Engaging Red Hat Services to drive growth + enable customer success

Jason Smith,

Vice president, North America Services

Time to Value

Operational Efficiency

Development Agility
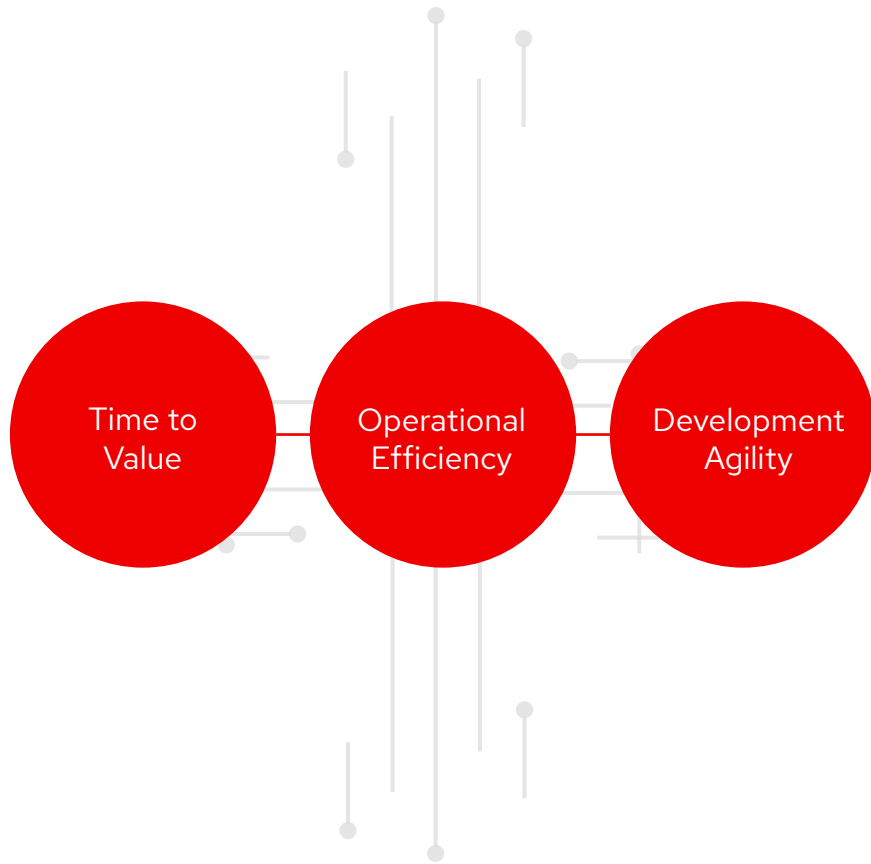
ac cel er a tor

/əkˈseləˌrādər/

noun

a team that causes something to happen or develop more quickly

a process for accelerating change

a roadmap for maintaining acceleration

Red Hat

Red Hat Innovators of the Year

Services customers transforming their business

2021 — Medifé

2020 — Ministerio de Salud Argentina

2019 — HCA Healthcare

2018 — UPS

2017 — rackspace

2016 — amadeus

2015 — Avianca

Red Hat

Accelerate adoption and maximize value of Red Hat technology investments within your accounts

Organizations that engaged Red Hat Services found

60%

reduced development and operating costs [1]

59%

faster deployment of IT resources with Red Hat training [2]

118

releases every two weeks, increased from one [3]

93%

reduction in unplanned downtime [4]

Source:
1. Red Hat customer case study. "Korean bank speeds app delivery by 50% with Red Hat Open Shift," 2020.
2. IDC sponsored by Red Hat: The Business Value of Red Hat Training.
3. Red Hat customer case study. "Japanese telco adopts DevOps and Kubernetes with Red Hat," July 2020.
4. IDC sponsored by Red Hat: The Business Value of Red Hat Technical Account Management Services

