

SManager increases sales by 70% with Red Hat partner training



IT Solutions

Software and services

Red Hat® OpenShift®

Red Hat Online Partner Enablement Network (OPEN)

Partner resources

Red Hat Partner Account Manager

Red Hat Partner Connect

Red Hat Product Demo System

SManager has operated in the information technology industry since 2009. Around 80% of its revenue comes from Red Hat solutions and services.

Challenge

- Explore new business opportunities in areas such as hybrid cloud.
- Develop autonomy for the pre-sales, sales, and delivery processes.
- Expand from the public sector into the private market.
- Broaden Red Hat's geographic coverage in Brazil.

Solution

- Attended online and in-person training on the Red Hat OPEN training system.
- Appointed a dedicated Red Hat Partner Account Manager.
- Worked with the Red Hat Product Demo System to provide test drives to key customers.

Benefits

- Increased revenue by 70% between 2017 and 2019.
- 30% growth in business with private sector clients.
- Contributed to 40% increase in sales of Red Hat OpenShift 2018-2019.

"Red Hat OPEN, Red Hat's partner training, has a direct effect on the company's result. Today, SManager is increasing its sales volume of Red Hat solutions. I have no doubt that it's a result of our team's training."

Leandro Silva
President, SManager

redhat.com/en/success-stories



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