Level Up helps customers modernize with automation platform on AWS

Level Up

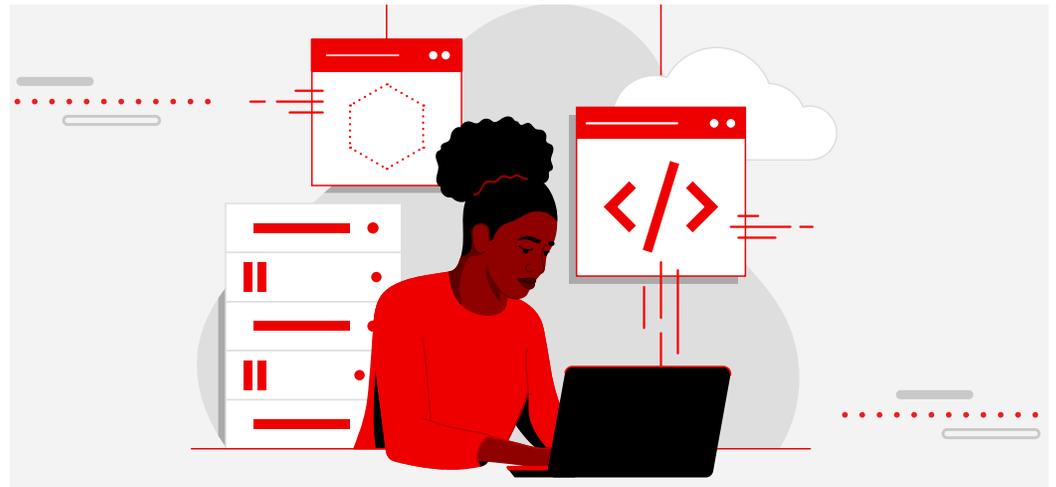### Headquarters

Los Angeles,
CA, United States

Industry

IT consulting and services

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Daniel Goosen
Chief Architect,
Level Up Technology

California-based IT consultancy Level Up Technology is a Red Hat Premier Partner that focuses on automation and delivering solutions that cut time to value, improve return on investments, and accelerate service deployments. Level Up saw Red Hat Ansible Automation Platform on AWS as a clear path to growth for 2 clients: a financial services operator and an insurance company. Both ran legacy on premise solutions that weren't suitable for upgrades, and both had concerns about slow and challenging deployment processes. Level Up implemented the AWS Marketplace-based private offering, which enabled ease of acquisition and implementation, the ability to leverage customers' AWS-committed spend, and new automations and processes in a future-ready cloud environment.

Software and services

Red Hat® Ansible®
Automation Platform

Partners

Red Hat Premier Partner

Benefits

▸ Simplified cloud-based solutions, making them more attractive to customers

▸ Provided customers with secure, reliable, and consistent solutions

▸ Enabled cost efficiencies and maximized the solution's value for customers

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.

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Daniel Goosen
Chief Architect,
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Delivering a broad range of projects

Based in Southern California, Level Up Technology is a boutique IT consultancy that specializes in automation projects for a broad range of clients and project sizes. Fully focused on Red Hat products, with a history of working with Red Hat products for clients prior to becoming a Red Hat Premier Partner, the team at Level Up has built an extensive portfolio of customers with large scale automation and cloud environments utilizing Red Hat technologies.

Level Up recognizes that good service is as important as a good product, and the team works closely with clients at both board and CIO level to develop effective proofs of concept and build long-lasting relationships.

Preparing for a cloud-based future

In the fiercely competitive world of financial services, success involves combining innovation and evolution with customer trust and service reliability. To achieve this, 2 businesses—a financial services operator and an insurance company—turned to Level Up and Red Hat to prepare them for a cloud-based future. Both organizations ran legacy on premise solutions that weren't suitable for upgrades and were also looking to make key improvements to slow and challenging deployment processes.

The financial services organization had a legacy Red Hat Ansible Tower implementation but no real path to the cloud. It needed an automation solution that would allow it to become cloud native. The insurer struggled with a legacy environment and was looking to switch to a cloud-based environment for future development and deployment.

Level Up saw clear growth opportunities for both clients by migrating them to Red Hat Ansible Automation Platform on AWS. The marketplace-based private offering allowed ease of acquisition and implementation, and the ability to leverage the customers' AWS committed spends. Level Up also understood Red Hat Ansible Automation Platform had the potential to enable effective collaboration, innovation, and application delivery in the cloud.