Subscription gain

5x

Subscription gain

3.5x
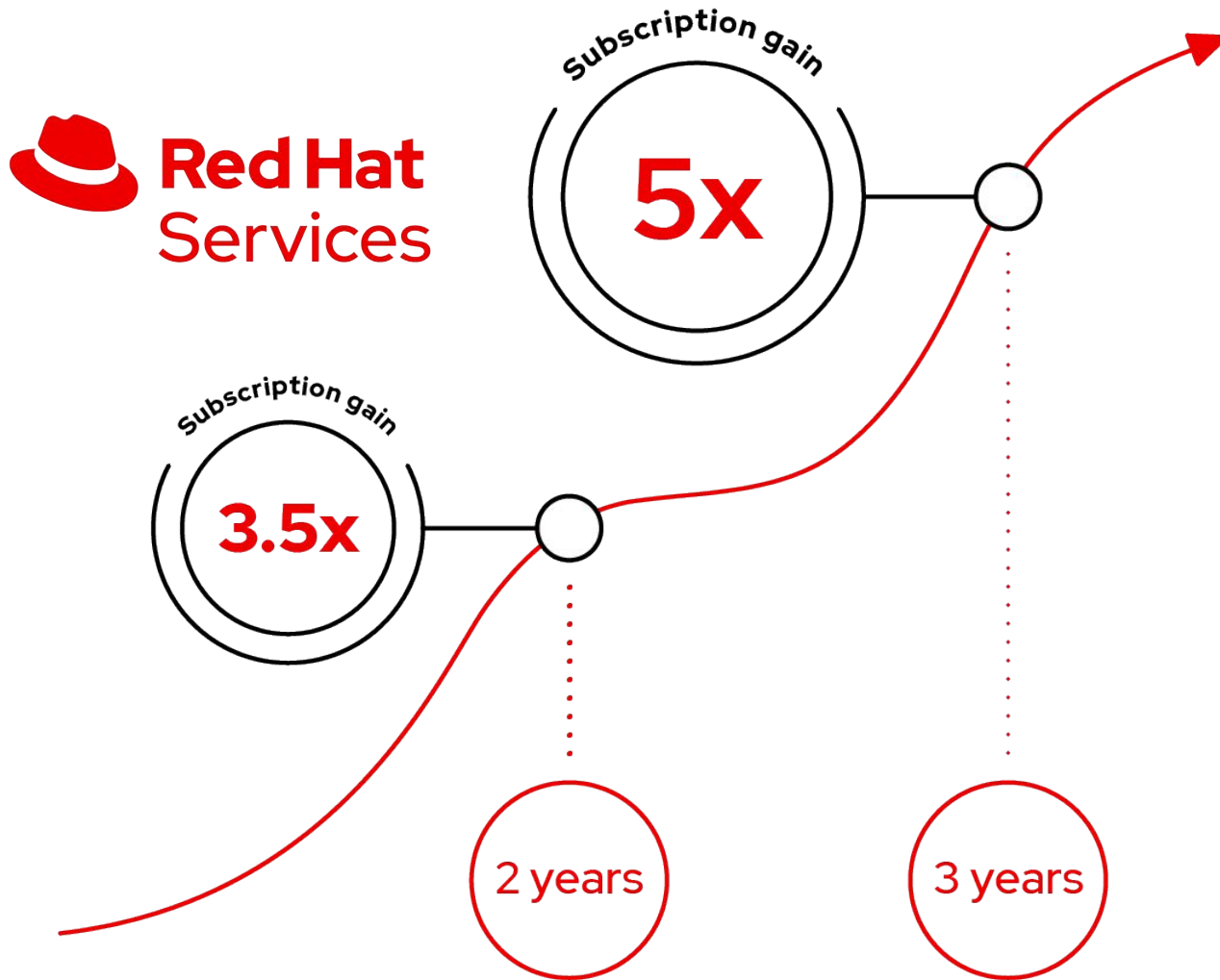
2 years

3 years

Bringing **Red Hat Services** into an account accelerates the growth of Subscriptions in that account

➤ Red Hat Services is defined as consulting and/or training services

➤ After 2 years a customer works with Services, we see an average of **3.55x subscription gain**

Analysis of 3,670 Red Hat customers spanning years 2008 - 2021

median lifespan

11 years

subscriptions + services

4 years

subscription only

Retain customers for longer by bringing in **Red Hat Services**

➤ Red Hat Services is defined as consulting and/or training services

➤ Customers that combine **Subscriptions and Services stay with Red Hat for a median lifespan of 11 years** compared to 4 years for customers who don't buy Services.

