Cheatsheet : OpenShift as an application platform

What is this?	This cheat sheet summarizes OpenShift as an application platform messaging. More in-depth guidance and information is found in the content on the sales play page.
How and when to use this?	Use this to gain familiarity with OpenShift as an application platform. Start conversations with prospects and customers about the value of OpenShift, along with the full Red Hat portfolio & services.
Red Hat goals	Red Hat OpenShift aims to give organizations a unified application platform to be more innovative and modernize their applications and infrastructure by providing: 1. a **trusted** application platform to securely run a portfolio of applications built on a core engine of Red Hat Enterprise Linux and Kubernetes 2. a **comprehensive** 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. 3. a **consistent** hybrid cloud experience that spans data center, public cloud, multi cloud & edge environments.
Additional seller resources	• Red Hat OpenShift product page on RHCC • OpenShift as an application platform on the source

Ideal Customer Profile Characteristics

- **Business** - Needs to respond faster to the market, while improving customer interaction and retention via their applications, all while shortening the time from idea to execution.
- **Buying** - Sees software as a way to drive innovation and is ready to invest in change and wants to optimize resources in the most valuable way —with both people and technology.
- **Technology** - Wants to modernize application development and operations to build cloud-native applications that run anywhere but lacks the talent, time, budget, or inclination for a DIY approach. Has a mix of cloud and on-prem deployments and stringent security standards.

Use Cases

- **Accelerate application development and delivery**
- **Drive operational consistency and efficiency at scale in any environment** (on-prem, in the cloud, at the edge)
- **Accelerate business insights with MLOps to operationalize intelligent applications faster**
- **Automate DevSecOps and support full application life cycle security**

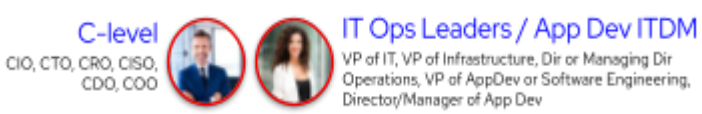
Top objections when having a "OpenShift as an application platform" conversation

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 comprehensive 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.
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.

Learn to handle the above objections in detail by reviewing the objection handling guide found on the sales play page.

Personas to talk to

C-Suite Decision Makers / Buyers (Primary)



Value Drivers

Optimize Cost: Balance spending against innovation investments. Reduce cost from technical debt that causes bottlenecks from development to deployment and can degrade user experiences.

Mitigate Risk: Improve operational security and platform stability to minimize risk. Manage governance and IT infrastructure to prevent IT sprawl and shadow IT.

Grow Revenue: Translate data into business insights and increase revenue and brand affinity with innovation and differentiation.

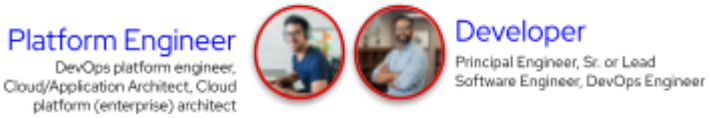
Common problems to solve

- Need a flexible, effective, fast way to deliver application features and functionality customers want and need, where they need it.
- Team harmony, operational security and compliance, and systems stability to maximize resources and run the business smoothly.
- Legacy or monolithic systems not built for rapid innovation or growth. Existing applications don't match business growth and are unable to take on new capabilities.
- Rising licensing and support costs of legacy technology is expensive to scale. Inherent bottlenecks and dependencies impact user experiences and are difficult to monetize.
- Accelerating delivery, quality and innovation.
- Ensuring security and compliance amidst changing internal and external regulations.
- Recruiting and onboarding skilled developers amidst labor, skill, and budget constraints.

Common conversation points

- How are you using technology to find new ways to engage with customers, bring new products to market, and be more competitive?
- Do you feel that your competitors are innovating faster than you and gaining competitive advantage as a result?
- How often do regulatory changes drive technology and application changes? Are you able to make the changes fast enough?
- What technologies do your developers use to enable the business? How do you keep up with their needs?
- How are you modernizing your existing applications?
- How hard is it to find skilled resources to innovate and allow applications to keep up with the pace of business change?

Champions (Secondary)



Value Drivers

Deliver Results: Focus on building and deploying value-add applications. Enable, accelerate, and exemplify DevOps behaviors by implementing opinionated development and deployment workflows, DevOps tools, and pipelines.

Career Growth: Gain experience building and deploying apps with speed and agility without sacrificing stability or security.

Gain Confidence: Increase deployment speeds without compromising security and quality.

Common problems to solve

- Need to abstract away application complexities and empower developers to focus on innovation and high quality code.
- Lack of consistency in deploying to target environments results in provisioning delays.
- Facing tool sprawl, context switching, and manual toil of maintaining these tools, with limited health visibility
- Enabling operations to consistently manage speed, stability, and scale to deliver high quality applications faster.
- The risk and complexity of securing applications across footprints (on-prem, cloud) along with outdated tooling and complicated processes, while working through a talent gap in hiring security resources.
- Shifting developer time to innovating instead of fixing bugs and keeping the lights on.
- Aligning with the security and governance policies enforced by IT operations

Common conversation points

- How are you making decisions as to where your applications should be developed, tested, and run?
- How are you evolving your infrastructure to extend from the data center, to the public cloud, and out to the edge?
- Do you have access to the tools you need to develop efficiently? What do you do when you need a new tool?
- How many people do you have working on delivering a stable, self-service application platform that integrates with existing systems in order to shorten dev cycles?
- Are developers able to keep up with the latest technologies and tools while delivering on current business objectives?
- How does automation help improve productivity and consistency for developers and IT ops?

Customer stories

Context	Customer	Challenge	Solution
New application development	Audi (page 28)	Challenged to build innovative apps, faster across multi cloud environments	• Used OpenShift on AWS (ROSA) and Microsoft Azure Red Hat OpenShift (ARO) to integrate across cloud providers as the foundation of Kubika-O, its new self-service developer environment.
Modernize existing applications	APIS IT (page 26)	Challenged to modernize and improve security and reliability of internal and citizen-facing applications for public services based on monolithic COBOL	• Now runs more than 80 production projects in its Red Hat OpenShift environment across programming languages – including Java, .NET Core, Node.js, and more. • Working to migrate more than 200 legacy Java applications and services to OpenShift
Start from the cloud	Andreani (page 27)	Challenged to meet unexpected increase in application demands and unable to make changes fast enough and ensure high service quality and customer satisfaction.	• Used Microsoft Azure Red Hat OpenShift (ARO) to meet a 35% increase in volume demand with better security and agility. Workloads that used to take 3-4 weeks to run now complete in around an hour. Accelerated IT service delivery and greatly improved user experience.

Red Hat Services - TAM, Training & Consulting to drive customer success with "OpenShift as an application platform"

Whether for strategy, implementation, or operational advice, Red Hat Services meets customers where they are to automate business systems to reduce business risks, increase efficiency, and unlock innovation.

High level maps of Red Hat Services including TAM, Training & Consulting	Red Hat Training & Certifications	Technical Account Management (TAM)
• Services Map for OpenShift as an app platform - Overarching view of RH Services across customer OpenShift maturity • Related Services Maps - RH Services for sales tactics like Cloud Services acceleration, OpenShift manage & secure for upselling OPP, and migration & modernization w/ OpenShift Virt	• Skills path for OpenShift - Curated courses w/ topics like deploying containers, developing containerized apps, managing container storage, and automating DevOps pipelines • Red Hat Learning Subscription - All-you-can-consume training plus a 14-day free trial for new members	• Technical Account Management (TAM) - Operational guidance offering for OpenShift