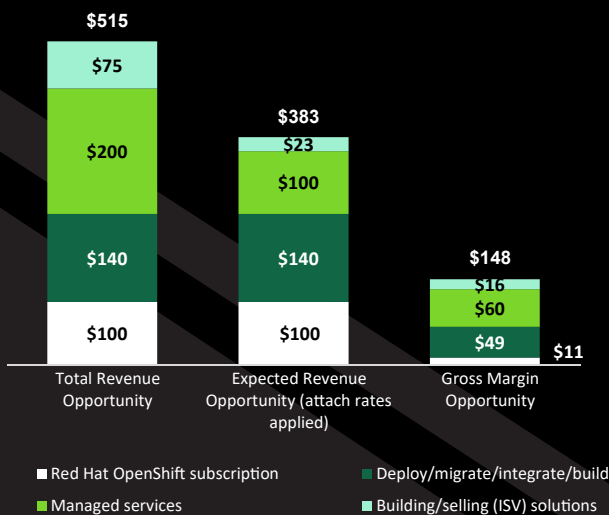# The Partner Opportunity For Red Hat OpenShift

Through interviews with nine representatives at seven partner organizations with existing Red Hat OpenShift practices, Forrester constructed a Total Economic Impact framework to evaluate the potential business opportunity partners may realize by building a Red Hat OpenShift practice.

RED HAT OPENSHIFT PRACTICE OPPORTUNITY: EXPANDED OFFERINGS

$515

$75

$200

$140

$100

Total Revenue Opportunity

$383

$23

$100

$140

$100

Expected Revenue Opportunity (attach rates applied)

$148

$16
$60
$49

$11

Gross Margin Opportunity

■ Red Hat OpenShift subscription
■ Managed services
■ Deploy/migrate/integrate/build
■ Building/selling (ISV) solutions

Each revenue stream is a way for partners to increase revenue and profitability. For example, for every $100 in Red Hat OpenShift subscription revenue, the total additional opportunity is $140 in projects, $200 in managed services, and $75 in ISV solutions.

TOTAL REVENUE MULTIPLER
5.2X

GROSS MARGIN MULTIPLER
1.5X

BLENDED GROSS MARGIN
39%

UNQUANTIFIED BENEFITS AND FLEXIBILITY

Developing a more strategic advisory role with customers opens up additional project opportunities

Freedom to implement applications when and where the customer prefers

Revenue from infrastructure and automation opportunities with Red Hat Enterprise Linux and Red Hat Ansible

VOICE OF THE CUSTOMER

"A lot of customers understand they need to go on this modernization journey. They do some research, [Red Hat] OpenShift comes up and then they call us. Red Hat OpenShift does open doors."

— *Chief executive officer, Africa*

"Deploying OpenShift can be lucrative, especially when we start from scratch with architecture, do a proof of concept, evaluate the proof of concept, then build up the production environment. From a business standpoint, it's more revenue than the subscription."

— *Sales lead, Europe*