7

Analysis of 5,252 accounts spanning years 2008 - 2021
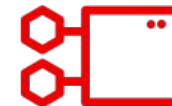
Red Hat

Red Hat Services overview
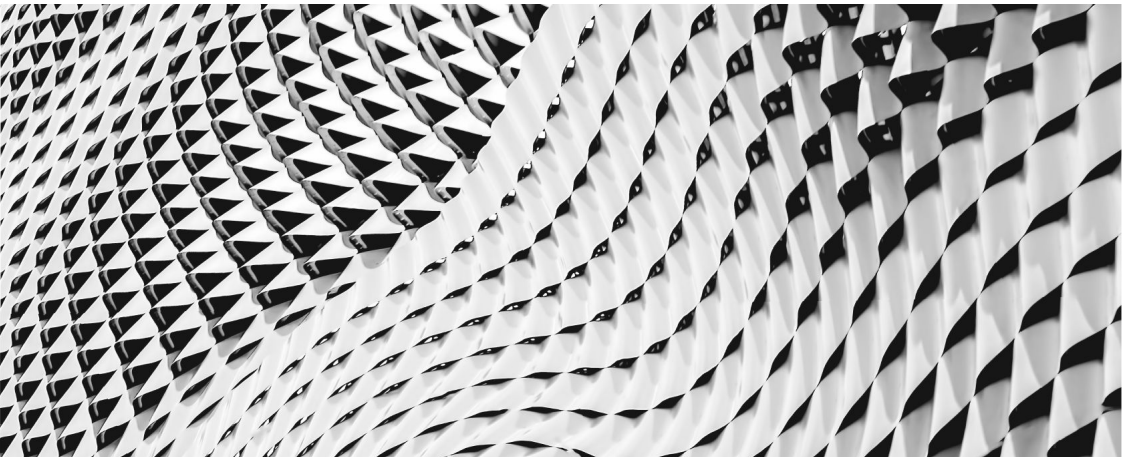
Accelerate the adoption

and maximize the value of

Red Hat technologies

Why engage Red Hat Services?

Red Hat technology expertise

Open source enablement

Speed to value

"Working with Red Hat is helping us change our mindset. We now believe that the transformation journey we've started is really possible."

—

Sergio Bernabé
Chief Information Officer
Santalucía Seguros

Red Hat Consulting
1 **BUILD, ENABLE, and SCALE** a faster path to meaningful business outcomes

Red Hat Training and Certification
2 **DEVELOP SKILLS** and high-performing teams built for innovation

Red Hat Support
3 **STABILIZE** for growth

10

1 BUILD, ENABLE, SCALE
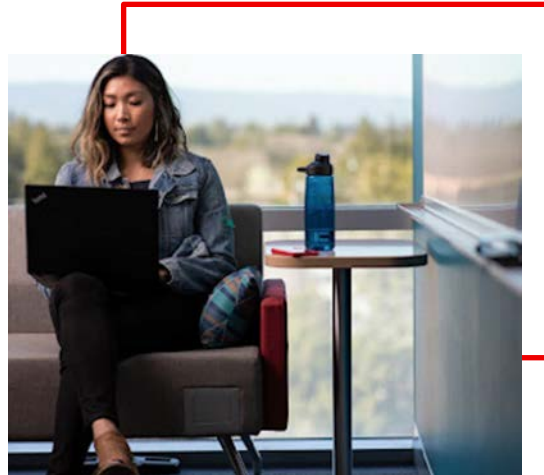## a faster path to meaningful business outcomes

Build faster
Work with Red Hat Consulting to build proven, field-tested solutions to overcome your business challenges faster

Enable innovation
A "mentor the mentor" approach empowers your teams with self-sufficiency to evolve and deliver new business value

Scale
Catalyze growth by making open source development and open source communities a competitive advantage in your technology strategy

