

# 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."

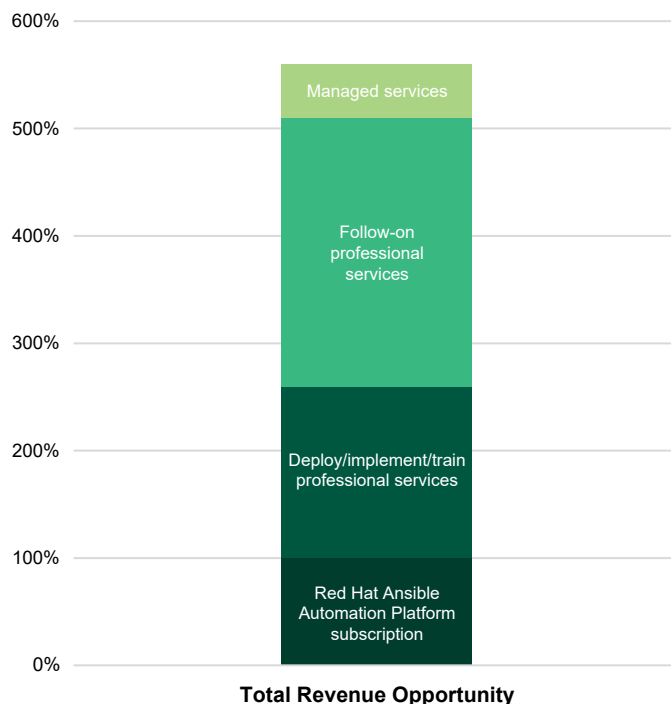
*Automation practice lead, VAR*

"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*



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 Ansible Automation Platform, November 2022.

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