



# Accelerate outcomes with your existing IT infrastructure

Discover how Red Hat Services  
can help you do more



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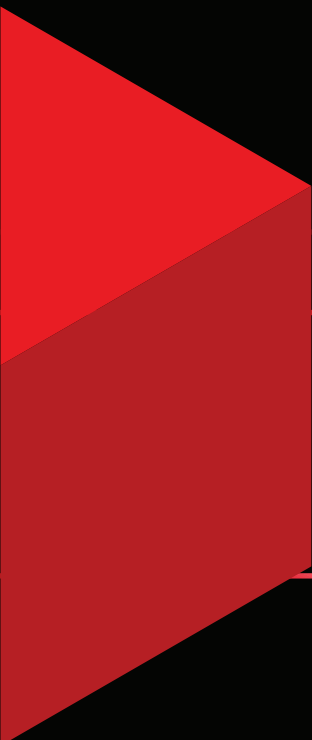
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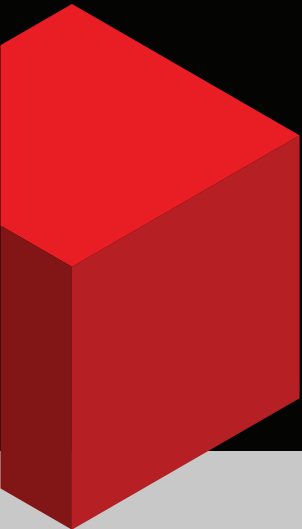
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## Introduction

# Culture, process, and technology: The keys to accelerating successful outcomes

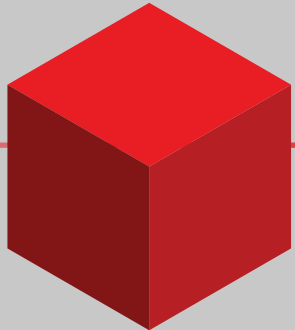
In today's rapidly evolving business landscape, organizations are modernizing infrastructure and adopting or expanding their use of technologies, such as cloud, containers, automation, and applications to be more competitive.



To make the most of these technology investments, organizations need to grow their IT capabilities and boost expertise across many areas, which means building new processes and adding or training teams. In fact, 89% of executives surveyed by

Harvard Business Review say success comes from addressing needs or gaps specifically related to culture, process, and technology.<sup>1</sup>

While the ingredients for success may seem straightforward, few organizations have all of the skills and expertise to support every aspect of their business, either now or in the future.

