



Objection-handling guide

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Purpose

Use this document to help you manage objections when discussing [Standardization on Red Hat Enterprise Linux](#) with your customers.

Context

Scenario

IT environments¹ today are complex. They're made up of new and old technologies that have accumulated over the years and require time and resources. This complexity can hinder IT teams in their quest to deliver innovative solutions faster for their end users. IT teams must provide streamlined and agile infrastructure without sacrificing security, ease of management, and the flexibility to adopt new technologies. Red Hat's approach to standardizing on Red Hat Enterprise Linux (RHEL) positions businesses to more efficiently and effectively operate and manage their workloads anywhere they run, consistently.

Objection responses

New to Linux: Consider migrating workloads from Unix or Windows to Linux.

Objection	Response
"We don't have the talent/ skills to migrate and manage Linux."	<p>Red Hat Enterprise Linux is designed for developers with dozens of the latest stable tools, a broad selection of languages and runtimes, and streamlined adoption for new Linux users. Red Hat also offers developer-specific resources, programs, and subscriptions to help organizations develop on Red Hat Enterprise Linux more easily and cost-effectively: Red Hat Developer program (developer.redhat.com).</p> <p>Red Hat Developer Subscription for Individuals Red Hat Developer Subscription for Teams</p>

¹ The term "IT environment" refers to the infrastructure, hardware, software, and systems that a business relies on every day in the course of using information technology (IT). When we refer to "platform," we refer to the infrastructure software that runs workloads in an IT environment.

New to Red Hat / RHEL: Have workloads running on various Linux distros.

Objection	Response
"We don't have the budget (or see value) to move from no-cost linux to paid."	<p>Red Hat offers several programs that let you use Red Hat Enterprise Linux for low or no cost as well: Red Hat Enterprise Linux for Third-Party Linux Migration Red Hat Developer Subscription for Teams And, while other linux offerings are free to acquire, they are not always free to deploy and maintain. The zero acquisition cost is more than made up for by inefficient operations, increased risk, and lack of support that requires more staff and time to manage. A Red Hat Enterprise Linux subscription delivers a significantly lower total ownership cost than free Linux distributions. In fact, Red Hat Enterprise Linux users experience 23% lower three-year cost of on-premises infrastructure, 32% more efficient IT infrastructure teams, and 72% less unplanned downtime.</p> <p>The Business Value of Red Hat Solutions Compared to Unpaid Alternatives</p> <p>Red Hat Enterprise Linux subscription guide</p>
"Our developers are fans of Debian."	<p>Red Hat Enterprise Linux is designed for developers with dozens of the latest stable tools, a broad selection of languages and runtimes, and streamlined adoption for new Linux users. Red Hat also offers developer-specific resources, programs, and subscriptions to help organizations develop on Red Hat Enterprise Linux more easily and cost-effectively: Red Hat Developer program (developers.redhat.com).</p> <p>Red Hat Developer Subscription for Individuals</p> <p>Red Hat Developer Subscription for Teams</p>
"Our Cloud provider offers Linux for free, so it makes sense to stay with them."	<p>Using Amazon Linux comes with initial cost savings, but self-support can lead to inefficiencies, risks, and a lack of support that demands more staff and time. It also lacks ISV certifications compared to Red Hat Enterprise Linux, which offers better control and visibility through tools like Red Hat Insights. Migrating from Red Hat Enterprise Linux to Amazon Linux can be resource-intensive and expensive, requiring porting applications, updating processes, and retraining administrators.</p> <p>State of Linux in the public Cloud</p>



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Existing Customers: Some workloads run on RHEL and others run on other Linux distros.

Objection	Response:
"If an exploit exists on one system, all systems have an exploit."	While there is a valid concern, with RHEL and Insights, a vulnerability can be identified and remediated quickly., so it is rare all systems can be exploited.
"We have legacy applications running on Ubuntu in production, and moving those boxes to Red Hat Enterprise Linux would be a major hurdle."	<p>If you're using Ubuntu within your organization, you're likely using at least one other Linux distribution. Running multiple distributions reduces efficiency, increases costs, and increases risks. Red Hat Enterprise Linux provides more value and choice for your organization. A Red Hat Enterprise Linux subscription delivers more than just software and support. It also gives you access to the resources, tools, and technologies you need to be successful. Finally, it provides advocacy for your current and future needs in upstream communities and industry groups.</p> <p>Standardize to improve efficiency</p>
"Linux is a commodity, and they are all basically the same."	<p>I know how important it is for you and your team to stay ahead of the curve, and Linux has been around for a while. However, Linux is still at the heart of today's most innovative technologies. For example, did you know that the world's fastest supercomputer runs RHEL or that all major cloud providers use linux to power their infrastructures? Further, our customers' most innovative projects begin by standardizing their environments on RHEL.</p> <p>Building on the flexible yet reliable platform that RHEL provides gives organizations like yours the freedom to innovate - whether it's automation, artificial intelligence, containers, or edge, or everything in between. Planning for every new disruptor or tech trend is impossible, but with RHEL, you can be prepared for whatever comes next.</p>

Supporting resources (resources that may help convince the customer)

- ▶ <https://www.redhat.com/en/resources/standardize-to-improve-efficiency-e-book>
- ▶ <https://content.redhat.com/content/rhcc/us/en/assets/display.html?id=0e1877a1-7f9c-4158-aae4-50f095e48053>
- ▶ https://source.redhat.com/departments/products_and_global_engineering/infrastructure/rhel/news_wins/productivity_prediction_clinches_salesforce_mega_deal_for_a_big_rhel_win



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Competitor claim responses

Claim	Rebuttal
Amazon	See the Red Hat Enterprise Linux and AWS battlecard
Ubuntu	See the Red Hat Enterprise Linux versus Ubuntu Battlecard
Oracle	See the Red Hat Enterprise Linux versus Oracle Linux
SUSE	See the Red Hat Enterprise Linux versus SUSE Linux Enterprise Server (SLES)
Rocky Linux	See the Red Hat Enterprise Linux versus Rocky Linux
CentOS	See the Red Hat Enterprise Linux versus CentOS Linux
Red Hat Enterprise Linux derivatives (aka rebuilders)	See the Red Hat Enterprise Linux versus free Red Hat Enterprise Linux derivatives (aka rebuilders)



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