

OpenShift as an App Platform Email Sequence (Curated for Outreach.io)

Key Messaging

- ▶ Every customer building cloud native applications has, or will have, an Application Development & Delivery Platform
- ▶ There is no question of if they will have an Application Development & Delivery Platform, only if they will build or buy it
- ▶ Sell business value first, technical detail last
- ▶ *Increased productivity, halving time-to-market*
- ▶ Developers are no longer held up by the bottlenecks that were commonplace in their legacy environment, thanks to containerization and OpenShift Pipelines. Developers can test their code in minutes rather than hours, doubling productivity and halving time-to-market.
- ▶ Previously, each developer would have their code on their workstation. They had to manually build the environments as needed – a repetitive manual process that required a lot of time and effort, taking them away from building new business logic.
- ▶ And when they needed to test their code, they had to share the limited number of virtual machines in the staging environment with other developers. “In our old way of working, our developers had to ask others to refrain from overriding the staging environment for a couple of hours while they tested their code,” recalled Chrysostomidis. “With OpenShift Pipelines, they just tag the new version of their microservice and only need five or ten minutes on their own in the staging environment.”
- ▶ Developers are increasingly leveraging operators, increasing productivity further. A template describes a set of objects that can be parameterized and processed to produce a list of objects for creation by the container platform.

Duration: 30 Days

Number of Touches: 12

Outreach Tactics: Phone, Email, & LinkedIn

Target Personas:

A: Application Development IT Decision Maker (App Dev IT DM)

B: Line of Business

C: Developer

[Red Hat OpenShift as an Application Platform Messaging Guide](#)

Outreach.io Sequence link: <https://web.outreach.io/sequences/4837/overview>

Start with Net new technical - then non technical

Next Customer technical - then non technical

Touch #1: LinkedIn View

Day #1

Look at prospect/customer's LinkedIn account so they see your view & gather necessary information of the company to use for prospecting

Touch #2: Call / VM

Day #1

Script: If you get them live: Hi {{customer name}}, this is {{rep name}} calling from Red Hat. I wanted to share with you a story of how we helped {{abc company}} create a significant competitive advantage in the {{xyz marketplace}} through leveraging Red Hat technology. Give me a call when you have a moment, I promise not to waste your time.

Hi, this is {{First Name}} with Red Hat.

I know I'm calling unannounced, so I'll be quick and hopefully add some value in our conversation.

ESTABLISH

Show them you
know them.

ie. We work with lots of companies like {customers company} to help them build, scale, and deploy applications that ultimately drive their business.

Most {{Titles}} I talk to are struggling with implementing the best technologies and processes for their organization, including applications, while meeting business requirements to move the needle within your development team.

[Pause 1-2 seconds]

TRANSITION Ask a question to
get them talking.
Then be quiet
and listen.

Conversation starters:

- How are you currently building and deploying your mission critical applications?
- How is that working for you?
- Are you able to leverage application development to create a competitive advantage? (OR Are you able to achieve a competitive advantage through your application development process today?)
- How happy are your developers with your current app dev and deployment process?
- Did you know you could have a pre-built application development and delivery platform that saves time and is scalable and secure vs. having to build your own?

Touch #3: Email Follow-up to VM

Day #1

Subject line: The challenges we see in cloud-native application development

Hi {{first_name}},

One of the biggest challenges we see as we work with clients to support them in creating scalable & secure applications is how they leverage their cloud and on premise environments and processes in the development and deployment of their applications.

We're helping companies like yours navigate these challenges all day, every day.

If you'd like to learn more about what we're doing to help others, please reach out any time.

Thanks,

{{sender.first_name}}

Touch #4: Email

Day #5

Subject Line: Challenges we have helped out customers overcome

Hi {{first_name}},

Selecting the right combination of cloud and on premise environments while standardizing the development process is key to your success.

A few of the challenges we have helped our customers overcome include.

- Slow time to market
- Managing a diverse range of application types
- Limited time & resources for adopting cloud native development.
- Supporting security & compliance.

Want to ensure you are making the best choices for your organization? Let's chat.

Thanks,

{{sender.first_name}}

Touch #5:

Day #7

Call / VM Hi {{customer name}}, it's {{rep name}} calling from Red Hat, just calling to see if you would like to have a brief conversation to learn how we are helping our customers build, modernize, deploy, and manage their applications, and the success they're seeing from it.

I have a few success stories that I think will be of interest to you. Looking forward to speaking soon, enjoy your day.

CTA:

Touch #6: LinkedIn Message with Content

Day #11

Hi {{first.name}} given your job responsibilities, I thought you might find [relevant article or research] interesting.

[Add relevant article]

Touch #7: Call / VM (Reference Content Share from LinkedIn)

Day #16

Hi {{first.name}}, I shared an article with you on LinkedIn. Wondering if you might have a few minutes to discuss? You can reach me at xxx-xxx-xxxx or email me at xxx.redhat.com

Touch #8: Email

Day #17

Subject line: Are you creating a competitive advantage?

Red Hat OpenShift can help drive growth, profit and competitiveness.

Our customers have seen:

- 66% quicker Application Development times
- 35% reduction in IT staff time required for application lifecycle management.

Happy to walk you through the details. Can we schedule a 20-30 executive briefing on next {{weekdays_from_now 2}}?

Thanks,

{{sender.first_name}}

Touch #9: Email

Day #22

Subject Line: Challenges we're seeing in cloud-native application development

Hi {{first_name}},

One of the biggest challenges we see as we work with clients to support them in creating scalable and secure applications is how they leverage their cloud and on premise environments and processes in the development and deployment of their applications.

We understand each organization has unique priorities that inform the underlying strategy and [we're helping many](#) navigate these challenges.

Can we schedule a 20-30 executive briefing next week to review this further?

Thanks,

{{sender.first_name}}

Touch #10: Call / VM

Day #23

Hi{{first.name}}, this is {{rep.name}} calling from Red Hat. Just wanted to connect with you to discuss some of the security challenges our customers are facing as they look to develop and deploy applications in a cloud-native environment. You can reach me at xxx-xxx-xxxx

Touch #11: Email

Day #27

Subject Line: Balancing flexibility and control while creating mission critical applications.

Hi {{first_name}},

Our customers find creating, deploying and maintaining their business applications is constantly evolving as they work to support the ebbs and flows of flexibility and control.

While every business has its own unique challenges, we find a top priority for our customers is finding the best balance for DevSecOps while maintaining the ability to make updates quickly and securely.

To manage and scale an agile, perhaps hybrid-cloud application Red Hat [OpenShift](#) provides a pre-built platform that enables you to develop and deploy secure and scalable applications right out of the box.

I'd love to get your thoughts and have an opportunity to show you how we're supporting developers and line of business to create and support mission critical applications.

If this topic interests you, feel free to reach out anytime.

Thank you,

{{sender.first_name}}

Touch #12: Goodbye Email

Day #30

Subject Line: Bye for now

Hi {{first_name}},

Given I have not heard back from you, I'm going to assume you don't have a pressing challenge or goal that you would like to discuss at the moment.

If I can help in any way, just let me know, otherwise I'll stop my direct outreach.

All the best,

{{sender.first_name}}