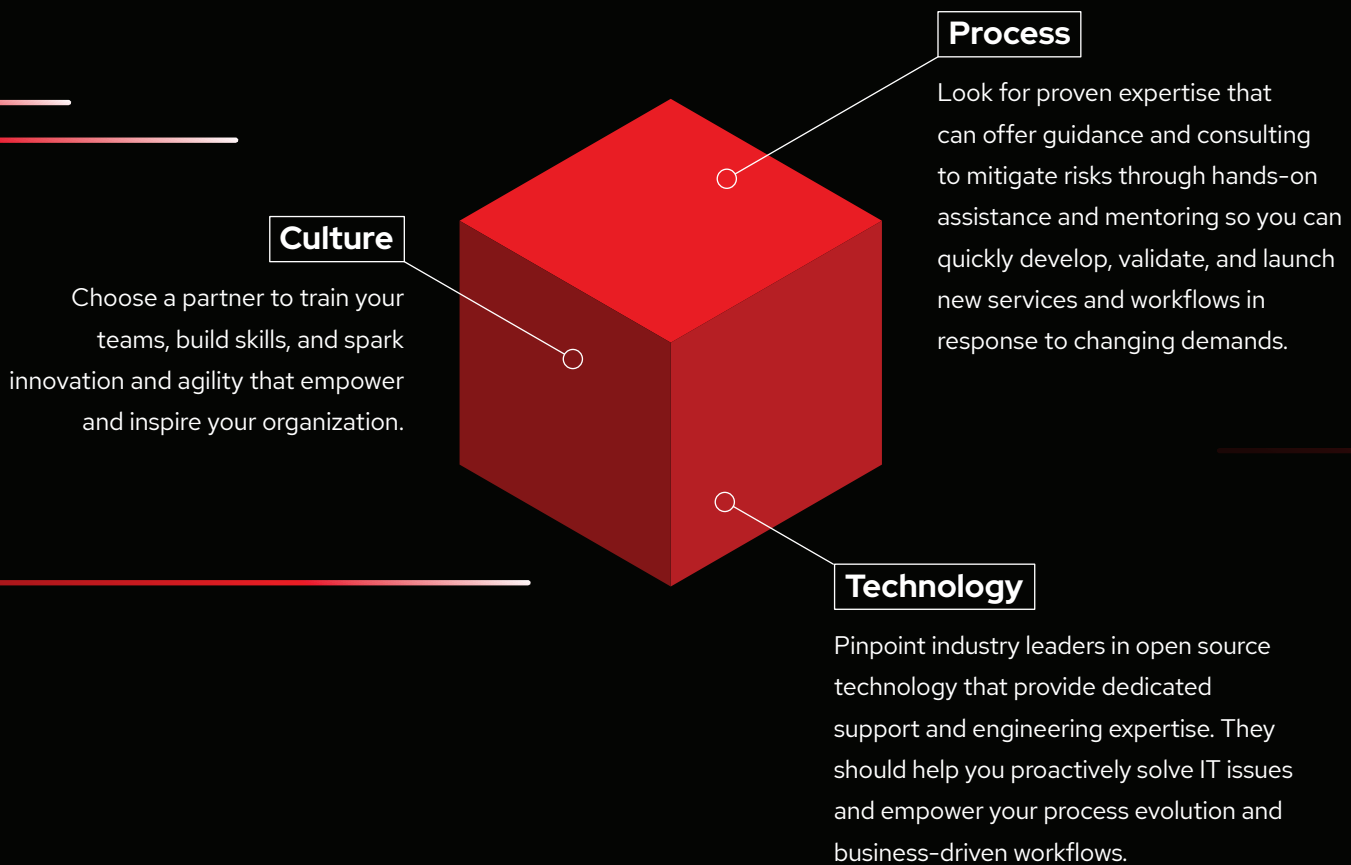


**As your business evolves and customer needs shift, it is important to assess what gaps are present in your organization and boost your bench strength—through training, additional expertise, and support—to get you where you want to go quickly.**

## Expand your capabilities with embedded expertise

Whether you are looking to gain development agility to deliver business value faster, reduce operational complexity, or maximize the value of your technology investment, collaborating with a team that has extensive experience working with the same technology that you do can be a game changer.

Consider the following 3 areas identified by Harvard Business Review when choosing a technology vendor:



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## Discover Red Hat Services and Support

[Red Hat® Services and Support](#) is a group of teams that includes Red Hat Consulting, Red Hat Open Innovation Labs, Red Hat Training and Certification, and Red Hat Support.

This organization can work individually or together, and alongside your team, to help you adopt Red Hat technology and translate your open source investments into meaningful, measurable business outcomes.



Red Hat has been architecting, building, and supporting open source software and services for decades. That resulting expertise, combined with extensive data and analytics from real-world scenarios, enables us to provide our customers with profound insights into those systems. These insights then inform better decision-making for customers to secure, optimize, and manage their systems with greater consistency.<sup>2</sup>

**Joe Fitzgerald**

Vice President, Management, Red Hat

Through Red Hat Training and Certification, Consulting, and Technical Account Management, Red Hat Services collaborates with your teams to accelerate success and help you make the most of your IT investments. This paper looks at 3 prevalent IT goals, how other organizations are achieving success, and how Red Hat Services and Support can help.



# Maximize the value of your technology investment

Infrastructure modernization is opening up new opportunities for organizations, making it possible for teams to do more, respond to changing business demands, and meet evolving customer needs.

While the opportunities for modernization are many, it is not uncommon for leaders to be unsure of where to begin or worry about how downtime, loss in productivity, and the cost of adding additional resources may impact their bottom line. But with the right expertise, these concerns can be addressed, allowing your modernization strategy to excel.



