Cheatsheet : Standardize on Red Hat Enterprise Linux

What is this?	This two-pager provides a concise overview of the opportunity, key messages, actions, and questions to initiate customer conversations around Standardizing on Red Hat Enterprise Linux.
How and when to use this?	Use this two-pager to connect with your customers, address their pain points, solve their problems, and demonstrate how Standardizing on Red Hat Enterprise Linux can help them.
Red Hat goals	The discussion around adopting Red Hat Enterprise Linux standardization aligns with our company goals. First, it helps us scale our core business by expanding our usage of Red Hat Enterprise Linux; second, it enhances customer success as we collaborate to support our customers in achieving their goals through Red Hat Enterprise Linux standardization.
Additional seller resources	[Red Hat Enterprise Linux Business Deck](#)

Ideal Customer Profile

- Profile 1 - Existing Red Hat customers without workloads on Red Hat Enterprise Linux.
- Profile 2 - Existing Red Hat Enterprise Linux customers with some workloads on Red Hat Enterprise Linux.
- Profile 3 - Prospect with workloads running on various Linux operating systems.

Use Cases

- Non-standardized organizations struggle with agility, hindering system maintenance in critical areas like security and performance.
- Organizations with limited staff and insufficient Linux expertise run into slower innovation, leading to a more complex IT infrastructure.
- Ensuring hybrid cloud security is crucial, and while stability and security are fundamental, finding a reliable open-source platform for workloads and applications can be tough.
- Complexity in the current environment hinders efficient management and automation of processes and deployments in diverse settings, increasing costs.

Top objections when having a " Standardize on Red Hat Enterprise Linux " conversation

"We don't have the budget (or see value) to move from no-cost linux to paid."	Red Hat offers several programs that let you use Red Hat Enterprise Linux for low or no cost as well: - [Red Hat Enterprise Linux for Third Party Linux Migration](#) - [Red Hat Developer Subscription for Teams](#) And, while other linux offerings are free to acquire, they are not always free to deploy and maintain. The zero acquisition cost is more than made up for by inefficient operations, increased risk, and lack of support that requires more staff and time to manage. A Red Hat Enterprise Linux subscription delivers a significantly lower total ownership cost than free Linux distributions. In fact, Red Hat Enterprise Linux users experience 23% lower three-year cost of on-premises infrastructure, 32% more efficient IT infrastructure teams, and 72% less unplanned downtime. [The Business Value of Red Hat Solutions Compared to Unpaid Alternatives](#) [Red Hat Enterprise Linux subscription guide](#)
"Our Cloud provider offers Linux for free, so it makes sense to stay with them."	Using Amazon Linux comes with initial cost savings, but self-support can lead to inefficiencies, risks, and a lack of support that demands more staff and time. It also lacks ISV certifications compared to Red Hat Enterprise Linux, which offers better control and visibility through tools like Red Hat Insights. Migrating from Red Hat Enterprise Linux to Amazon Linux can be resource-intensive and expensive, requiring porting applications, updating processes, and retraining administrators. [State of Linux in the public cloud](#)
"We have a legacy	If you're using Ubuntu within your organization, you're likely using at least one other Linux distribution. Running

application running on Ubuntu in production, and moving those boxes to Red Hat Enterprise Linux would be a major hurdle."	multiple distributions reduces efficiency, increases costs, and increases risks. Red Hat Enterprise Linux provides more value and choice for your organization. A Red Hat Enterprise Linux subscription delivers more than just software and support. It also gives you access to the resources, tools, and technologies you need to be successful. Finally, it provides advocacy for your current and future needs in upstream communities and industry groups. Standardize to improve IT efficiency

"Our developers are fans of Debian."	Red Hat Enterprise Linux is designed for developers with dozens of the latest stable tools, a broad selection of languages and runtimes, and streamlined adoption for new Linux users. Red Hat also offers developer-specific resources, programs, and subscriptions to help organizations develop on Red Hat Enterprise Linux more easily and cost-effectively:
	    ● Red Hat Developer program (developer.redhat.com)
	    ● Red Hat Developer Subscription for Individuals
	    ● Red Hat Developer Subscription for Teams

Personas to talk to

C-Suite Decision Makers / Buyers (Primary)

IT Ops leaders

Challenges

- Establishing the overall value of our technologies and solutions
- Making IT a center of innovation that is productive, secure, and efficient
- Running the business while using the same staff with the same skills to meet demands from the business for new workloads
- Having auditable and reportable security and operational standards and issues

Common conversation points

- Streamlines operations and lowers overall cost of ownership while improving security and efficiency at scale.
- Ensures a consistent and repeatable experience across physical, virtual, private cloud, public cloud, and edge deployments
- Offers differentiated capabilities over free and cloud vendor linux that are consistent across all deployment footprints.
- Delivers content curated from decades of experience to enhance the management and performance of critical workloads such as SAP and SQL
- Provides security technologies, certifications, and ongoing support to meet regulatory compliance

Champions (Secondary)

Architects   Sys Admins

Challenges

- Maintaining legacy workloads and aim to modernize them
- Maintaining consistency and having the flexibility to choose the applications, hardware, and cloud technologies on the right timeline
- Modernizing the organization with automation technologies, migration tools, and online management.
- Maintaining control and focus on critical initiatives from management
- Innovating while still dealing with daily operations, such as:
  - Manual patching and updating.
  - Lack of automation.
  - Lack of OS standardization.
  - Security and compliance.
  - Reacting to issues after they occur.

Common conversation points

- Gain freedom and flexibility through application, hardware, and technology choices.
- Standardize on a consistent hybrid cloud foundation that gives organizations version choice, long life cycle commitments, and a robust ecosystem of certified hardware, software, and cloud partners.
- Increase agility with a consistent experience that supports portability across the hybrid cloud—physical, virtual, private, and public cloud and edge deployments.

Customer stories

Context	Customers	
Standardization on Red Hat Enterprise Linux	salesforce	Productivity prediction clinches Salesforce mega-deal for a big RHEL win
Square Enix simplifies management of online gaming	SQUARE ENIX	Square Enix simplifies management of online gaming infrastructure
Red Hat Enterprise Linux-related	PeerSpot	Red Hat Enterprise Linux-related reviews in PeerSpot