

# Value messaging framework:

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## RHEL Sales Play value card

### Reduce Complexity by Standardizing Your Infrastructure (Cloud to Edge)

**Target personas** Economic buyer (VP, CTO, CIO, CEO, CMO, CFO, COO)

**Current state** IT environments today are complex. They're made up of new and old technologies that have accumulated over the years and require time and resources. This complexity can hinder IT teams in their quest to deliver innovative solutions faster for their end users. IT teams must provide streamlined and agile infrastructure without sacrificing security, ease of management, and the flexibility to adopt new technologies.

**Challenges** *"How does the complexity of the hybrid cloud impact your ability to deliver innovation(applications) and stay competitive?"*

A lack of standardization impacts agility, making it difficult to maintain systems in critical areas, such as security vulnerabilities and performance. Additionally, providing security capabilities for hybrid cloud infrastructure is imperative. While security and stability are baseline requirements for an operating environment, finding a trustworthy open source platform for building, running, and scaling workloads and applications can be challenging.

Complexity in the existing environment can make it difficult to manage and costly to maintain. It becomes difficult to automate existing processes and deployments in heterogeneous environments. To further complicate the issues, limited staff and lack of internal Linux expertise decrease the speed to market and ongoing innovation and increase complexities in the IT environment.

**Desired after state** To increase business agility by deploying current and future workloads—on any footprint—with more speed, consistency, and portability across environments.

Our customers want a security-focused environment that helps them remain compliant and audit-ready. This includes a documented supply chain, compliance with government and commercial security standards, and security patches, often within 24 hours of a critical vulnerability being made public.

A consistent and repeatable management experience by automating manual tasks, standardizing deployment at scale, and simplifying day-to-day administration.

This allows organizations to:

- **Remain flexible:** Standardized platforms that are interoperable with major hardware,



software, and cloud providers allow organizations to select the best footprint (on-premise, cloud, edge) for their needs and reduce vendor lock-in.

- **Improve efficiency:** With a consistent operating system and security experience across footprints, organizations can spend less time on management and focus more on delivering value for the business.
- **Balance security with innovation:** With a consistent platform, developers can innovate without sacrificing security and leverage many of the latest cryptographic and secure computing innovations.

#### Why Red Hat

*"Are you interested in increasing productivity, delivering services faster, and remaining flexible to business needs?"*

Standardize your infrastructure – Red Hat Enterprise Linux provides a stable operating system and access to a vast partner ecosystem, creating a consistent experience for sys admins, developers, and security teams across all footprints.

Anchor on these key differentiators in your conversations:

- **Increase business agility** by deploying current and future workloads–across any footprint–with speed, consistency, and portability across environments.
- **Enhance security** capabilities by establishing a strong security posture with a trustworthy platform at the foundation
- **Address skills gaps** by taking advantage of decades of expertise in Linux, tailored training and consulting services, and deployment and management solutions that make Linux user-friendly and more accessible.
- **Gain operational efficiency** using a consistent platform and tools like predictive analytics that reduce administration time, freeing up resources to focus on innovation.

#### Impact on the business (Proof Points)

By establishing more efficient, cost-effective, and high-performing IT infrastructures for their businesses, Red Hat customers can see the following [measures of success](#):

- 32% more efficient infrastructure teams.
- 72% less unplanned downtime.
- 23% faster development life cycles.

#### Customer stories

- [Salesforce](#) standardized global hybrid cloud infrastructure on Red Hat Enterprise Linux, delivering 20–30% savings while providing optimized performance and efficiency.
- [Indesso](#) migrated from UNIX to RHEL, saving 45% in IT maintenance.
- [Square Enix](#) migrated from CentOS to RHEL, maintaining the constant uptime required for multiplayer video games.