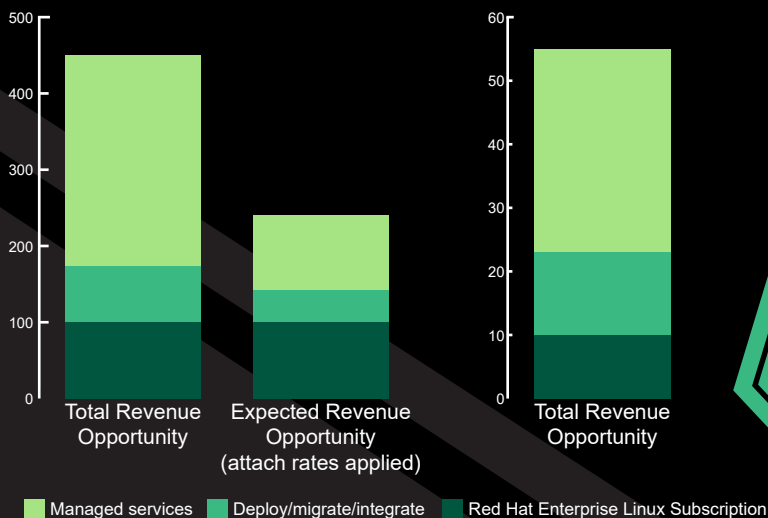


The Partner Opportunity For Red Hat Enterprise Linux

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

RED HAT ENTERPRISE LINUX PRACTICE OPPORTUNITY EXPANDED SERVICE OFFERINGS



Each revenue stream is a way for partners to increase their revenues and profitability. For example, for every \$100 in Red Hat Enterprise Linux subscription revenue, the total additional opportunity is \$73 in project work, and \$277 in managed services.

PARTNER OPPORTUNITY WITH EXPANDED OFFERINGS



3.5x increased revenues



33% managed services gross margin



Average subscription revenue \$75,400

PARTNER GOALS, CHALLENGES, AND DRIVERS



Take advantage of a growing customer demand for Red Hat Enterprise Linux.



Support increasingly complex customer needs



Enable a broad range of projects around modernization and automation

VOICE OF THE CUSTOMER



“As a partner, Red Hat is an inroad for me. They’re the fastest growing part of my business and the most strategic partner my company has. They allow me to be a lot more consultative with every customer interaction, and we can pull in whatever the customer needs, like RHEL, Ansible, and OpenShift. Because they are open solutions, I can have a relevant conversation regardless of if the customer is in the cloud or on-prem.”

— Practice director, North America



“Our biggest business goal is to grow our managed services, and what we do with Red Hat is an important part of making that happen. RHEL is one of the fastest growing parts, in part because its security capabilities are a better help for customers.”

— Chief technology officer, APAC



“The sweet spot is customers who need us to do consulting services. We get them off the ground, build on that recurring revenue, and then we end up coming back the next year and doing more.”

— Practice director, North America



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 Enterprise Linux, June 2023.

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