

# ARSAT accelerates automation and efficiency with Red Hat OpenShift AI

## ARSAT

### Industry

Logistics and  
Telecommunications

### Headquarters

Buenos Aires, Argentina

### Size

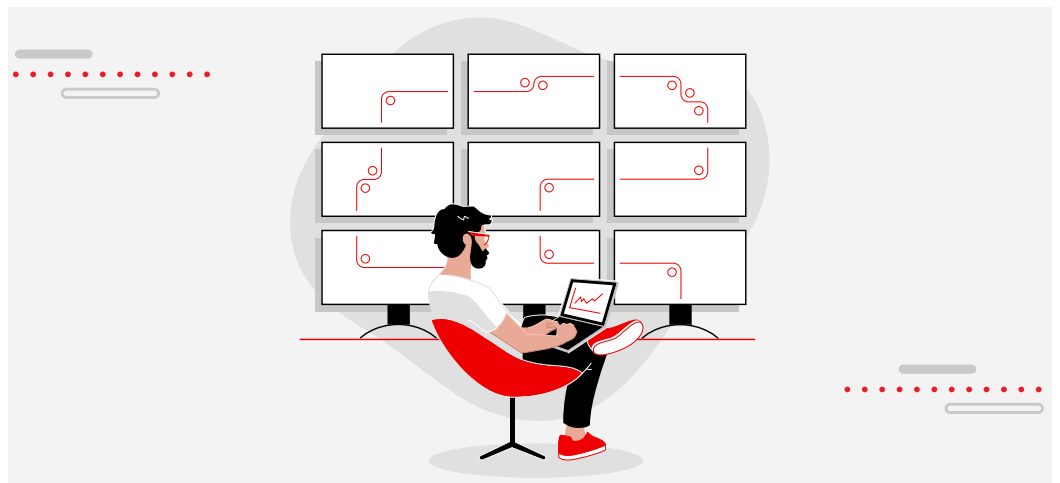
~596 employees

*"We partnered with Red Hat for several reasons. One of them is that we have a similar work culture. We come from the open source community, from the possibility of sharing knowledge in communities of practice, and Red Hat is a company that operates in that way. It has that philosophy of thinking, which is to share knowledge, and artificial intelligence has that foundation."*

### Mariano Greco

General Manager  
ARSAT

In 2023, Argentine telecommunications company ARSAT faced the need to automate the management of its supply chain, with operational bottlenecks, high costs, and slow response times identified as the main obstacles to overcome. With Red Hat OpenShift AI, ARSAT initiated an infrastructure renovation based on open source solutions, which became a clear example of innovation and technological transformation. The company successfully integrated all points of its supply network, automated key processes, and enhanced the customer experience. And with the implementation of artificial intelligence (AI) and automation, it reduced the time to obtain results from 6-12 months to just 10 days. This transformation has optimized ARSAT's internal operations and positioned the organization as a leader in innovation within its sector.



### Software and services

Red Hat® OpenShift® AI  
Red Hat® OpenShift® Container Platform  
Red Hat® 3scale API Management  
Red Hat® Enterprise Linux®  
Red Hat® OpenShift® Service Mesh

### Benefits

- ▶ Accelerated response times from 48 hours to just 3
- ▶ Reduced operating expenses by 30%
- ▶ Improved operations and increased customer satisfaction

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**Red Hat**  
**Innovators**  
**in the Open**

### About Red Hat Innovators in the Open

Innovation is the core of open source. Red Hat customers use open source technologies to change not only their own organizations, but also entire industries and markets. Red Hat Innovators in the Open proudly showcases how our customers use enterprise open source solutions to solve their toughest business challenges. Want to share your story? [Learn more.](#)

### **Breaking operational fragmentation**

ARSAT's supply chain faced critical problems due to a lack of integration between critical links, from manufacturers to retailers. Dependence on manual processes hindered operational efficiency while errors slowed down delivery times, affecting both productivity and customer experience. A lack of real-time visibility also prevented agile planning, leaving the company vulnerable to sudden market changes. Furthermore, high operating costs resulting from redundancies and resource waste compromised the company's competitiveness.

