



## Ansible Sales Play

### Objection-handling guide

Purpose	Use this document to help you manage objections as you discuss Ansible Automation Platform as a viable solution for your customer's enterprise automation needs
Context	Prioritizing IT automation is essential for organizations for efficiency, reduced downtime, and cost savings. Standardizing automation on Red Hat Ansible across the enterprise enables mission-critical automation, connecting infrastructure, network, security, and compliance while improving business application performance and IT service management.
Customer contact	IT C-Suite, IT Ops leaders, Procurement, Automation Architects, Sys Admins, SREs, Different Sales Tactic specific personas (Network Managers, Security Managers, Cloud teams etc.)
RH relationship lead	Account Executive, Account SSP

### Objection responses

Objection	Response
<b>Cost</b> <i>"The cost of implementing AAP is too high for our budget."</i>  <i>"We have hired automation vendors in the past. They're expensive and only automate portions of our IT environment."</i>	<b>Ansible Automation Platform delivers cost-effective, end-to-end automation that aligns with your goal to maximize business and operational efficiency.</b> Explain <a href="#">long term cost savings</a> and ROI they can achieve through automation, including reduced manual labor, increased efficiency, and faster time to market. Highlight flexibility of Ansible to start small and scale gradually. Ansible today can be deployed anywhere, can be counted towards your committed spend with hyperscaler as an option, has an easier to learn language that will ultimately result in savings for your organization. <ul style="list-style-type: none"><li>• We give you the tools to automate any and all portions of your IT environment. We have enablement and training to get your staff to where they need to be. Consultants mentor you and your teams to enable you to manage on your own, eventually without us.</li><li>• Red Hat and its partners can help you drive a culture of automation through training certifications and consulting.</li></ul>

***“Why would I pay for Red Hat Ansible Automation when I can get community Ansible for free?”***

**Red Hat Ansible ensures enterprise grade support, security, compliance and scalability ensuring your automation investment is protected, future-proof and optimized for business critical needs.**

- Red Hat Ansible Automation Platform provides additional control, knowledge, and delegation capabilities not available in the community release. On average, our customers achieve ROI in three months.
- Free Ansible and Galaxy are not supported. Only Red Hat Ansible Automation and Automation Hub are supported.
- Red Hat Ansible provides certified content collections supported by Red Hat and Ansible ecosystem partners.
- Red Hat Ansible includes Ansible Lightspeed which delivers optimized performance and scalability. Your automation tasks are executed more efficiently and can scale with your business growth, a critical factor for your business environment
- Red Hat Ansible also includes Event Driven Automation enabling your systems to react in real-time changes and events. This translates to more intelligent and responsive operations which will reduce the need for constant human intervention and allows more proactive management of IT environments compared to community.

***“What about automation done using ServiceNow and how does it relate to Ansible?”***

**Ansible and ServiceNow ITSM are complimentary. You can use Ansible to automate routine actions in your IT service management (ITSM) workflows and establish a single source of truth in your CMDB, while improving speed, accuracy, auditability, and governance..**

- Ansible’s Certified Content Collection for ServiceNow ITSM includes modules, roles and plugins to help you resolve IT service incidents faster. Users can simply kick off an Ansible Playbook to resolve common IT requests and reduce repetitive tasks. .
- Simplify the opening, advancement, and resolution of IT service management incidents and reduce backlog. This ensures that infrastructure information is always current, actionable, and auditable, resulting in more efficient IT operations. .
- Happy to set up a call and show how you can work across different incidents, problems and change requests to make remediations easily without manual steps using Ansible

**Integration**  
***“We have a mixed environment with various legacy systems. We don’t know if Ansible will integrate with our existing infrastructure”***

**Ansible is designed to seamlessly integrate with your on-prem/public/hybrid cloud and the various tools within that environment. Ansible is agentless and has a wide range of pre-built modules along with the flexibility to create custom integrations. We also have an extensive ecosystem and partnerships that facilitate integration with diverse technologies.**

**Learning Curve**  
***“Our team lacks the necessary skills for automation. Learning Ansible may take too much time”***

**We understand the importance of time and resources and offer comprehensive training and a user-friendly interface, making Ansible accessible for your team. This investment will pay off quickly by enabling your team to concentrate on revenue growth, cost optimization and risk mitigation.**

We offer training and professional services from Red Hat or certified partners to help upskill your team. Mention Ansible Automation Hub, which provides pre-built

***“Red Hat Ansible is too***

***hard to learn. We don't have the time and resources to dedicate to learning a new language"***

content to jumpstart automation projects already included with the AAP subscription at no extra cost.

- The learning curve for Ansible is very short because it uses human-readable language.
- With the release of Ansible Lightspeed with IBM watsonx Code assistant, your teams can now learn, create and maintain Ansible content even faster and efficiently.
- Other automation solutions can be even more difficult to learn.
- Red Hat offers [training](#) and [consulting](#) to help accelerate time-to-value and create a culture of automation with Red Hat Ansible Automation Platform aligned to your business goals
- Ensure portability between your datacenter and clouds so you may meet increased demand or improve response times.

***"Why do I have to purchase Ansible Lightspeed separately"***

Ansible Lightspeed is included as part of your Ansible subscription but IBM Watsonx Code Assistant seats need to be purchased through IBM. WatsonX Code Assistant has specialized training and fine tuning with Ansible code that we can post-process with proven practices. No other model currently provides as accurate, high quality code as Ansible Lightspeed with Watsonx Code Assistant.