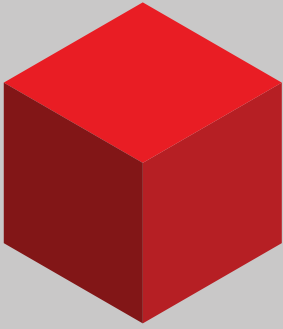
Infrastructure modernization has made it possible for our team to dynamically scale our applications in line with seasonal load. As a result, we have eliminated application downtime—and the need for standby servers. We gained superior and consistent application performance, which has delighted our end users.<sup>3</sup>

**Vijay Kamble**

Client Partner, Tata Consultancy Services

A major part of successful modernization is gaining the skills and training needed to maximize the effectiveness of your teams and your technology investment. Today's workforce needs training that is flexible and practical to help them mold their learning experience to specific needs and situations. Red Hat Training has

evolved offerings and modalities to keep pace with the changing needs of customers and learners. This includes combining video and text-based training into a single offering so individuals can use the method that best suits their needs without having to choose between modalities.



Training was crucial to building our teams' skills quickly, so we could optimize our application development and delivery from the start.<sup>4</sup>

**Christian Schulze**

IT Project Manager, Siemens Amberg



### Get the skills you need with Red Hat Training

Take the first step to upgrade skills and knowledge. Access Red Hat Training for hands-on training to stay ahead of technology trends, and gain the knowledge your teams need to make the most of the technology they use every day.

## Modernize, standardize provisioning, and migrate to Linux infrastructure at scale

Red Hat Services offer a comprehensive customer infrastructure journey to help you modernize and upgrade your platform.

We begin by establishing a clear strategy and launch initial capabilities, led by our team of experts. We then conduct a detailed platform analysis to plan, build, and implement your first workloads in a pilot environment, using a standardized operating environment.

In parallel, we work with you to set goals for training your teams, allowing them to prepare for the platform and automation move. To build your organization's roadmap, we analyze your hybrid cloud strategy and identify Linux<sup>®</sup> workloads that can be upgraded, converted, or refactored. This helps you to prioritize and plan your modernization journey with confidence.



The collaboration with Red Hat helped us develop a scalable, cost-efficient platform that removed vendor lock-in and enabled TCS to deploy a modern infrastructure.<sup>5</sup>

**Mehul Janodia**

Program Director, Tata Consultancy Services

Case study:

## Measurable outcomes of infrastructure modernization

Tata Consultancy Services (TCS), an IT services, consulting, and business solutions organization, collaborated with Red Hat Services to modernize its concept-to-release cycle.

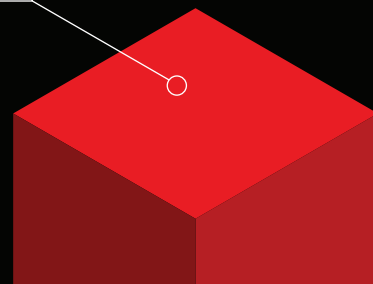
After working together to create and implement a modernization plan, TCS has seen a marked reduction in its release cycle—from days to hours—allowing the company to quickly meet dynamic customer demands.

And without vendor lock-in, TCS has decreased its total cost of ownership (TCO) while significantly increasing compute power. It also reduced its infrastructure footprint and power consumption. With this solution, TCS increased productivity and performance while decreasing complexity.

**Read more about modernization success in the TCS case study**

[Read the case study](#)

<sup>5</sup> Red Hat customer success story. "[Tata Consultancy Services gains agility and speed with open platform](#)," accessed August 2023.







## Scale your environment using automation and Red Hat Satellite

Using automation, you can achieve consistency and reliability across your estate, even in hybrid infrastructures. This approach allows you to upgrade, convert, and refactor workloads at scale, achieving greater efficiency and productivity.



[Red Hat] Ansible Automation Platform met our technical specifications and benchmarking requirements and offered local support. Additionally, instead of a proprietary language, Red Hat uses a standard, easy-to-read scripting language that would make it easier for current and new staff to align for better consistency.<sup>6</sup>

### Vikas Bhandari

Director, Group Engineering and Delivery, Cloud & Infrastructure, AIA

As you expand your Red Hat Enterprise Linux-based approach to modernize your environment, [Red Hat® Ansible® Automation Platform](#) and Red Hat Satellite can help you achieve more.

