Create new revenue opportunities with Red Hat OpenShift

Organizations are increasingly looking for ways to modernize their applications for increased scalability and security. This demand drives the need for new software development and distribution models, specifically container-based solutions for critical business workloads.

Red Hat® OpenShift® can help your customers grow their business and meet their users' needs by supporting a variety of application use cases across hybrid-cloud environments, including private cloud, public cloud, and edge deployments–all from a single endpoint.

As a Red Hat partner, you can use Red Hat OpenShift to expand and create revenue streams by helping your customers achieve their application modernization objectives. Whatever your customer's strategy, Red Hat OpenShift can help implement it across almost any environment and cloud.

Red Hat OpenShift is a unified platform to build, modernize, and deploy applications at scale. Work smarter and faster with a complete set of services for bringing applications to market on the customers' choice of infrastructure.

Unlock new revenue opportunities

Every Red Hat partner offers a unique set of services and products for their customers. Red Hat OpenShift can help you access new revenue streams and expand existing relationships in consulting, training, application development, managed services, and more.

Red Hat partners have seen the revenue opportunity in managed services to be about **75%** of the customer's ongoing Red Hat OpenShift subscription spend, with mature partners achieving gross margins between **60%** and **70%.**[1]

[1] Forrester Consulting, commissioned by Red Hat. "The Partner Opportunity for Red Hat OpenShift," January 2022.

Services and integration partners
Unlock new revenue through high-margin managed services.

Independent software providers
Build flexible solutions for almost any infrastructure.

Cloud providers
Use Red Hat Cloud Services to help customers build, deploy, and manage applications.

Hardware partners
Certify your hardware to show its reliability, scalability, and security focus.

Resellers and distributors
Expand offerings and revenue opportunities with Red Hat OpenShift solutions.

3 revenue opportunities with Red Hat OpenShift

The combination of increased demands on IT teams and legacy infrastructure is motivating your customers to find application modernization solutions. Red Hat OpenShift provides partners with multiple options to provide high-margin services to address today's demands and tomorrow's challenges.

1

Expand offerings through Red Hat subscriptions

5% and 15% total annual subscription value.
Application modernization projects can be the beginning of a longer-term relationship with customers. Red Hat partners can offer subscriptions for Red Hat Enterprise Linux®, Red Hat Ansible® Automation Platform, and other Red Hat solutions to create new revenue streams. Partners typically retain between 5% and 15% of the total annual subscription value.[2]

2

Deploy and build project-based work on Red Hat OpenShift

120% to 140% growth in project revenue.
Global systems integrators (GSIs) can grow revenue opportunities by building solutions as part of application modernization projects. Working with clients on these types of projects can help identify additional opportunities for new projects and services to open up new revenue streams.[3]

[2] Forrester Consulting, commissioned by Red Hat. "The Partner Opportunity for Red Hat OpenShift," January 2022.
[3] Forrester Consulting, commissioned by Red Hat. "The Partner Opportunity for Red Hat OpenShift," June 2023.

3

Provide high-margin professional services

60% margins. Organizations often lack the in-house skills necessary for application modernization projects. Partners who offer managed services can use Red Hat OpenShift to expand their offerings to include DevOps and application development and management.

Become your customer's trusted partner

Red Hat OpenShift can help you transform your relationship from a vendor to a strategic partner. Your customers are facing new and evolving digital challenges every day. Build on your knowledge of their existing infrastructure and application challenges to offer expert guidance on moving workloads and applications to the cloud.

> Gartner named Red Hat OpenShift a leader in its first-ever Magic Quadrant on Container Management. Gartner qualified Red Hat OpenShift as a security-focused, open source, automated, scalable solution across a majority of use cases extending across hybrid environments from the datacenter to the cloud to the edge.[4]

> Red Hat OpenShift was also named as a leader by Forrester Research in The Forrester Wave on Multicloud Container Platforms.[5]

This validation from Gartner and Forrester gives you another opportunity to connect with your customers and demonstrate the value you deliver as a trusted partner on their multicloud journey.

[3] Forrester Consulting, commissioned by Red Hat. "The Partner Opportunity for Red Hat OpenShift," June 2023.
[4] Gartner. "Gartner Magic Quadrant for Container Management," 20 September 2023.
[5] Forrester Consulting. "The Multicloud Container Platforms Landscape, Q2 2023," June 2023.

Get started with
Red Hat OpenShift today

Ready to begin your journey to reach more customers and grow your business with Red Hat OpenShift?

Learn more about the Red Hat partner programs and how Red Hat OpenShift can help you expand your offerings, generate new revenue, and strengthen relationships with your customers.

Already a Red Hat Partner?

Reach out to your Partner Account Manager to learn more.

- Experiment with building a Red Hat OpenShift practice
  (Login with your partner credentials to access the partner guide)

- Try our interactive learning scenarios on Red Hat OpenShift

- Learn more about interactive labs for Red Hat OpenShift

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