### **Scalability**

***"I am interested in using Ansible but don't know how it scales and fits as we grow. How do we scale and establish a Center of Excellence(CoE)"***

**I understand that scaling your automation practices and establishing a Center of Excellence (CoE) can seem challenging. It's a common concern for enterprises and we have helped many of our customers to expand their automation capabilities.**

- Ansible's scalability as you grow is seamlessly addressed with Automation Hub and Automation Mesh. [The Automation Hub](#) serves as a centralized repository for all your automation content, facilitating best practices and standardization that is essential for a CoE.
- Meanwhile, [the Automation Mesh](#) offers a distributed architecture that ensures your automation can scale across different environments and locations, maintaining performance and efficiency as your business expands.
- Together, these tools will empower your CoE to effectively manage and scale automation throughout your organization

### **Building a Center of Excellence (CoE)**

A CoE isn't just about technology; it's also about people and processes. Red Hat provides guidance for COE around Ansible that includes:

- Best practices: Developing best standards and best practices for automation that aligns with your business objectives around generating revenue, optimizing costs and making your environment secure.
- Training and Enablement : Utilizing Red Hat's extensive training and certification programs to rapidly upskill your teams in Ansible Automation
- Community and Collaboration: Start small and build on early wins. A CoE helps encourage collaboration across teams, provides a blueprint for individual contributors to build out a new skill set and gain influence within their organization, helping to broaden the automation efforts for greater ROI

Red Hat also offers professional services to set up your CoE for success. Our experts will work alongside your teams- will integrate Ansible into your workflow and

establish best practices so you can succeed. Would you like to explore this further with a detailed trial or workshop to see firsthand how we can help?

#### **Vendor**

##### **Lock-In/Customization**

*"We are concerned about being locked into a single vendor's solution. How open is Ansible?"*

**Red Hat is 100% committed to open source and a community driven approach.**

**We understand your Windows environment. Ansible is platform-agnostic and supports Windows allowing you to leverage its automation benefits while driving revenue growth, optimizing costs and mitigating risks within your Windows infrastructure.**

*"Our needs are unique. We use Windows, not Linux/ Can Ansible be customized to meet our specific requirements?"*

**Ansible is flexible, and has the ability to create custom playbooks and modules. We can set up a discovery session to look into specific use-cases and how Ansible can be tailored to meet them.**

##### **Security**

*"We operate in a highly regulated industry. We have strict compliance and automating tasks might introduce security risks. How can we ensure our environment remains safe?"*

**Ansible can help your environment be more secure. We have worked with many of our customers on different use cases related to security automation. Ansible has security features such as role-based access control (RBAC), credential management, and the ability to comply with security policies. It is easier to mitigate risk with Ansible automating your environment.**

## Competitor responses

### Objection

### Response

**Ansible is old school automation. I prefer the new "modern" automation tools in the market such as Terraform**

**If you are talking to a developer or devops engineer, it is possible that you come across this objection. The perspective is limited because they are mainly responsible for the provisioning of applications**

- An ITOps, NetOps, or SecOps team member will unlikely feel the same way. They have to perform many tasks that aren't related to the provisioning of applications: from system patching to network reconfigurations to threat investigation.
- Terraform can only provision applications, which is a very small subset of all the tasks that an IT organization has to perform to govern the IT environment. The large majority of activities (Day 2 operations) still need Ansible or an Ansible-like solution.
- An architect, a director, a VP, or the CIO understands the need to have both solutions. Try to bring these personas into the conversation.
- Ansible and Terraform can also be used in tandem where Terraform provisions the infrastructure and then Ansible takes over to configure and manage it.
- Using Ansible with Terraform will allow your team to leverage the strengths of both-Terraforms robust cloud provisioning capabilities with Ansible's configuration

management tools.

Happy to schedule a call to discuss further how we can use Terraform at Day 0 (Provisioning) and then Ansible for Day 1 (Deployment) and Day 2 (Ops and Maintenance)

**We have committed spend with public clouds so we can use their automation technology (CloudFormation by AWS/ Azure Bicep)**

**Each of these technologies have their own limitations in terms of functionality and also dependency such as needing to buy other offerings. They lack the full featured scope of automation that Ansible Automation Platform provides**

- Cloud Formation and Bicep can only automate AWS cloud infrastructure and services and Azure infrastructure and services respectively. It cannot be used to automate other/each other's clouds (AWS, Microsoft Azure, Google Cloud, etc.) or other IT environments that can be installed on-premises (VMware, OpenStack, etc.).
    - While those are hyperscaler specific, RH Ansible( AAP) is not. AAP can automate against any of these hyperscalers, and Red Hat provides certified collections for the hyperscalers that make it easy to perform cloud automation.
  - CloudFormation is supported by the large majority of AWS services and it's offered out-of-the-box to Amazon customers. For this reason, it remains the preferred way to automate an AWS environment.
    - The Red Hat certified collection for AWS includes support for CloudFormation, so it can be used to automate in a more holistic way. AAP in this case complements and extends what CFT can do.
  - Amazon has invested a lot in CloudFormation over the years, but it has started supporting Terraform as an alternative automation solution for a growing number of tasks in AWS.
    - The Red Hat certified collection for Terraform includes support for Terraform, so it can be used to automate in a more holistic way. Terraform is great at provisioning infra, maintaining infra state, and deprovisioning infra, but there's so much more to automation. AAP in this case complements and extends what Terraform can do.
  - Bicep can be used to automate Azure in place of another technology called "Azure Resource Manager (ARM) Templates".
    - The Red Hat certified collection for Azure is included with AAP, so it can be used to automate in a more holistic way. AAP in this case complements and extends what ARM/Bicep can do.
  - Since Bicep is so new, and existing Azure customers may have to convert their existing ARM templates to adopt it, it has limited traction. This might change in the future.
  - Bicep also co-exists with another automation engine used in Azure: Azure Automation.
    - While Bicep is hyperscaler specific AAP is not. So AAP can automate against any hyperscalers, and Red Hat provides certified collections for the hyperscalers that make it easy to perform cloud automation.
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