

# Globosat speeds service delivery with Red Hat Technical Account Management

**Industry**

Media and entertainment

**Software and services**

Red Hat® Technical Account Management

Red Hat OpenShift® Dedicated

Globosat is a leading Brazilian pay-TV programming and video on demand (VOD) provider. It launched the country's first high-definition TV channel.

**Challenge**

- Strategically deliver services and technology faster to business units and other internal users
- Improve IT infrastructure maintenance costs and flexibility
- Streamline new tool and technology adoption by partnering with an experienced vendor

**Solution**

- Deployed Red Hat OpenShift Dedicated to create a container-based cloud infrastructure and adopted a distributed architecture strategy
- Engaged a Red Hat Technical Account Manager (TAM) to guide teams through Red Hat software adoption and cultural change, as well as solve any operational challenges

**Benefits**

- Reduced environment maintenance time and costs by using vendor-maintained container platform
- Achieved more efficient application development supported by continuous delivery (CD) and agile approaches, resulting in 50 new deployments per week
- Gained knowledge on cloud-native development to guide new infrastructure strategy

*"Our Red Hat Technical Account Manager plays a key role in the continued evolution of our use of OpenShift Dedicated. Even though we are a small team that routinely operates at or above work capacity, we have achieved quality and productivity results far superior to the other teams in the organization. We have met or exceeded all set goals and all other unforeseen needs that the business demands of us."*

**Fred Ferreira Filho**Enterprise Architecture Specialist,  
Globosat Programadora Ltda.[redhat.com/en/success-stories](https://redhat.com/en/success-stories)[facebook.com/redhatinc](https://facebook.com/redhatinc)  
@RedHat[linkedin.com/company/red-hat](https://linkedin.com/company/red-hat)