

Standardize on RHEL Prospecting Emails

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Guidelines

Personas: Line of Business (LOB), Technical

Common Customer Challenge:

Customers who lack a simplified and consistent operating environment struggle to maintain a stable, performant, and secure IT infrastructure. Providing security capabilities for hybrid cloud infrastructure is imperative but finding a trustworthy open source platform for building, running, and scaling workloads and applications can be challenging. Limited staff and lack of internal Linux expertise decreases speed to market and ongoing innovation and increases complexities in the IT environment. Complexity in the existing environment can make it difficult to manage and costly to maintain.

Business challenges associated with lack of standardization

- Business and IT agility
- Providing security capabilities for hybrid cloud infrastructure
- Limited staff and lack of internal Linux expertise

- Complexity in the existing environment

Red Hat Value Proposition: Red Hat provides the foundation for platform simplification across all footprints, whether on-premise, virtualized, or at the edge, organizations can gain efficiency across their operations by standardizing.

With Red Hat Enterprise Linux, which includes Insights and Satellite, you can standardize your operating systems for deployment, maintenance, incident remediation, and hybrid cloud scaling.

Benefits of Red Hat Standard Operating Environment:

- Automation & Simplicity
- Consistency & Portability
- Speed of deployment
- Automated healing
- Enhanced Security

Goals of LOB

- Growth, profit and competitiveness - uses financial-related metrics & completion of initiatives as measures of success
- Modernization of the organization powered by IT to keep pace with competition
- Reducing complexity - including complexity in dealing with too many vendors and too many systems
- Adherence to governmental and industry compliance and security standards

Goals of Technical Stakeholders

IT Leader

- Must deliver an automated IT infrastructure that unites old and new IT environments into one holistic, manageable system.
- Ensure technology supports the strategic initiatives of the business (e.g., cost efficiencies, product launch, feature enhancements)
- Reduce downtimes and SLA violations.
- Focus on delivering an on-demand, consistent, cost-effective, secure and resilient infrastructure (SLA/SLO)

IT Operations

- Rationalize and consolidate legacy technologies
- Improve the design, deploy, manage, and remediation processes
- Reduce operational costs
- Increase stability and resilience of existing systems
- Ensure a secure and compliant infrastructure
- Automate and Integrate legacy systems with new technologies and environments, e.g. cloud, edge

Prospecting Tips:

- Look at customer's LinkedIn profile ahead of scheduling your email
- Be strategic on when you leave a voice message vs. just calling
- If you're not getting a response via email feel free to send customer a public facing case study on LinkedIn and refer back to the email that you sent them where you mentioned the companies
- Don't call at the same time, they could have a standing meeting

LOB Email Sequence

1. Simplify and Modernize IT

Subject Line: Do you struggle with operational efficiency?

Hi {{first_name}},

Struggling to run your business efficiently can be stressful.

Companies like Graybar were able to enhance their operational efficiency by leveraging the cloud for faster deployments. Perhaps you are also looking for ways to automate and streamline business efforts to be more operationally efficient? Understanding how is a question we're finding many leaders asking.

I'd be happy to schedule a 20 minute executive briefing on how Red Hat is supporting companies like Graybar and speaking with leaders like you to create a strategic plan to standardize, scale, and surpass tough operational efficiency KPIs. Would you be free to speak on Tuesday or Thursday next week?

Thanks,
{{sender.first_name}}

2. Talent Shortage & Growing Profit

Subject Line: Automate critical business processes to help navigate talent shortages

Hi {{first_name}},



There is no silver bullet for overcoming challenging business environments with less resources, a talent shortage, and a consistent expectation of growing profit. To increase productivity and ultimately profits, companies have been partnering with Red Hat.

Many customers find that they can simplify their IT stack with RHEL to streamline staffing and resources, and bridge skills gaps by eliminating the need for managing multiple platforms.

Companies like Cepsa standardized their IT technologies and automated critical business processes increasing productivity by 35% and saving more than 6,000 work hours with a centralized automation approach.

Working with Red Hat means that organizations can onboard, deploy, and scale infrastructure in less time and focus on growing their businesses. If you're interested I'd be happy to send you the above case study and spend some time with you discussing how Red Hat could create opportunities to grow profit by standardizing and automating critical business processes. What day works best for you?

Thanks,
{{sender.first_name}}

3. Increase business agility by reducing complexity

Subject Line: Increase {{company_name}}'s business agility

Hi {{first_name}},

Reducing complexity by creating a standardized and scalable IT operating environment can create business agility that scales, improving efficiency that drives profit.



[Salesforce](#) standardized more than 200,000 systems of their Global Hybrid Cloud Infrastructure on Red Hat Enterprise Linux, helping the company to drive business transformation and agility at scale to meet customer demand.

I would love to speak with you in greater detail on how we can help you accomplish similar results; are you available {{weekdays_from_now 4}} or {{weekdays_from_now 5}}?

