Red Hat

Value messaging framework:

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Ansible Sales Play value card

Increase efficiency and productivity with automation	
Target personas	Economic Buyer
Current state	Maintaining hybrid and multi cloud environments is **increasingly complex**. IT teams are facing **pressures to drive greater operational efficiency**, with flat or reduced budgets. At the same time, they **face skills gaps and shortages**, leading to inefficiencies and exposing the organization to security risks. Research from TechTarget found that IT automation is a top priority for organizations, with two-thirds (66%) of organizations reporting that they plan to increase their use of automation in 2023 and 2024.
Challenges	As applications scale, so does the difficulty of deploying and maintaining hybrid and multi cloud environments that are stable, more secure, and consistent. *"Do you think about the risks of disparate and unsupported automation tools used to support your most critical systems?"* The difficulty in scaling infrastructure and applications is hampered by lack of tooling standards, governance, and management strategy across disparate teams. This is further complicated by skills gaps, but then disparate tools also feed the skills gap issue. Add to this external disruptions such as changes in government and industry regulations.
Desired after state	Business leaders today are looking for tools that enable them to scale with the resources they have; they need **automation at scale.** With this, organizations can also benefit from: ● **Improving efficiency** by enabling IT operations teams to handle massive amounts of public, private, hybrid and multi cloud infrastructure ● **Simplifying complexity** by automating tasks and workflows the same way everywhere all of the time, including on premise, cloud deployment, or at the edge. ● **Addressing skills gaps** with automation that is easily created, shared, and managed across the organization, with access to training and certification. ● **Reducing security risks** due to fewer human mistakes means systems don't go down as often, misconfigurations don't cause security holes, and countermeasures are deployed faster..
Why Red Hat	The only way to grow business at scale, speed and efficiency is automation.

With the Red Hat Ansible Automation Platform, IT teams can scale efforts, improve cross-functional collaboration, reduce tool and infrastructure complexity, and free staff to focus on more critical work. Additionally, Red Hat has an ecosystem of thousands of products and services that are certified to perform with Red Hat technologies.

"Are you interested in a solution that will help you scale across clouds and footprints with a massive ecosystem?"

Ansible Automation Platform comes with all the necessary components to create automation and scale it across the organization regardless of footprint. And Red Hat Services can reduce the time to value for the investment.

Anchor on these key differentiators in your conversations:

- **Cloud ready**. Automation content and integrations that support hybrid cloud deployments by offering interoperability across vendors, clouds, and footprints – improving efficiency and simplifying complexity
- **Trusted and holistic**. A more secure solution for end-to-end automation helping organizations accelerate business outcomes and return-on-investment (ROI) – simplifying complexity and addressing skills gaps.
- **Intelligent**. Automation analytics that offer automation ROI planning tools and an actionable view into the security and overall health of an organization's automation infrastructure – addressing skills gaps and reducing security gaps.
- **Scalable**. The foundation to build and operate automation at scale, with control and flexibility – improving efficiency, simplifying complexity, and reducing security risks.

Impact to the business (Proof Points)	Companies that deploy automation at scale across the enterprise realize the following measures of success: • 76% reduction in unplanned downtime (Risk avoidance) • 75% faster deployment of new storage resources (Faster time to market) • 30% more efficient IT security teams (Risk avoidance) • 30% more efficient IT infrastructure management (Efficiency) • 29% more efficient network infrastructure management (Efficiency) • 39% more application developed per year (Faster time to market) • Over $20M in additional savings (cost optimization) and benefits over five years
Customer stories	• Blue Cross and Blue Shield of North Carolina recovered 70,000 work hours by creating a platform focused on data-led decisions. • BYMA reduced its trading time to seconds • Deploy new resources quicker by 75% through automation