Red Hat

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OpenShift as an application platform

Objection-handling guide

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Purpose

Use this document to help you manage objections as you discuss using OpenShift as an application platform with your customers.

Context

Scenario

Red Hat OpenShift aims to give organizations a unified application platform to be more innovative and modernize their applications and infrastructure by providing:

- a trusted application platform to securely run a portfolio of applications built on a core engine of Red Hat Enterprise Linux and Kubernetes
- a curated application platform that delivers the core functionality to build, deploy and run applications along with a rich library of tools to enhance the development process.
- a consistent hybrid cloud experience that spans data center, public cloud, multi cloud & edge environments.

This paragraph should provide context for when these objections would be raised & any recent industry/competitor/market news that might be causing them (Section length: 100-200 words)

Offering limitations

- Using OpenShift as an application platform is not a product. It is a collection of subscriptions and services from Red Hat that can be complemented with additional solutions from the Red Hat partner ecosystem.
- Using OpenShift as an application platform does not mean every and any capability a developer would desire is included or available from Red Hat. We do offer a robust, curated application platform that we expect customers will complement with technology from our partners, and the industry at large.

Topics to avoid

- Using OpenShift as a barebones Kubernetes platform.
- OpenShift as a low cost Kubernetes platform option.
- Certifying OpenShift to run an application platform provided by a competitor who is not a technology partner

Objection responses

[Section heading (optional)]

Objection	Response
I don't need the added features or functionality of OpenShift	The cloud-native landscape is complex. OpenShift meets you where you are today with a complete application platform. As you grow OpenShift leverages a curation of open source components that are integrated and managed for you so you don't need to worry about finding, testing, and validating new features as your business and application needs change.
My cloud provider offers Kubernetes and all the additional services that I need.	Kubernetes is only one piece of the equation. OpenShift goes beyond Kubernetes and manages, maintains, and builds applications in an unified platform, and supports a broad portfolio of developer tool sets, across a hybrid environment including cloud with Microsoft, Amazon, and Google.
I can do this on Kubernetes for free.	• There is more to the total cost of Kubernetes than the free version. With Kubernetes, you must combine all open-source projects, components, and processes. You will need to continue maintaining it with no support or use internal resources who could be better used creating innovative solutions. • With OpenShift, you get the most current features, security measures, and assurance that support and patches will be provided. • This is like the difference between buying apples, brown sugar, and flour vs. a ready-made apple pie.
We already have a container platform that we manage ourselves.	As applications grow, so does their complexity. OpenShift offers a single platform to consolidate management of infrastructure, development, and security, and allows organizations to be as hands on as they need with self managed and managed offerings.
I already have services integrated with my applications and I don't want to overcomplicate application design and infrastructure.	We commonly encounter customers who have parts of an application platform already assembled. That is why we use the term "batteries included, are optional, and swappable". 1. Continue to use the services you use today and check to see if they are provided by Red Hat partners who may provide operators to make usage of those services easier on OpenShift. 2. Evaluate what services you'd consider replacing with a substitute if it were easily available.