Thanks,
{{sender.first_name}}

4. Technical/Product Email

Subject Line: Standardize & automate with Red Hat

Hi {{first_name}},

Creating efficiencies by standardizing and automating critical business processes helps facilitate innovation, increase security efforts, and when working with Red Hat, consolidates vendors and point tools for a holistic approach.

Partnering with companies like UPS, Cepsa, and Greybar we have helped teams enhance their capabilities for managing infrastructure for multicloud, complex, edge-based deployments that lead to better project delivery, saving more than 6,000 work hours annually with a central automation approach.

Understanding the potential of having products such as Red Hat Enterprise Linux and Ansible Automation Platform transform the way your team operates to create efficiency



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may support your 2024 initiatives and afford you the opportunity to move the needle faster.

If you'd like to hear how and what we're doing for our customers similar to you, let's hop on a call next week - what day works best for you?

{{sender.first_name}}

Technical Email Sequence

- 1. Simplify management of disparate systems** (To deliver an automated IT infrastructure that unites old and new IT environments into one holistic, manageable system. Rationalize and consolidate legacy technologies)

Subject Line: How do you simplify management of disparate systems?

Hi {{first_name}},

Having the ability to efficiently manage your environments when you have multiple operating systems is becoming increasingly difficult. Is there a way to work towards creating one holistic system with automated management?

Red Hat Enterprise Linux (RHEL) provides a simplified management experience by automating manual tasks, standardizing deployment at scale, and simplifying day-to-day administration to allow for a more efficient and effective management of multiple versions of RHEL running on physical, virtual, private cloud, and public cloud environments.

Cohesity recently began migrating its Linux platform from CentOS Linux 7 to RHEL to realize key benefits such as a hardened, hybrid cloud-ready Linux platform, faster response to security vulnerabilities, Linux consistency across IT environments, and a streamlined migration process.

Would you like to experience that as well? If you'd like to hear more on how we partnered with Cohesity or would like to speak about automated management let's schedule some time.

Does next Tuesday or Thursday work for you?



Thanks,
{{sender.first_name}}

2. Increase and Maintain Security even with budget cuts (Focus on delivering an on-demand, consistent, cost-effective, secure and resilient infrastructure (SLA/SLO), Increase stability and resilience of existing systems, Ensure a secure and compliant infrastructure)

Subject Line: Can you maintain a secure and compliant infrastructure in spite of budget cuts?

Hi {{first_name}},

Lately the increasing demand for a more secure, resilient (SLA/SLO), and compliant infrastructure coupled with reduced budgets is making it tough to scale, remain secure, and keep teams focused on business objectives.

For companies like Greybar, prioritizing automated detection and remediation of security vulnerabilities with Red Hat Enterprise Linux to allow for improved compliance and a tighter focus on business objectives. Knowing that your team can focus on top priorities without having to spend excess cycles on stability and security can dramatically improve your productivity.

I understand you're kicking off or planning your next quarter initiatives, can we grab 20 minutes next week to speak about how we can support companies like {{company_name}}?



Thanks,
{{sender.first_name}}

3. Inability to Innovate (Ensure technology supports the strategic initiatives of the business (e.g., cost efficiencies, product launch, feature enhancements), Automate and Integrate legacy systems with new technologies and environments, e.g. cloud, edge)

Subject Line:

Is your IT complexity getting in the way of innovation?

Is your IT complexity hindering you from delivering innovative solutions faster?

Hi {{first_name}},

The inability to innovate is a reality that many businesses face. Complex IT systems, including maintaining multiple operating systems, can cause a drag on your efficiency and use up resources that could be better invested to deliver innovative solutions faster for your end users.

Red Hat helps organizations onboard, deploy, and scale infrastructure in less time and focus on growing their businesses.

Red Hat Insights, included with Red Hat Enterprise Linux, helps organizations maximize uptime and avoid emergencies due to security issues. Red Hat Satellite extends the visibility and analysis provided by Red Hat Insights to enable push-button remediation

to increase operational efficiency, reducing manual errors, and lowering the total cost of ownership.

A simplified IT infrastructure can deliver operational efficiency and free up resources that you can use to serve your end users. Why don't we find some time next week to talk through your priorities and provide some examples of how others have met similar innovation challenges?

Sincerely,
{{sender.first_name}}

4. Enhance Security

Subject Line: Establish a strong security posture with a trustworthy platform

Hi {{first_name}},

Providing security capabilities for hybrid cloud infrastructure is imperative. While security and stability are baseline requirements for an operating environment, finding a trustworthy open source platform for building, running, and scaling workloads and applications can be challenging.

If you have different operating systems, how do you secure them? RHEL simplifies this process with capabilities like multilayer breach defense and automated security controls to mitigate your risk of being exposed to vulnerabilities. Our independently validated



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and certified operating system removes barriers to help you remain compliant and audit-ready.

Desjardins increased their ability to react to security threats by achieving 99% automated patching of their RHEL Servers, all while optimizing patching time down from an hour to 6 minutes per server.

If you'd like to hear how and what we're doing for our customers similar to you, let's hop on a call next week - what day works best for you?

Thanks,
{{sender.first_name}}