"They both felt that supportability is also better in the cloud than in an on premise environment running virtual machines," said Daniel Goosen, Chief Architect, Level Up Technology. "Both organizations were looking for a cloud-first approach, so being able to put Ansible Automation Platform into the clients' cloud environments, and purchase and manage it that way, worked very well for them."

Implementing growth opportunities

Level Up's deployment of Ansible Automation Platform met a number of key requirements. As well as delivering new levels of efficiency and security, it also ensured high availability and tolerance to meet the demanding compute and latency requirements necessary for clients in the financial services industry. A foundational, mission-critical platform for building and operating automation services at scale, Ansible Automation Platform provides enterprises with a composable, collaborative, and trusted execution environment. It improves content management and security, while providing robust automation analytics over time and components that can—as in the case of Level Up's insurer and financial services customers—shorten time to value for automation.

The solution included Linux management configuration and Windows Automation, as well as patching, service installations, configuration file changes, and other standard Day 2 operations.

"For the insurer, Level Up effectively decommissioned at least one team's usage of VMware vRealize Automation in favor of Ansible Automation Platform," said Goosen. "A task the insurer had worked on for nearly 6 months was completed in just 2 days using Ansible Automation Platform."

Delivering a sound implementation and an effective solution

Simplified cloud-based solutions, making them more attractive to customers

For Level Up, a key benefit of transacting Red Hat solutions through AWS Marketplace was its tendency to make transactions easier and solutions more attractive to its customers.

"The transaction is simpler because it's part of a larger overall cloud spending bucket," said Goosen. "That's not a small detail. For a lot of customers, it's actually the difference between being able to do something and not being able to. Cloud budgets tend to be seen as operational rather than capital expenditure, which often makes key objectives easier to achieve."

Cloud solutions also tend not to be viewed as separate budget items by Level Up customers. As a result, standard renewal processes are replaced by simply 're-upping' solutions in the cloud.

Provided customers with secure, reliable, and consistent solutions

Deploying solutions in the cloud allows Level Up to focus on deploying Red Hat products to deliver efficiency, automation, and growth, and spend less time worrying about stability.

"You have a greater chance of being able to capture more workloads and benefit more with automation if you are in the cloud as a starting point," said Goosen. "With Red Hat solutions, there is also a much greater sense of security, reliability, and consistency baked into whatever you're doing. For a lot of customers that have worked with Red Hat, that's essential."

And as Ansible Automation Platform, along with other Red Hat solutions, continues to evolve and improve, it becomes even easier for Level Up to implement a successful deployment and open up conversations about other Red Hat solutions.

"It's not a bad place to be working with solutions that really are the best at what they do," said Goosen. "Every day I wake up trying to figure out how to implement more Red Hat products, and it's actually pretty easy."

Enabled cost efficiencies and maximized the solution's value for customers

For Level Up, having Red Hat products available in the cloud allows its customers to look beyond upfront costs and focus on the real value the solutions deliver, such as increased agility, scalability, and efficiency.

"In the case of the financial services company and the insurer, we're really helping them understand the return they're getting from the investment," said Goosen. "The reason anybody automates anything is because it saves time, and in a professional environment, that means saving money. There's a growing appetite for products like Ansible Automation Platform because people understand the math."

Focusing on driving value

One of many things that makes Level Up successful is its philosophy of winning deals twice - on the technical side and on the business side. When Red Hat introduces Level Up to a customer, Level Up takes over the technical aspect while acting as an extension of the Red Hat sales team.

"Red Hat products handle the technical stuff so well that there's usually very little doubt there," said Goosen. "Driving business value is now becoming a much bigger part of the renewal conversation, and cloud-based environments make that part of the job so much easier."

Another reason Level Up is so successful is it focuses exclusively on Red Hat and can specialize across the portfolio. It believes in Red Hat's value proposition: it's not just about free software or support, it's about the installation and upgrade models. "For many organizations, the cloud is a goal in itself," Goosen said. "Just being able to say that Red Hat is working in the cloud is often the win for the directors and most valuable player (MVP)-level staff that we support in our work."

The next step for Level Up is to increase clients' focus on performance metrics to provide visible and measurable indicators of the value it is delivering through Red Hat solutions. "This is a road trip. For many clients, the main objective is to get to the cloud," said Goosen. "Once you've done that, you can really start to focus on the details of how Red Hat solutions save time and deliver value."

About Level Up Technology

Based in Woodland Hills, California, Level Up Technology is a Red Hat Premier Partner specializing in infrastructure automation, DevOps transformation and toolchain, app performance, and cloud-native platforms.

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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