The Partner Opportunity For Red Hat Ansible Automation Platform

Through ten partner interviews and data aggregation, Forrester concluded that Red Hat Ansible Automation Platform has the following three-year financial impact.

**PARTNER OPPORTUNITY WITH EXPANDED OFFERINGS**

- **Professional services:**
  - 4.6x uplift in total revenue

- **Managed services:**
  - 50% uplift in total revenue

- **Closing more deals:**
  - 40% YoY growth in number of deals

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.

*General manager and cofounder, VAR*

"It's such a hot market and Ansible is the leader. From a business perspective we are flooded continually with opportunities."

*Automation practice lead, VAR*

"The Ansible use case is a land play. It's simple to get started. It's a great door opener. There are other, more lucrative things to do once we get in the door."

*General manager, DevSecOps, ISV*

"We have been developing professional and managed services capabilities for over a decade to try and pivot towards services as much as, if not more than, technology sourcing."

*Solution leader, VAR*