

Create an automation-first culture: Platform choice matters

With Red Hat Ansible Automation Platform providing acceleration, consistency, strategic alignment, and customer-centricity, customers have achieved a five-year ROI of 667%, according to IDC's executive summary, "[The Business Value of Red Hat Ansible Automation Platform](#)."²

Unify your organization's automation strategy

With automation becoming a key strategic differentiator in organizations, [80% of business leaders](#) identify IT automation as "very important" or "extremely important" to the future success of their organization. It is now imperative for automation to span many varied domains to move at the speed of the business, attract and retain talent, upskill employees, and scale tools for operations.

In the past, this meant implementing a range of solutions to meet the needs of each domain and required IT teams to spend significant amounts of time recreating and customizing automation for your various domains. This made it especially difficult to take a unified, organization-wide approach to implement IT automation, which [79% of business leaders identified as extremely important or very important](#).¹

IT teams need automation capabilities that surpass disparate, task-based functions to achieve true end-to-end automation, allowing them to:

- ▶ Reduce costs and get quicker return on investment (ROI) from their technology investments.
- ▶ Automate in a more security-focused environment.
- ▶ Accelerate IT automation to keep pace with their business strategy and goals.
- ▶ Improve IT efficiency as infrastructure becomes increasingly complex.
- ▶ Innovate to maintain relevance in the face of new competition.
- ▶ Keep pace with rapidly changing customer expectations.

Connect your teams with Red Hat Ansible Automation Platform

Red Hat® Ansible® Automation Platform allows you to do more than using automation for ad hoc incremental efficiencies. It focuses on acceleration, consistency, strategic alignment, and, most of all, customer-centricity, which has resulted in Ansible Automation Platform customers achieving a [five-year ROI of 667%](#).²

¹ Harvard Business Review Analytic Services, sponsored by Red Hat. Pulse Survey: "[Taking the Lead on IT Automation: IT Leaders as Evangelists for their Automation Strategies](#)." February 2022.

² IDC Business Value Executive Summary, sponsored by Red Hat. "[The Business Value of Red Hat Ansible Automation Platform](#)." Document #US47989320, October 2021.

Automation capabilities for every use case

Provide your teams with an automation platform that works everywhere, can meet complex needs, and accelerate business outcomes with the engineering and support of Red Hat and access to a robust ecosystem of prebuilt, certified Ansible content for any automation use case.

From small scope to broad scale automation, Red Hat helps you deliver strategic business value at all levels.

Red Hat automation solution provides one platform for the whole team, including architects, content creators, and operators.

Scale your automation with a consistent experience

With Ansible Automation Platform, you can automate at scale with a consistent experience anywhere it is being used. This container-native approach gives your organization the flexibility to create repeatable automation that is managed and scalable on demand across any environment.

Tools, security, and support for your entire automation journey

Automation tools:

- ▶ Automation services catalog is available to customers as an on-premise, private offering for developers and business users to manage, provision, and retire automation resources, allowing for efficient modeling and delivery.
- ▶ Ansible automation hub is available as both a hosted service and privately on Ansible content repositories to the on-premise private automation hub or to download directly.
- ▶ Ansible Content Collections give you access to more than 100 certified content collections with more than 40,000 modules curated for consistent, compliant delivery.
- ▶ Ansible content tools include automation content navigator (ansible-navigator), execution environment builder (ansible-builder), and ansible lint (ansible-lint).

Security features:

- ▶ Streamline your security practices using Ansible Automation Platform. By connecting different tools on-premise as a hub, users can sync certified Ansible content to create a more unified security strategy.
- ▶ With a curated collection of modules, roles, and playbooks to respond to any threats across your enterprise, you can react in a coordinated, unified way.
- ▶ Integrations and partnerships with solutions include Cisco ASA, Check Point, CyberArk, Fortinet, IBM Resilient, IBM Qradar, and more, supporting security capabilities including investigation enrichment, threat hunting, and incident response.

Support, consulting, and training:

- ▶ Red Hat Services Journey: Automation Adoption provides you with experts to ensure you are approaching your automation with scale and agility—whether you are automating manual tasks or are looking to apply standardization and governance to your automation deployments.
- ▶ Red Hat Training and Certification can help teams become skilled, proven, and ready to automate, configure, and manage Ansible, with courses and exams that provide a strong DevOps foundation and skills needed to improve operational efficiency with standardized and centralized automation practices.
- ▶ Organizations with Red Hat-certified staff reported that their employees delivered more value to their organization through greater skills and stronger technological know-how, resulting in [32% more efficient IT infrastructure teams, 24% more productive development teams, and an overall three-year ROI of 409%](#).³

Get started with your [Red Hat Ansible Automation Platform no-cost trial](#). In [this analytical report](#), learn more about why your automation strategic vision needs to start with your IT leaders. [Find out how to connect your hybrid cloud environment with IT automation](#).

³ IDC Business Value Executive Snapshot, sponsored by Red Hat. "[Business Value of Red Hat Certification](#)." Document #US47574721, April 2021.



About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with [award-winning](#) support, training, and consulting services.

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