Value messaging framework:

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OpenShift Sales Play value card

Grow Your Business (Revenues) By Accelerating Innovation	
Target personas	BUYER: AppDev Tech Leader (VP SW Engr, VP App Platform); CXO
Current state	Our customers are hampered in their ability to reach new customers and react to market changes quickly. While most customers have a multi-cloud strategy, over a third stated that they spent more than anticipated because of economic uncertainty. And all of these customers are struggling with managing cloud spend along with risk. Growing revenue while managing risk is top of mind for most executives.
Challenges	Only a small portion of 27% can claim to have modernized many of their application workflows across the organization and struggle to integrate new technology into their existing systems. They have difficulty balancing speed and quality, at the same time improving their security and compliance posture in software production. *"Are you concerned with deploying applications and features quickly without giving up security or compliance?"* *"What would insecure code in your release do to your business?"* Highlight the impact of reputational damage, customer churn and revenue loss from: • **Failure to meet customer requirements:** Low frequency of quality releases and heavy manual toil that are slow to respond to market opportunities. • **Poor, inconsistent user experiences:** Unplanned long production downtime and costly rework from intermittent service failures and unsecured applications. • **Heavy financial impact of cyberattacks:** Complex, disparate environments and unverified software content has compromised security in software support chains.
Desired after state	Our customers need to innovate quickly in order to explore and move into new markets and to bring new features to market faster. They need to build on **existing technology investments** with trusted, curated content. They also demand assurances of a consistent, compatible operating environment where **user experiences are never compromised**. Our customers need to grow revenues quickly while also **reducing risks** with automated controls and predictable delivery to avoid customer churn.

They need the agility provided by an application platform in order to achieve these business outcomes:
- Gain business agility and competitive advantages
- Improve digital customer experience (CX)
- Mitigate risk to quickly deliver app workloads securely

Why Red Hat	Our application platform, OpenShift, accelerates the quality release of updates and new products by increasing **development productivity** and **operational efficiencies**. We provide safeguards in the software supply chain to meet security and compliance standards that also **increase resiliency**. *"What would additional releases per year do for your bottom line?"* *"Are you interested in a consistent developer and security experience, regardless of footprint to increase efficiency and decrease risk?"* Anchor on these key differentiators in your conversations: ● **Developer Confidence** in Red Hat's strong leadership and participation in open source projects. Drawing on our extensive partner integrations and curated packages that are hardened and tested. Our dev environment reduces provisioning delays, to deploy consistently to any environment. ● **High Quality Releases** through a self service developer portal that removes process overheads, with integrated security guardrails that audit and fix vulnerabilities early in development. This comes with automated policy gates as-code for teams to deploy continuously to a declarative, immutable state. ● **Predictable Delivery** by abstracting the underlying environment, to orchestrate and automate AI-enabled workloads across footprints for a consistent SLA. Teams improve accountability and collaborate on actionable views into their service health and performance..
Impact to the business (Proof Points)	Companies are using Red Hat OpenShift's consistent, secure application platform for development and deployment. We have helped realize these measures of success: ● Help cut developer onboarding times by 40% with proven expertise ● 20% in developer time recouped by eliminating maintenance work ● Quick time to value accelerates development lifecycles by 35% ● Reduce development time by 60% for faster time to market
Customer stories	○ HT Eronet makes its billing system more agile and secure ○ SVA builds modern energy trading platform on Kubernetes ○ Nymbus delivers innovative digital banking services faster ○ Israel Defense Forces delivers faster with enhanced security, compliance ○ Telefónica Colombia enhances digital service experience