Enterprise Linux is the right choice for your customers

Red Hat Enterprise Linux can provide your customers with:



## The ability to deploy anywhere.

Extend from the datacenter to virtual, private cloud, public cloud, and the edge of the network.



## Access to an expansive partner ecosystem.

Make use of certified solutions from trusted hardware, software, and cloud providers.



## Long-term life cycle support and flexibility.

Help your customers choose from multiple supported versions, upgrade on their own schedule, and adopt new features as needed.



## Streamlined management and automation.

Support your customers with built-in workflow automation tools and integration with Red Hat Satellite and Red Hat Ansible Automation Platform.



Among the other distributions of Linux out there, I would rate [Red Hat Enterprise Linux] as 10 out of 10. If I have to compare this solution against everything else out there, this solution is at the top of the list.<sup>5</sup>

**Jude Cadet**  
Sr. Systems Engineer

## Already a Red Hat partner?

Contact your Partner Account Manager to learn more.

[Try Red Hat Enterprise Linux today](#) →

## Ready to get started?

Begin your journey to reach more customers and grow your business with Red Hat Enterprise Linux.

[Learn more](#) about the Red Hat partner programs and how we can help you grow revenue and foster innovation for your customers.

## Operate with complete confidence

Ensure your customers have on-demand access to a global network of experienced, motivated, and knowledgeable technical support engineers.

## Accelerate innovation while minimizing friction

Red Hat Enterprise Linux lets customers spend more time on innovation and less on maintenance by providing consistency across environments.

## Mitigate risk across the hybrid cloud

Help your customers establish a consistent focus on security by building a stable, consistent, and trustworthy platform.

## Navigate infrastructure complexity

With ongoing analysis to proactively detect issues, deeply analyze configurations, and gain visibility into security, your customers can make sure their Red Hat environment is running optimally.

<sup>5</sup> ["Red Hat Enterprise Linux \(RHEL\) Reviews."](#) PeerSpot.com, March 2022.