Hybrid cloud infrastructure
Sales Enablement and Development

Hybrid cloud infrastructure is a mix of private, on-premise, or hosted cloud environments and third-party public cloud environments. It is supported by common services, data, and end-to-end orchestration. This orchestration lets IT manage and deploy across their cloud environments seamlessly with maximum flexibility and at a time of their choosing.

Customer profile	Solution value proposition mapping
Priorities: List all **needs, challenges, problems** customers are trying to solve 1. 2. Address security and compliance requirements with hybrid, multi, private, and public cloud utilization. 3. Adopt containers and Kubernetes to speed up development and innovation.	**Solution:** List all **products** and **services** which your solution value proposition is built around • Red Hat® Enterprise Linux® • Red Hat OpenShift® • Red Hat Storage • Red Hat Management • Red Hat Services • Red Hat Training

Pains	Pain relievers
Pains: List all **negative cost, situation, risk** customers are facing in accomplishing jobs 1. The technologies offered by public clouds may not be enterprise grade (e.g., the linux OS). 2. The need to learn multiple management and development interfaces for different clouds is cumbersome. 3. There is no easy way to migrate apps from one cloud to another. 4. It takes too long to get new applications and features to market.	**Pain relievers:** How does the solution address the pains and challenges • Red Hat's portfolio is trusted, enterprise-grade software built with an open source development model. Red Hat Enterprise Linux is trusted in data centers across the Fortune 500—so why not run your cloud applications on it? • With a hybrid or multicloud infrastructure created by deploying Red Hat OpenShift on multiple clouds, admins and developers simply need to work in one interface to build, deploy, and run applications in any environment. • Any application built on Red Hat OpenShift on one cloud can easily be moved to Red Hat OpenShift on another cloud. Red Hat OpenShift is an abstraction layer that provides portability. • Red Hat OpenShift accelerates application delivery which enables IT to better serve the business.

Gains	Gain creators
Gains: List all **benefits, outcomes** customers desire to achieve 1. Simpler operations. 2. Faster time to market for applications. 3. More efficient use of infrastructure. 4. Increased productivity for developers.	**Gain creators:** How does solution **offer** desired gains and outcomes • By providing an abstraction layer above multiple public and private cloud infrastructures, the Red Hat solution based on Red Hat Enterprise Linux and Red Hat OpenShift provides a simpler way for IT operations to manage and scale the compute infrastructure supporting hybrid and multicloud. • Red Hat OpenShift accelerates application delivery by streamlining the process of building, testing, deploying, and running applications with built-in CI/CD tooling and support for cloud-native architecture. • Containers managed by the Kubernetes-based Red Hat OpenShift Container Platform provides a more efficient, elastic, and scalable approach to managing infrastructure as compared to traditional VM-based approaches. • Within Red Hat OpenShift, developers have access to all the tooling that they need to build cloud-native or traditional applications. This includes everything from a browser-based integrated development environment to automated CI/CD tooling for streamlining deployment.

Most common objections	Objection handling
Most common objections: List top 3 most common objections and difficult questions 1. Red Hat OpenShift is a fork of Kubernetes. 2. I want someone else to manage Kubernetes for me.	**Objection handling:** Provide best responses and/or links to handle the objections 1. Red Hat OpenShift is a certified Kubernetes distribution. It provides additional value-adding tooling above and beyond Kubernetes, and it supports native Kubernetes commands and functionality out of the box. 2. Red Hat has managed service offerings around Red Hat OpenShift that allow you to easily move to containers and kubernetes in the public cloud without worrying about managing it: Red Hat OpenShift Dedicated and Azure Red Hat OpenShift. 3. https://mojo.redhat.com/community/pss/containers/openshift/openshift-competitive

Top competitors	Competitive guidance
Top competitions: Identify top 3 competitors and their key strengths 1. Google Anthos: provides hybrid cloud kubernetes as a managed service 2. AWS: leading cloud provider now providing Outposts for hybrid and edge. 3. *KS (Cloud provider Kubernetes service): provides push-button access to	**Competitive guidance:** Provide key weaknesses and links to deals with competitive threats 1. Google Anthos isn't a true hybrid cloud solution. It only provides an interface to the other cloud Kubernetes services, it doesn't actually run the same container

Kubernetes in the cloud.	platform across different clouds. 2. Be wary of lock-in with AWS if your apps become coupled to their services. 3. Red Hat OpenShift provides much more valuable tooling that goes above and beyond what the Kubernetes services provide. 4. https://mojo.redhat.com/community/pss/containers/openshift/openshift-competitive
Conversation starters	**Conversation objectives**
Conversation starters: List the top high level inquiries to identify opportunities 1. Do you have a cloud strategy? What is it? 2. Are you using containers and/or Kubernetes today? Do you plan to? 3. What's your biggest bottleneck when it comes to provisioning infrastructure?	**Conversation objectives:** List primary objectives of inquiries and potential learnings 1. Try to understand what the customer is planning to do around cloud adoption In particular ask if they have a strategy for moving to hybrid or multicloud. 2. Understand how the customer is thinking about containers and Kubernetes. Is this something they want to do? Are they doing it already? 3. What pain points does the customer have today around infrastructure in general and cloud in particular?