With Ansible Automation Platform, you can automate responses, run automation for tickets, and explore

cost-management capabilities to optimize your infrastructure and reduce costs. Our experts, available through Red Hat Services, help you explore larger automation use cases such as automating patching, compliance, event-driven automation, [DevSecOps](#), and cost-driven provisioning. Our team guides you through the process of identifying

and implementing the right automation solutions for your organization, helping you achieve your goals and command greater operational success.

While Ansible Automation Platform can tackle higher-order use cases and take advantage of advanced capabilities that deliver even greater value, Red Hat Satellite helps with patching and life cycle management of Red Hat Enterprise Linux-based instances in your environment.



### What is Red Hat Satellite?

[Red Hat Satellite](#) is an infrastructure management solution specifically designed to keep Red Hat Enterprise Linux environments and other Red Hat infrastructure running efficiently with a security and compliance focus. It simplifies infrastructure management, improves system consistency, meets compliance standards, and scales so you can manage thousands of distributed systems across multiple datacenters.



We now have an on-demand model with [Red Hat and ServiceNow](#), where people no longer need to worry about the underlying infrastructure and can instead begin work on new, innovative projects without delay...Ultimately, that means AIA's customer[s] get a more responsive, tailored experience.<sup>6</sup>

#### Vikas Bhandari

Director, Group Engineering and Delivery, Cloud & Infrastructure, AIA

AIA is already making significant progress towards its goal of migrating all legacy on-premise infrastructure to a new cloud environment. In just 18 months,

the company has expanded its cloud footprint from fewer than 800 workloads to more than 4,000 workloads, deployed across 3 public clouds.

**Read more about using automation to scale your environment in the AIA Group case study**

[Read the case study](#)

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## Chapter 2

# Develop a hybrid cloud strategy and scale it across your organization

Hybrid cloud makes it possible for teams to develop and scale new applications while still benefiting from existing systems. However, managing disparate IT environments can present teams with unexpected technical and process challenges.

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Despite the clear imperative to have a consistent view of hybrid cloud operations, many organizations separate the teams and budgets dedicated to maintaining and growing critical applications running traditional systems, and those focused on cloud-native stacks and operations.



Using Red Hat Insights for Red Hat Enterprise Linux is like having another person who is completely devoted to your team, whether it's going over configurations, making sure everything is set to industry best practices or ensuring that all patches are installed.<sup>2</sup>

**John Lemay**

Systems Engineer, Greenway Health

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Red Hat Insights for Red Hat OpenShift®, Red Hat Ansible Automation Platform, and with capabilities for Red Hat Enterprise Linux continuously analyzes your platform to predict risk, recommend actions, and track costs, helping you to better manage your hybrid cloud environments.



## What is Red Hat Insights?

[Red Hat Insights](#) assesses your Red Hat Enterprise Linux environment to identify and remediate threats proactively, helping you avoid outages, unplanned downtime, and risks to security and compliance. This tool continuously analyzes platforms and applications to predict risk, recommend actions, and track costs so you can better manage your hybrid cloud environments.



## Mitigating risk while addressing cloud-native sprawl

Red Hat OpenShift, a leading enterprise Kubernetes platform, is widely used as the foundation for hybrid cloud environments, helping customers to embrace cloud-native services while still supporting traditional applications.

Red Hat Insights for Red Hat OpenShift allows organizations to proactively identify, prioritize, and resolve potential issues and manage costs across multicluster environments.

Balancing costs across hybrid cloud environments without visibility into specific cost drivers or subscription utilization can present a challenge. Insights' cost management and subscriptions capabilities provide a

simplified, intuitive view into costs, from the macro to the granular, for Red Hat OpenShift multicluster deployments from public clouds to bare-metal servers. This capability provides a holistic view of the

real-world costs associated with running an OpenShift environment, plus the ability to drill down by project or team.