	3. Adapt to changing business needs and review how OpenShift services you don't start using right away as still available to be installed on-demand.
OpenShift is more expensive than other Kubernetes platforms like Rancher or Kubernetes solutions from the public cloud providers.	• Other Kubernetes platforms are simply a base Kubernetes infrastructure and do not include many of the value-adding productive abstractions on top of Kubernetes such as developer tooling, service mesh, CI/CD tooling, etc. • These things make OpenShift a complete application development platform which can accelerate application delivery and provide a great return on investment. Research has shown a 531% ROI for OpenShift. (IDC)
I'm not sure if I want to manage OpenShift as an application platform myself.	You can leverage one of our managed service offerings: • Red Hat OpenShift Dedicated managed by Red Hat • Red Hat OpenShift on IBM Cloud (jointly managed & supported with IBM) • Red Hat OpenShift Service on AWS (jointly managed & supported with AWS) • Azure Red Hat OpenShift (jointly engineered, managed & supported with Microsoft)
We have a public cloud first strategy so I'm looking at public cloud services.	• OpenShift works great on the public cloud. It is integrated with all of the major cloud providers and is offered as a managed service to reduce your operational burden. • Applications built on OpenShift can integrate with or use services such as storage, AI/ML, or serverless provided by the cloud providers.
We don't have the skills needed to support a complex platform like this.	• OpenShift is offered in the broadest range of hosted services and consumption models. • On each of the four major cloud providers your developers can connect to OpenShift running as a managed service operated by either Red Hat or Red Hat and the cloud provider jointly. • This alleviates the need for your team to develop the skills to operate OpenShift.
We're committed to a large spend commitment with our cloud provider, we have a difficult process to justify spending with any other vendor instead of them.	• With the Red Hat software subscription listing on AWS, customers can purchase their Red Hat subscription renewals directly from the AWS Marketplace. This provides customers with several benefits, including simplified procurement, consolidated billing on AWS, and the ability to leverage AWS Enterprise Discount Program (EDP) committed spend.

- With Red Hat OpenShift Dedicated (OSD) on Google Cloud Marketplace, customers can take advantage of Google Cloud committed spend, a flexible consumption model, and easy procurement.
- For the latest information on cloud marketplaces availability and roadmap for marketplace offerings, please reference the Cloud Marketplace Availability and Roadmap.

Competitor claim responses

Amazon AWS

Claim	Rebuttal
Amazon has all the services you are likely to need already built into the platform	While there are many services on AWS they are not all best of breed offerings and in many cases, are not always well integrated. Their integration products are a mix of proprietary and open source. It's also important to note that Amazon native services are not transportable to other cloud platforms.
Put everything in AWS, start saving money and we will figure it out later. You need speed	It is probably true that throwing everything into AWS would be faster if your goal is just to "get to the cloud." Red Hat thinks this should not be the goal. Application Modernization is about doing the right thing foreach app based on business goals. In the end, you will realize more value and take less time to get there than you would with a 'get to cloudfast at all costs' mentality
AWS embraces open source	AWS leverages plenty of open source innovation, but chooses to give back much less in the way of contributions than Red Hat and often subverts community projects by providing their own slightly modified version. Further, Red Hat's 2+ decades of enterprise experience has taught us that many customers can't absorb a torrid pace of innovation and need to be strategic about which tools and techniques to use.
AWS Outposts solves the hybrid cloud issue for Amazon	It might give that illusion, but it is just another form of lock-in. Have the customer ask AWS if they can use their own hardware with Outposts. They CANNOT!

Microsoft Azure

Claim	Rebuttal
Azure allows developers to apply their .NET skills –AND–	• Red Hat provides developers the broadest set of languages and runtimes in the kubernetes and serverless market • OpenShift supports a variety of development languages as well as Windows and Linux containers. Red Hat even provides

OpenShift development is limited to Java	.Net Core,one of the most popular Windows application environments, that runs on Linux
Azure provides developer tooling	• A mix of proprietary and open source tooling is used for Azure development. • There is no IDE support for disconnected environments
Azure provides a hybrid cloud for developers to use	Azure native technology is limited across cloud platforms using Stack and ARC. It simply isn't the same seamless experiences as with OpenShift and ACM.
Azure offers top notch support for developers and cloud users	Red Hat in partnership with Microsoft offers first class support for OpenShift using the managed ARO service.
AKS is much easier to get started with and operate.	While the first part of that statement is partially true, there is much more to building and running cloud native applications than what IT provides. OpenShift is a comprehensive, opinionated but open platform that provides everything a customer needs to build and run apps in a hybrid/multicloud world. And customers can get started easily withAzure Red Hat OpenShift (ARO).

Supporting resources (resources that may help convince the customer)

- Include links to resources that may help convince the customer
- Such as third-party analyst reports
- Or customer references

Resources

- Sales Play page
- Product information page