

Create business and customer value

How Red Hat Insights helps services and reseller partners grow business



Red Hat Insights can help services, systems integrator, and reseller partners grow their business and deliver more value for their end customers.

- ▶ Get ahead of operational issues.
- ▶ Reduce internal operational costs and overhead.
- ▶ Build security-focused infrastructure.
- ▶ Create differentiated customer offerings.
- ▶ Boost customer loyalty and renewals.
- ▶ Gain upsell opportunities and increase revenue.

Red Hat Insights: A key opportunity for Red Hat partners to grow their businesses

Increasing IT complexity is a reality whether you're a systems integrator, services, or reseller organization. As a Red Hat® partner, you have access to technologies that help simplify IT management and operations so you can deliver more value both internally and for your end customers.

[Red Hat Insights](#) can play a key role in boosting internal IT efficiency and building differentiated services and solutions for your customers, so you can increase customer loyalty, protect renewals, gain upsell opportunities, and create new revenue streams for your organization.

The value of Red Hat Insights for our partners

Insights is a unique suite of hosted services that helps you manage and optimize hybrid and multicloud environments. Included with [Red Hat Enterprise Linux®](#), [Red Hat OpenShift®](#), and [Red Hat Ansible® Automation Platform](#), Insights uses predictive analytics and deep domain expertise to streamline operational tasks and infrastructure lifecycles from Day 0 through Day 2. It also works across on-site and cloud environments, so you can manage everything from a single interface.

Insights offers many benefits for Red Hat partners, helping you grow your business, deliver greater value for your customers, and reduce operational costs associated with managing end customers.

Get ahead of operational issues

Operational issues like misconfigurations can lead to downtime. Insights lets you assess system configurations against our knowledge base of support cases and industry best practices to find operational risks and provide prioritized remediation guidance. Overall, Insights helps you improve the stability of both your own internal and customers' IT infrastructure, resulting in 76% less unplanned downtime.¹

Reduce internal operational costs and overhead

Insights helps you optimize system efficiency, stability, and performance across large-scale environments with less effort and time. It streamlines patching and update management through visibility into product advisories, available patches, and affected systems. Patch templates and remote update capabilities let you control which systems receive patches and deploy updates—all from a single web console. With Insights, you can manage internal and customer IT systems up to 20% more efficiently, freeing time for strategic and high-value projects.¹

¹ IDC Business Value Snapshot, sponsored by Red Hat. "The Business Value of Red Hat Insights." Document #US51795124. February 2024.



Save time and effort— for your organization and your customers— with Red Hat Insights

Insights delivers business value across both your and your customers' organizations:¹

- ▶ **20%** more efficient IT system management teams
- ▶ **24%** more efficient security teams
- ▶ **76%** less unplanned downtime
- ▶ **33%** faster time to market for new applications and features
- ▶ **18%** higher developer productivity

Build security-focused infrastructure and solutions

IT security and compliance are at the core of Insights, allowing you to more easily build infrastructure and solutions that meet the needs of even the most security-focused customers. Insights lets you assess systems for Common Vulnerabilities and Exposures (CVEs), prioritize and evaluate risks, and access remediation guidance from a single interface. You can audit regulatory compliance with government, industry, and corporate policies, generate reports, and correct non-compliant systems. As a result, systems integrators can reduce risk in their customer solutions, services providers can improve the security and compliance of the customer infrastructure they maintain, and all partners can increase protection of their own internal IT environments with minimal operational overhead.

Create differentiated customer offerings that boost customer loyalty and renewals

Insights is a key differentiator for Red Hat platforms, and it's included at no cost with Red Hat subscriptions. With Insights, you can offer Red Hat platforms and IT solutions that include unique predictive analytics and management features as additional benefits, all without adding to software costs.

And the value of Insights is clear—users experience higher IT efficiency, faster development, and less unplanned downtime.¹ These benefits can help boost customer loyalty and simplify renewals. If your customers gain an advantage from Insights, without incurring additional costs, they're more likely to renew their subscriptions and services. And as they grow, they'll need more solutions and services from your organization to support their own business.

Gain upsell opportunities and increase revenue

Because Insights works and is included with Red Hat Enterprise Linux, Red Hat OpenShift, and Ansible Automation Platform, it can serve as a link between Red Hat platforms and help you access upsell opportunities from one platform to another. Insights uses the same interface (console.redhat.com) for all 3 platforms, so customers that are familiar with Insights for Red Hat Enterprise Linux, for example, can readily get started with Insights for Red Hat OpenShift and Ansible Automation Platform. This makes it easier to upsell additional Red Hat platforms to existing customers.

Learn more and try Insights today

Insights is already included with your Red Hat platform subscriptions, so you can get started immediately. Try it out for yourself and see how Insights can help you gain internal value and deliver differentiated offerings for your customers: redhat.com/insights



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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