Gaining insight into the resources our internal partners are consuming helps us become more accountable to our usage. Cost management [for Red Hat Insights] for Red Hat OpenShift is allowing us to see the true costs of our clusters and projects running within OpenShift. From there, we can determine where we can potentially save costs and make evidence based capacity planning, depending on our particular business needs.<sup>2</sup>

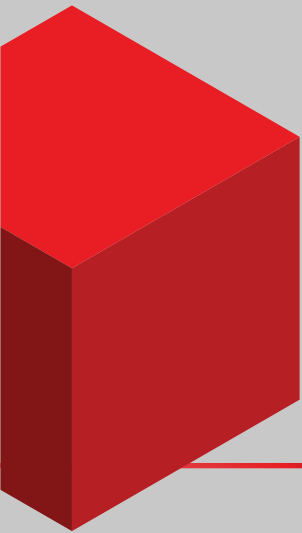
**John Lemay**

Systems engineer, Greenway Health

## Work closely with the hybrid cloud experts

Upgrading a private cloud platform, such as moving to Red Hat OpenStack® Platform, can be a complex process. Red Hat OpenStack Platform is a cloud computing platform that virtualizes resources from industry-standard hardware, organizes those resources into clouds, and manages them so users can access what they need—when they need it.

Working closely with you, the Red Hat team can help plan and test your upgrade path, execute the upgrade, answer your questions during and afterward, and upskill and certify your IT staff. Proven, field-tested solutions, based on industry best practices, help you deploy and test your Red Hat OpenStack Platform upgrade through an approach that incorporates your technology, people, and processes.



## Consulting beyond just technology

Red Hat's open source development model informs our flexible hybrid cloud software—but hybrid cloud is about more than just code. Red Hat consultants pair their technical expertise with an understanding of proven team models like DevOps and continuous integration and continuous deployment.

Our outcomes are focused on helping you adapt teams, processes, and technology for hybrid cloud, whether you're in an early or advanced stage of adoption.

A detailed cloud strategy can help you choose where and how to manage workloads, reducing costs and improving application stability.

Understanding how cloud environments can impact compliance, business goals, and performance is essential and will help you smooth the transition to hybrid cloud infrastructure.

## Why Red Hat Consulting?

Red Hat Consulting looks holistically at your organizational maturity and business and technology needs to support your priorities. We help you address business or technical use cases, such as application development, infrastructure, management, and automation.



### Step 1

It starts with a discovery session to ensure alignment against target outcomes.



### Step 2

Then, together, we develop a roadmap to deliver solutions where you need them most.



### Step 3

Through a mentoring model that promotes skills transfer and hands-on collaboration, we help your team learn and adopt the methods and skills needed to sustain success now and in the future.

We work with you to construct an integrated framework that focuses on processes and collaboration in addition to technology. You can then move forward with the roadmap you need to build hybrid and multicloud platforms that are fast, flexible, and customized to your organization's needs.

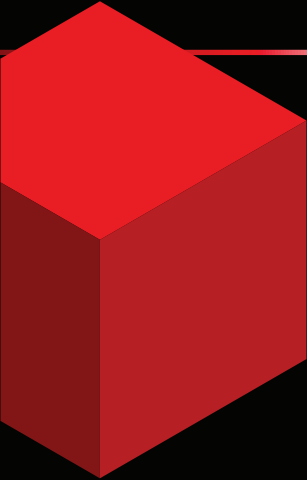


## Chapter 3

# Use emerging technology as a competitive advantage

The open source community is where many innovations are born. As organizations bring new solutions to market, they are often rooted in what the community has created and iterated on—and it is changing every day.

To stay ahead of the curve and on top of the latest technology, you need direct access to the open source communities and engineering teams that bring innovation to market.



The most important job as a Technical Account Manager (TAM) is to help these customers find greater value with their Red Hat subscriptions. That sounds corny, but it's really what I do.<sup>7</sup>

**Marc Richter**

Principal Technical Account Manager, Red Hat

Red Hat draws on deep product expertise, translates the benefits of open source development and open source communities to help you

accelerate innovation, and meets you where you are—to get you where you want to go quickly.

# Benefit from a Technical Account Manager

Red Hat Technical Account Management (TAM) services help ensure you are productive, efficient, and more secure with your Red Hat products. These highly technical product specialists work closely with you to streamline deployments, resolve issues faster, and


strategically plan for the future. Red Hat Technical Account Managers are trusted advisors for you, using their deep technical knowledge and understanding of your environment to help you perform, grow, and proactively ensure a more stable and security-focused product experience.

