

DEVOTEAM BOOSTS SALES, STRENGTHENS EXPERTISE WITH RED HAT PREMIER PARTNER STATUS



PARTNER RESOURCES

• Red Hat® Premier
Business Partner Program

Devoteam is a multinational digital services company with annual revenues of more than US\$740 (€640M) million in 2018. As a Red Hat Premier Business Partner, Devoteam increased its sales by US\$10 million in the last year and strengthened its product expertise through specialized training by Red Hat, customized strategic planning for each nation where it does business, and the Red Hat Online Partner Enablement Network (OPEN). In addition, its partner status is creating the peer-to-peer engagement necessary to build sales among Devoteam's largest, most established customers.



IT SERVICES

6,500+ EMPLOYEES
18 COUNTRIES
US\$740M (€640M)
ANNUAL REVENUE

"As a service company, being able to deliver professional services is crucial. Red Hat training allows us to up-skill and empower our professionals with a recognized certification which appeals to our customers."

ROMAIN DANIELOU
HEAD OF SALES AND STRATEGIC ALLIANCES, DEVOTEAM

BENEFITS

- Joint go-to-market plans raise annual sales by US\$10 million in first year, with target of US\$30 million by 2020
- Cemented peer-to-peer relationship throughout Red Hat and Devoteam, from C-level to local project delivery teams
- Connected digital transformation strategy—supported by agile, streamlined, and scalable IT



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CREATING AN I.T. ENVIRONMENT TO SUPPORT BUSINESS CHANGE

Devoteam is a digital services company based in France. It operates in 18 countries across Europe and the Middle East, and generated revenues of more than US\$740 million (€640 million) in 2018. It is aiming for US\$1.2 billion by 2020.

The business focuses on making IT more efficient and supporting customer digital transformation. Devoteam helps customers' IT become agile, streamlined, and scalable.

To make its philosophy work, Devoteam wants to match up, peer-to-peer, with all customers at every level—from C-level to project managers, and it wants to focus on emerging technologies.

“Cloud, DevOps, APIs...these are the areas that will make IT more flexible and scalable,” said Romain Danielou, head of Sales and Strategic Alliances with Devoteam. “These technologies are the building blocks of our offers, and they're merging. You need scalable infrastructure to make DevOps work, and cloud if you want to sell services.”

LOOKING FOR THE RIGHT PARTNER

Devoteam, a Red Hat Premier Business Partner in five European countries, looks for these qualities in a partner, according to Danielou:

- The partner must be strong in technology building blocks, like cloud, DevOps, and application programming interfaces (APIs).
- Devoteam must be able to use the partner as an innovation lab.
- The partnership has to create value for customers—and the business.

“The relationship only works if we succeed in creating value for customers and generating new business,” said Danielou. “Both sides have to solidify the relationship, and the best way to do that is to agree on the right approach for each local market. We have that with Red Hat, from top to bottom: A concrete and agreed battle plan is done, country to country.”

The Premier Business Partner level confirms Devoteam's status as a strategic relationship with Red Hat. It ensures Devoteam receives the highest level of visibility at Red Hat and training, accreditation, marketing, and technical support.

Devoteam became a Premier Business Partner in mid-2016. Since then, both Red Hat and Devoteam have worked together on the right strategy for each country. Danielou says that working with Red Hat has provided clarity on what to sell, support for its sales team, and assistance with pursuing the right opportunities.

BUILDING STRATEGIC ENGAGEMENT

ADDING US\$10 MILLION TO ANNUAL SALES

Danielou credits the Premier Business Partner program with adding US\$10 million in 2017 sales to Devoteam.

“The two companies have much in common, and we engaged early on to set meaningful targets together,” said Danielou.

One example he cited is their stated goals for building revenue by 2020. Red Hat is aiming for US\$1 billion in revenue in Europe, the Middle East, and Africa by 2020.

“Partnership starts with the people: the program is then just a means to ably execute our duties from presales to delivery. We connect with Red Hat at all levels of our organizations. We share common objectives.”

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“We used this top-line objective as a starting point, and looked at what products we wanted to push,” said Danielou. “What we didn’t want to do was act as an auxiliary sales team for Red Hat. We wanted to make sure the Red Hat products fit our offering, and that required us to be open. You don’t go from zero to US\$10 million without a plan.”

Devoteam’s goal is to increase annual revenues by US\$30 million by 2020.

“The technology alone is not enough,” said Danielou. “We believe Red Hat is uniquely positioned in regards to cloud and DevOps, and we recognize there is a cultural fit between us, but it requires discipline to stick to our common plan.”

PEOPLE BEFORE PROGRAM

At the beginning of the partnership, Red Hat and Devoteam met with leaders at all levels of the organization, including the board, the sales teams, and the local teams, to discuss capabilities and benefits.

This is important to Devoteam, Danielou explained, because the company operates at the very top of the market—almost all of its customers are large, multinational companies. By its very nature, emerging technology is innovative and not always straightforward to implement. It requires Devoteam to meet peer-to-peer with customers, from C-level to project managers. Devoteam must sell the vision, the transformation, and the assurance that the technology will work.

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CERTIFYING VALUABLE SKILLS

The Premier Business Partner program allows Devoteam to use Red Hat as an innovation lab for emerging technologies. Devoteam plays an active role in technology development, and its employees also contribute to the open source community.

A thorough knowledge of emerging technologies is fundamental for success with Devoteam’s customers, and Red Hat provides cloud and DevOps expertise, along with the middleware needed to link different stakeholders.

“As a service company, being able to deliver professional services is crucial,” said Danielou. “Red Hat training allows us to certify our professionals and empower our skills, which is the key point for our customers.”

Red Hat Online Partner Enablement Network (OPEN) provides partners with access to online training, the Red Hat Product Demo System, and a technical library of content. It allows Devoteam to pick up training, whenever and wherever, reducing its time and cost. It covers sales, technical, and delivery roles.

“For customers, what counts is valuable skills,” said Danielou.

“The technology alone is not enough. We believe Red Hat is uniquely positioned with cloud and DevOps, and we recognize there is a cultural fit between us, but it requires discipline to stick to our common plan.”

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EXPLORING OPEN SOURCE OPPORTUNITIES TOGETHER

“Our goal is to make the link between the two companies stronger,” said Danielou. “We believe we share common values, we are of a similar size, and we are forming strong working relationships across Europe.

“We see good conditions for open source solutions in Europe. Open source revenues remain just 10% of those of the big, legacy vendors—there is plenty of headroom for growth.”

ABOUT DEVOTEAM

Devoteam delivers innovative technology consulting for business. It has more than 6,500 employees and annual revenues of more than US\$740 million (€640 million) in 2018. The business operates in 17 countries in Europe and the Middle East.

ABOUT RED HAT



Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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