



Automation

Sales Enablement and Development



Automation is the means by which customers proactively deploy and optimize their IT environments. Automation enables them to increase security, reduce risk, and accelerate growth that spans across the entirety of their enterprise IT—whether it's on-premise, container-based, or in the cloud. Innovate faster with automation.

Customer profile	Solution value proposition mapping
<p>Priorities: List all needs, challenges, problems customers are trying to solve</p> <p>Move faster while reducing risk.</p> <ol style="list-style-type: none">1. Reduce cost and risk across infrastructure, network, and engineering.2. Keep up with the scale and needs of the business by being a partner with the business.3. Control all aspects of app delivery without getting bogged down by compliance and security.4. Need tools that work consistently across and/or bridge new and old technology.	<p>Solution: List all products and services which your solution value proposition is built around</p> <ul style="list-style-type: none">• Red Hat® Ansible® Automation• Red Hat Management (Smart Management, Insights)• Red Hat Services• Red Hat Training
Pains	Pain relievers
<p>Pains: List all negative cost, situation, risk customers are facing in accomplishing jobs</p> <ul style="list-style-type: none">• Routine tasks and manual processes introduce errors, risk, and cost to initiatives and operations; mistakes and inefficiency (people and process) are expensive and risky.• Scale compounds existing complexity and also makes easy tasks hard, adds to cost/risk.• Inefficient workflows for application, system, and network devices ultimately impact application time-to-value.• The cost of production/support/engineering can be high when compared to revenue.• Existing automation efforts are often done in silos. This results in uncoordinated efforts that are difficult to manage and difficult to extract value from at scale.	<p>Pain relievers: How does the solution address the pains and challenges</p> <p>Ansible Automation works in every facet of IT, including applications, infrastructure, networks, containers, and cloud. The Red Hat approach is:</p> <ul style="list-style-type: none">• Automate: Ansible Automation is easy enough for anyone to understand, adopt, and start using—no coding skills required.• Accelerate: Ansible Automation is infrastructure-agnostic with a framework and language that can be applied across applications, compute, network, cloud, containers, and virtual machines.• Collaborate: IT staff can provide impact and operational improvement wherever the organization has the greatest pain and easily share their results with everyone.• Integrate: Automate the technologies you already use— Red Hat technologies, partner technologies, and our competitor's technology.



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Gains	Gain creators
<p>Gains: List all benefits, outcomes customers desire to achieve</p> <ol style="list-style-type: none">1. The top drivers for transformation are innovation and reducing complexity; automation is a solution for both.2. The areas identified as the most crucial to the success of digital leadership are cloud, collaboration, and culture. Automation directly impacts and enables all three.3. Automation reduces the cost of production, the cost of mistakes, and amplifies the impact of IT professionals.	<p>Gain creators: How does solution offer desired gains and outcomes</p> <p>Ansible Automation provides (IDC study):</p> <ul style="list-style-type: none">• \$1.13m in additional new revenue gained per year• 135% more applications developed per year• 53% reduction in unplanned downtime• 68% more productive IT infra management teams• 498% five year ROI w/ 5 month pay back
Most common objections	Objection handling
<p>Most common objections: List the top 3 most common objections and difficult questions</p> <ol style="list-style-type: none">1. Why pay Red Hat when upstream solutions (engine and AWX) are good enough?2. I already have an automation solution, why should I use yours?3. Why should I pay for a central coordination system (Ansible Tower) when my ops team is fine doing it themselves?	<p>Objection handling: Provide best responses and/or links to handle the objections</p> <ol style="list-style-type: none">1. While Ansible Automation is developed and pulled from upstream communities, it doesn't get the full benefits from quality engineering, nor does it get the same level of security (signed packages, updates), or patching that the supported downstream version gets. See the full report on Free to Fee.2. IDC found that most organizations (79%) need to replace their management and automation by 2020 because current solutions don't scale, don't serve hybrid cloud needs, and are too difficult to implement across heterogeneous infrastructure.3. Tower provides more than central coordination—it also provides the level of control, role based access control, visibility, and logging that an automation platform requires to be successful across an organization.



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Top competitors	Competitive guidance
<p>Top competitions: Identify the top 3 competitors and their key strengths</p> <ol style="list-style-type: none">1. Upstream Ansible (Engine and AWX) are seen as “good enough.”2. Chef is seen as the progenitor of the “DevOps” movement, their sales have fewer products and thus can focus solely on those products.3. Puppet has a very strong brand and market presence, their sales have few products and thus can focus solely on those products.	<p>Competitive guidance: Provide key weaknesses and links to deals with competitive threats</p> <ul style="list-style-type: none">• While Ansible Automation is developed and pulled from upstream communities, it doesn’t get the full benefits from quality engineering, nor does it get the same level of security (signed packages, updates), or patching that the downstream supported version gets. See the full report on Free to Fee.• Chef is very node centric and requires an agent on every end-point. Its automation is written in Ruby, which is difficult to learn if you’re not already a developer. This makes it difficult to grow a “culture of automation.”• As with Chef, Puppet is very node centric and requires an agent on every end-point. Its automation is written in Ruby, which is difficult to learn if you’re not already a developer. This makes it difficult to grow a “culture of automation.”
Conversation starters	Conversation objectives
<p>Conversation starters: List the top high-level inquiries to identify opportunities</p> <ol style="list-style-type: none">1. What is your automation strategy?2. How do you overcome the gaps between skills and people?3. How are you automating your network?4. How do you automate consistently across environments, lines of business, and infrastructures?	<p>Conversation objectives: List primary objectives of inquiries and potential learnings</p> <ol style="list-style-type: none">1. If they don’t have a strategy, then let’s convince them to adopt ours: connect the islands of automation; show how easy it is to get folks started on Ansible Automation; demonstrate how easy it is to share success and best practices; and highlight the control that Ansible Tower brings to users.2. Automation brings the cost of production down but it also amplifies the impact of your staff. Codify best practices alongside compliance and security practices so that 5 professionals can do the work of 10 or more.3. Network automation is an afterthought for some and can be scary for others—but it’s an untapped market. As networks become more complex, one of the best ways to simplify is to automate the configuration of the building blocks of those networks—routers and switches.

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