## Red Hat Technical Account Managers by the numbers:<sup>8</sup>



**67%**

reduction in system outage time



Developers saved

**40%**

of time



**\$79,035**

in security costs recursion annually



By explaining a problem to our TAM, we don't have to engage so many people, escalate to upper management, or hire local vendors to help. We have an open communication channel.<sup>8</sup>

Application architect  
Financial services

Read what it is like: 'Being a Technical Account Manager'

[Read the blog](#)



# Stay connected to new possibilities

[Red Hat Open Innovation Labs](#) is a set of community-powered experiences and engagements that help individuals, teams, and organizations accelerate business value.

Business and technical stakeholders work side by side with Red Hat experts to apply Red Hat's more than 25 years of open source leadership to positively impact the way they operate. Using techniques and processes from the Open Practice Library, an open source community, Red Hat can help you

accelerate and implement a modern way of working. Its practices draw on its open source culture and heritage to emphasize collaboration, transparency, community, adaptability, and inclusivity.

These practices map to 3 key phases of successful customer engagement and positive business impact:



## Discovery phase:

Generate the outcomes.



## Options phase:

Identify how to get there.



## Deliver phase:

Put your ideas to the test.  
Determine what works and what does not.

Ranging from building solid foundations to introducing discovery and options, and sealing the delivery of any project, the Open Practice Library continues to grow with numerous new entries and additions.

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## Chapter 4

# How Red Hat Services can help

Whether you're optimizing application delivery, adopting cloud-native development practices, or building intelligent applications, we can help.

Red Hat Services and Support includes consulting, training, and technical account management. All of our consultants have experience building and integrating platforms with both open source and proprietary technology.

We work alongside your teams to provide hands-on mentoring and build skills faster. Our services team can also position and align teams, streamline processes, and make systems and applications work together.

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## Expertise and experience that works alongside your teams to consult, train, and support

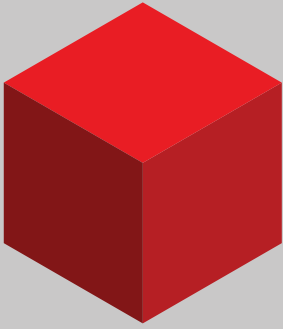
Our training accelerates your technology adoption and maximizes your return on investment. Additionally, training can boost innovation by addressing organization skills gaps and reduces risk of individuals not following established uses and practices.

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Red Hat TAMs are your single point of contact, working with you to preempt problems before they occur. They consist of a team of engineering

and support experts advising on technology strategy and security concerns and are an advocate for you internally at Red Hat.

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## Get started with a discovery session

Whether your goal is to accelerate departmental tasks, orchestrate line-of-business workflows, or innovate solutions, Red Hat is here to help. We begin with a half-day, no-cost discovery session to understand your business and vision and to work with you to develop an approach for achieving that vision.

### A typical discovery session includes:



#### Understanding your business.

- We conduct with representatives from your lines of business, engineering, operations, and application development to understand your operation.
- A Red Hat Consulting architect and subject matter expert can assess and advise on the Red Hat solutions you currently use.
- We work insights into your business drivers, challenges, and technical use cases.



#### Developing an approach.

- We begin by conducting a full review of existing environments.
- We then assess opportunities for technology integrations and solutions.
- We work alongside you to help develop an approach based on your goals.



#### Focusing on outcomes.

- Together, we set high-level platform and infrastructure goals.
- We provide high-level recommendations to achieve your goals.
- We create a tailored proposal for platform and infrastructure adoption services that meet your business objectives today and in the future.

Red Hat Services and Support help you get the most out of your technology investment—not just through our software but also by making open source a part of your competitive advantage. We can provide you with the resources you need to begin, accelerate, and expand your open source journey. Discover how working with Red Hat can help you do more.

[Learn more](#)

# What is the best way to get started?

Choose the path that best fits your organization:



Schedule a [discovery session](#) with [Red Hat Consulting](#).



Talk to our learning team about hands-on [training and certification](#).



Get expert advice about deploying Red Hat software successfully and speak to a [Red Hat Technical Account Manager](#).

## 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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