

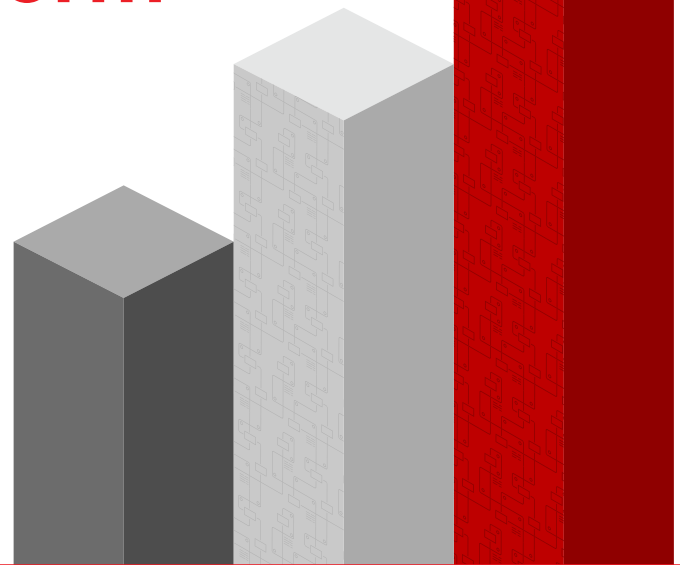
Grow your business with Red Hat Ansible Automation Platform

As a partner, your customers are coming to you with new challenges from increasingly complex transformation projects.

Whether improving application life cycle management or managing security across a hybrid cloud environment, your customers seek solutions to help them innovate faster and more efficiently.



Automation is the answer to building solutions for these challenges—and an opportunity to grow your business. Ansible Automation Platform can help you deliver tangible business outcomes for your customers and create new revenue opportunities in today's business-critical enterprise, network, security, and services markets.



Red Hat® Ansible® Automation Platform is integrated, open-source technology that helps organizations reduce operational costs and risks across almost every part of their infrastructure.

Expand and create revenue opportunities

Whatever your market, Ansible Automation Platform can provide you with opportunities to help your customers innovate.

These opportunities are expanding as automation continues to become a core component of enterprise infrastructure.

According to Gartner,

70%

of organizations will implement automation to increase flexibility and efficiency in their infrastructure by 2025.¹



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



Red Hat Partners can add value to existing revenue streams and create opportunities by becoming trusted automation experts.²



Partners can retain between 5-15% of the total Resell Ansible Automation Platform annual subscription when used as part of a solution.



After their first automation projects with Ansible Automation Platform, partners can earn additional automation business projects worth up to 250% of annual subscription revenues.



Ansible opportunities increased stickiness in customer accounts, with partners reporting an average of 40% year-over-year growth in the number of new deals based on Ansible Automation Platform.

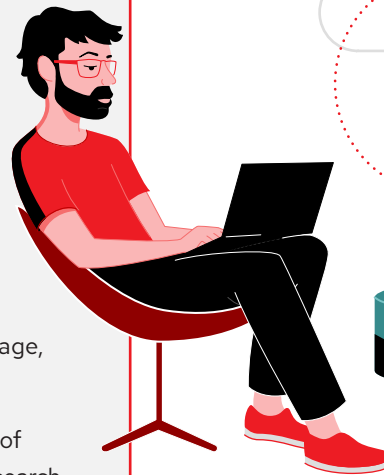


Become your customers' automation expert

Building solutions Ansible Automation Platform is more than solving today's challenges.

It provides a foundation to create long-term value for your customers' infrastructure—including networking, application life cycle, security, storage, cloud, and edge computing.

With automation becoming a prominent boardroom focus, the inclusion of multiple technology domains amplifies its exponential impact. Forrester research indicates that Ansible enhances customer account loyalty, with the total number of new deals based on Ansible Automation Platform growing year over year.



+150%

value in project work.

+250%

value in follow-on project work.

+50%

value in managed services.



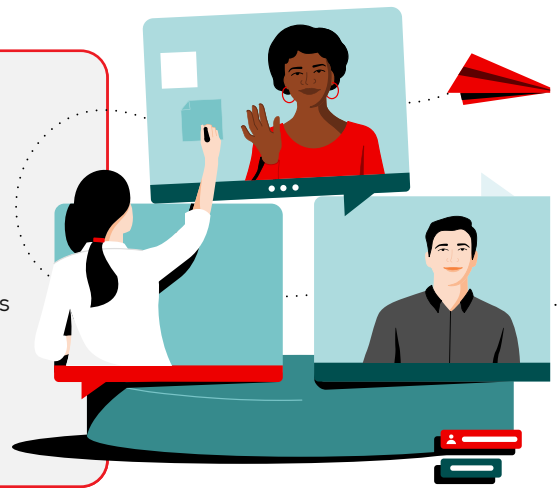
Solving one problem with Ansible Automation Platform opens up avenues for additional customer engagements. For example, every \$100 in Ansible Automation Platform subscription revenue can generate:

² Lipsitz, Jonathan. "The Partner Opportunity For Red Hat Ansible Automation Platform." Forrester, November 2022.

As organizations work to increase efficiency and reduce costs, they are looking for ways to make managing their on-premise and hybrid cloud infrastructures easier.

Ansible Automation Platform can simplify IT infrastructure development, management, and governance, improving visibility and fostering data-driven innovation.

Red Hat is here to help you deliver solutions with the latest innovations and best practices.



Why customers choose automation

Automation is in demand across almost every industry and vertical.

There are 3 primary business objectives—cost efficiency, revenue growth, and risk mitigation.

2

Revenue growth

Time is money. Automation can save organizations hundreds of hours in development and deployment tasks as they deliver innovative solutions for their customers. In an IDC study, customers reported that using Ansible Automation Platform helped them **develop 135% more applications** year-over-year.

1

Efficiency

Reducing costs is critical to organizations as they work to scale their operations with fewer resources. Network, security, and application life cycle automation can help teams **uncover inefficiencies** and find new ways to **deliver on their business goals**.

3

Risk mitigation

Organizations are under constant threat of attacks from cybercriminals, attacks that can jeopardize their business and their customers' privacy. Existing manual processes pose a significant security risk due to the potential for human error. Automation allows organizations to **coordinate enterprise security systems for investigation, threat discovery, and incident response**.

Get started on the automation journey

Ready to begin your journey to reach more customers and grow your business with Ansible Automation Platform?

Learn more about the Red Hat Partner programs and how we can help you deliver automation for your customers.

Already a Red Hat Partner?

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 →](#)