It became a crucial requirement to implement a solution that eliminated these barriers, improved communication between key stakeholders, and optimized processes. Choosing Red Hat as a strategic partner marked the beginning of a comprehensive transformation that successfully overcame these challenges.

A key moment of this project was the automation of the Network Operation Center (NOC) using AI. This step generated a transformational change in the business and marked the launch of a comprehensive strategy that considered both technological and cultural aspects. This process aims to achieve operational efficiency, accelerate incident resolution, and optimize customer experience, all while ensuring data privacy.

### **Implementing a platform for innovation with Red Hat OpenShift**

To overcome operational and technological challenges, ARSAT chose to implement Red Hat OpenShift, a container platform that offered the necessary tools to transform its supply chain. With Red Hat OpenShift, it was possible to orchestrate personalized applications that effectively connected all stakeholders in its network, from suppliers to final customers. The implementation included Red Hat 3scale API Management, which allowed for fluid integration and real-time communication between different systems and processes. This improved operational coordination while providing comprehensive visibility that streamlined decision making.

In addition, the inclusion of Red Hat Service Mesh added an advanced level of monitoring, ensuring the reliability of operations. This technological approach, based on open source and supported by the scalability and automation capabilities of Red Hat OpenShift, resolved fragmentation issues and prepared the company to adapt to the demands of an increasingly dynamic market. The solution allowed for process optimization, cost reduction, and a more agile and collaborative environment, marking a before and after in the company's operations.

### **Marking a cultural and technological change with real business impact**

#### **Accelerated response times from 48 hours to just 3**

The implementation process involved a cultural change within ARSAT. Adopting the DevOps methodology was fundamental to optimizing collaboration between teams, while official Red Hat courses provided employees with the necessary skills to handle and make full use of the implemented tools. These efforts resulted in an accelerated adoption of technology, which reduced the application deployment time from 48 hours to just 3 hours—a remarkable 94% improvement. The profound cultural shift within the organization strengthened internal talent and paved the way for more efficient resource use.

Reduced operating expenses by 30%

The optimization of planning and execution of operations allowed response times to be reduced from days to hours, improving agility in the face of market changes. The automation of routine tasks generated a 30% operational saving and freed up financial and human resources to focus on strategic initiatives.

Improved operations and increased customer satisfaction

These operational improvements had a direct impact on customer satisfaction, which increased by 20% thanks to faster deliveries and an improved user experience. This transformation consolidated the company’s position as a benchmark in the logistics industry and strengthened its capacity to compete in a highly dynamic environment.

Setting new standards in a competitive environment

This case highlights how Red Hat’s enterprise open source technologies can transform a company’s operational processes and its ability to lead in a competitive environment. With Red Hat OpenShift, ARSAT overcame its logistical challenges and set a new standard for innovation in the sector.

About ARSAT

ARSAT is an Argentine telecommunications company, created in 2006 to reduce the digital divide and ensure equitable access to connectivity services throughout the country. With a fiber optic network of over 34,500 kilometers, geostationary satellites like ARSAT-1 and ARSAT-2, and a state-of-the-art data center, ARSAT connects small towns and large cities while driving digital transformation and socioeconomic development. Its commitment to innovation, reflected in projects like ARSAT-SG1 and the Argentine Geostationary Satellite Plan, allows it to bring advanced technology and reliable services to over 200,000 homes and businesses, consolidating its strategic role in the nation’s technological growth and digital inclusion.



About Red Hat

Red Hat is the world’s leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. [A trusted adviser to the Fortune 500](#), Red Hat provides [award-winning](#) support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

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1 888 REDHAT1 www.redhat.com	00800 7334 2835 europe@redhat.com	+65 6490 4200 apac@redhat.com	+54 11 4329 7300 info-latam@redhat.com