

Cheatsheet: **Ansible Sales Play**

What is this?	This cheat sheet is provided to help initiate conversations around the topic of adopting Ansible Automation Platform (AAP) with your customer as a platform for automating their enterprise IT environment
How and when to use this?	Use this to identify and initiate effective conversations with the right persona around adopting Ansible for their enterprise automation needs
Red Hat goals	Identify business challenges and position Red Hat AAP as a trusted partner and thought leader for enterprise IT automation
Additional seller resources	AAP for RHEL Cross-sell Sales kit Ansible Automation Platform for Infrastructure Sales Kit

Who to sell to

- **Current Ansible customer** - This is an existing paid user using Ansible in production for 6+ months.
- **Upstream/Community (AWX) user** - Has some aspects of their IT ops automated using community Ansible.
- **Not an Ansible user** - Is open to the idea of automation of their IT environment.

Common customer challenges for all buying groups

- Manual processes pose security risks, increase costs, and create inefficiencies.
- The lack of automation standards, governance, and management strategy across disparate teams and tools makes it difficult to scale best practices.
- Reduction in IT budgets as companies move towards maximizing efficiency with minimal resources, making it difficult to drive innovation.

These challenges are a result of not having a single, consistent automation platform to accelerate your business.

We often see customers struggling with these challenges when they adopt custom/DIY solutions, point solutions or push solutions; these solutions struggle across heterogeneous IT stacks and make it difficult to scale automation.

Top objections to navigate when having an Ansible conversation

We are using the community Ansible. Why should I pay/buy for Ansible?

Community Ansible /AWX is great when companies are just getting started, but was not intended for enterprise-grade automation. It lacks the support, security / compliance, and feature integrations that complex organizations need in order to scale their automation across their environment. Over time, keeping up with AWX creates risk and becomes nearly impossible for administrators to piece together upstream components while ensuring compliance. That's when we see companies upgrade to AAP.

Automation is not a priority. Our adoption is immature

The use of automation can be a competitive differentiator for your business. IT teams that are too busy with manual processes and

tasks prevent you from focusing on your business's highest strategic priorities. With AAP, you can start with a small number of tasks or projects, and enable more teams over time as users become more skilled and the right cultural shifts occur.

Learn to handle the above objections in detail : [Customer Role-play Video](#)

Personas to talk to

C-Suite Decision Makers / Buyers (Primary)



CFO / CEO



IT Ops leaders

Value Drivers

Optimize Cost: Favor buying software over building and self supporting software, and investing in skills specific to your business.

Mitigate Risk: Enterprise-hardened platform with 24x7 support as part of an SLA.

Grow Revenue: Improve application development productivity and speed time to market for production systems that operate reliably and securely at scale

Common conversation starters

- What's getting in the way of you and an ideal, well-managed infrastructure?
- Do you have an automation strategy responsible for on-time delivery of your IT infrastructure in a secure compliant manner?
- Are you planning to migrate fully into the public cloud?
- Are there process backlogs due to compute/service resource constraints?
- How do you track the cost of outages and unplanned downtime?
- How are teams aligned? Are they collaborating or do they operate in silos?
- How is your budget for automation? Do you have access to discretionary funds that aren't budgeted and/or budget planning?

Champions (Secondary)



Automation Architects



Sys Admins

Value Drivers

Deliver Results: Lead your organization predictably and securely scale using automation, and being recognized as a thought leader.

Career Growth: Grow your automation expertise and opportunities with certifications sought by thousands of employers

Gain Confidence: Certified & validated content distributed through playbooks included in AAP subscription.

Common conversation starters

- Is it burdensome for you and your team to support and operate within disparate IT environments, different standards, and performing manual processes?
- Have you tried to address the above concerns by automation? What was your role, and what were the outcomes? Who were the vendors of these solutions? What would you do differently next time?
- Among your current priorities, how important are scaling, compliance, security and standardization? What are your KPIs? How important is automation for you to achieve your priorities?
- How much time do you estimate you spend on strategic projects vs maintenance/keep the lights activities
- What part of your organization/business is impacted the most if IT infrastructure is not delivered in time? What are the consequences for you and your team?



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Customer stories

Context	Customers	
Application Deployment	 <p>Increased productivity by 35% compared with the previous year</p>	 <p>Saved 70,000 work hours by automating VM provisioning</p>
Orchestrate Complex Workflows	 <p>Mizuho Information & Research Institute Reduced virtual server provisioning lead times by 90-95%</p>	 <p>Ensured transition of application policies and security onto next generation platforms</p>
Migration	 <p>Reduced server build times ten-fold; allowing team to focus on innovation</p>	 <p>Maintained 24X7 availability and optimized processes at scale</p>
Boost operational Frequency	 <p>Completed patch updates in 4 hours compared to 2 weeks</p>	 <p>Reduced monthly cost of delivering payroll services by AU\$30,000</p>



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