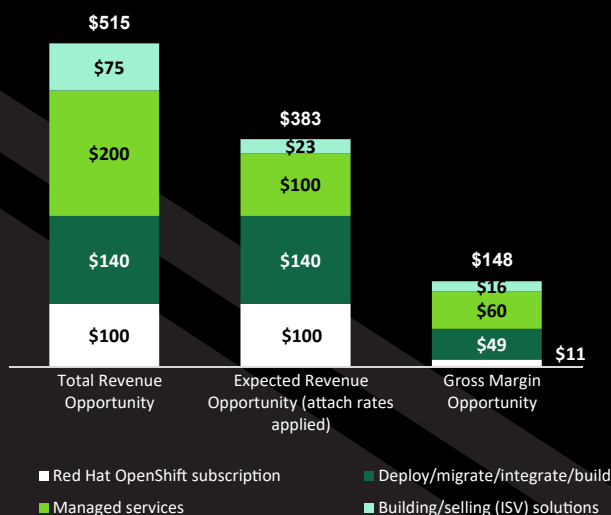


# The Partner Opportunity For Red Hat OpenShift

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 OPENSIFT PRACTICE OPPORTUNITY: EXPANDED OFFERINGS



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 MULTIPLIER  
**5.2X**



GROSS MARGIN MULTIPLIER  
**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



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, June 2023.

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