

The Partner Opportunity For Red Hat OpenShift

Through partner interviews and data aggregation, Forrester concluded that offering services and solutions around Red Hat OpenShift significantly increases partner revenue and profitability.

PARTNER OPPORTUNITY WITH EXPANDED OFFERINGS



Project work: 50% uplift in total deal



Managed services: 75% uplift in total deal revenue



Custom IP: 75% uplift in total deal revenue



We believe Kubernetes will be the operating system of the cloud, so we have made the shift as a business to OpenShift. This makes our offerings more interesting to customers and creates large-scale growth.

CEO



VOICE OF THE PARTNER

“When we look at the environments where people deploy our solutions, OpenShift is clearly the biggest. OpenShift represents 70% of our customers in terms of workloads being managed, and those deals are 50% bigger.”

CEO

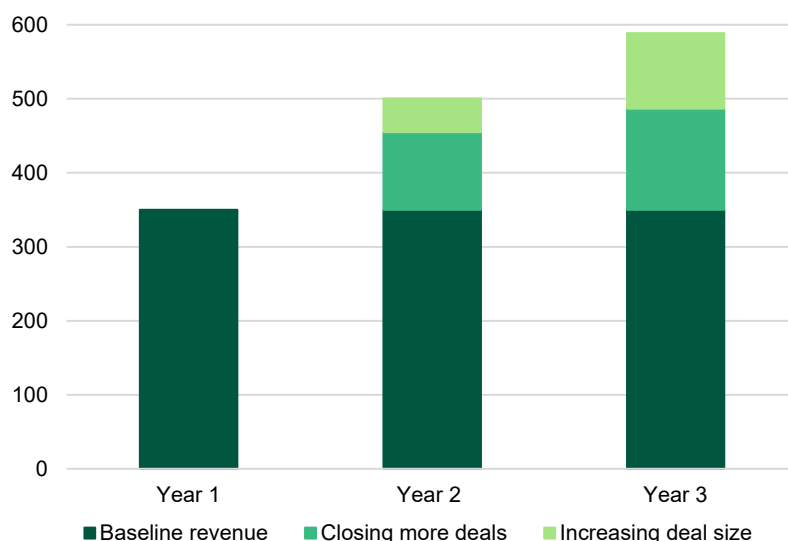
“OpenShift doubles the total opportunity pie and gets us a larger slice of the pie.”

CTO

“We started offering managed services two years ago, and I wouldn't be surprised if we are primarily a managed services company three years from now. I could see our margins getting as high as 70%.”

CTO

Red Hat OpenShift Practice Opportunity - Three-Year Growth (Total Revenue)*



*This graph builds on the total revenue story that a partner's total revenue opportunity can greatly expand beyond Red Hat OpenShift subscription revenues (350 vs. 100). Over time, average deal size increases by 10% per year for reasons other than adding revenue streams, and the total number of customers is growing 30% per year.



Read the full study

This document is an abridged version of a case study commissioned by Red Hat titled: The Partner Opportunity For Red Hat OpenShift, January 2022.

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