"When you focus on the people, how they work together and with the mindset of solving problems themselves, you will get great business outcomes from it."
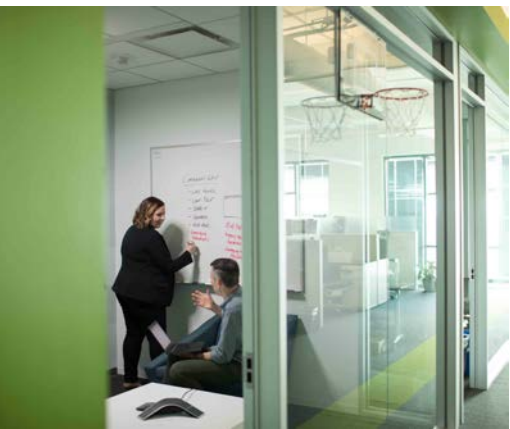
—

Jonas Frydal
Product Manager,
Volvo Cars

Red Hat

Adopt a proven model for rapidly delivering business outcomes

https://mobiusloop.com/
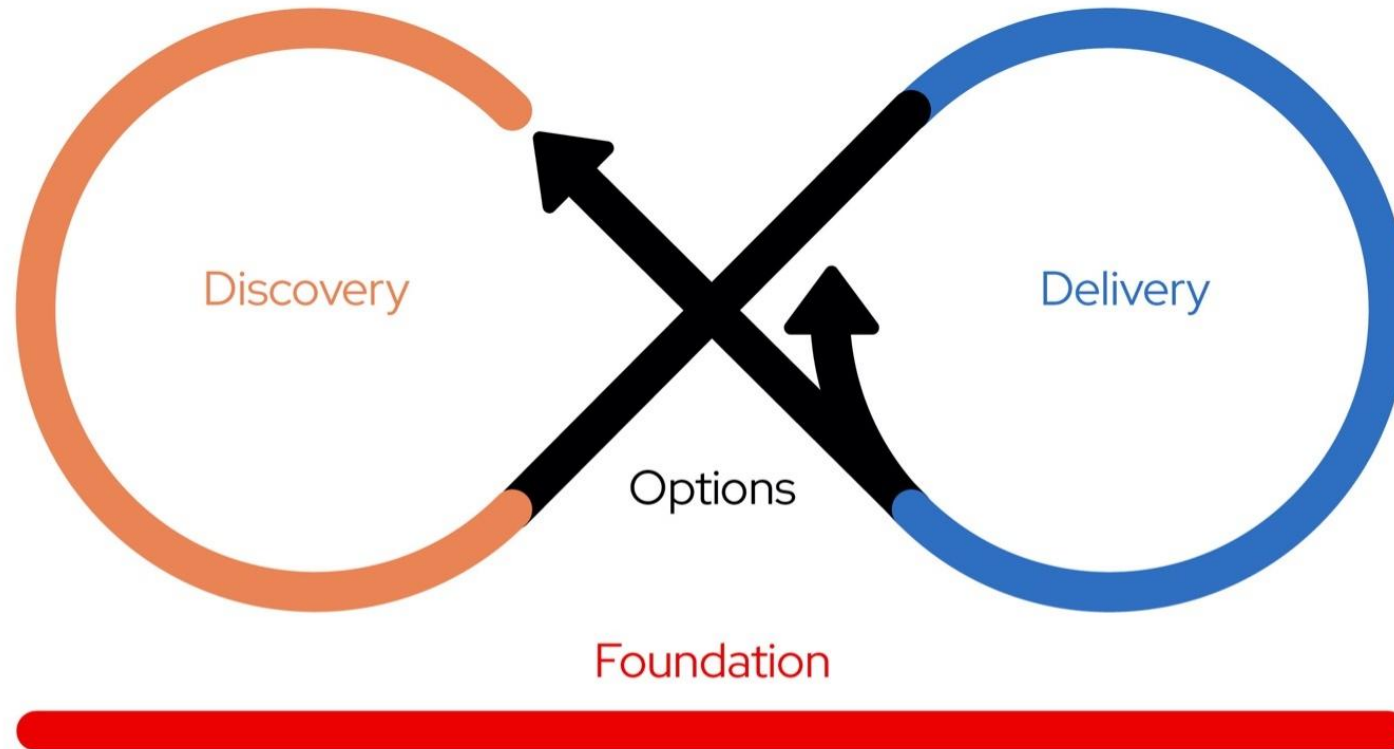
2 DEVELOP SKILLS

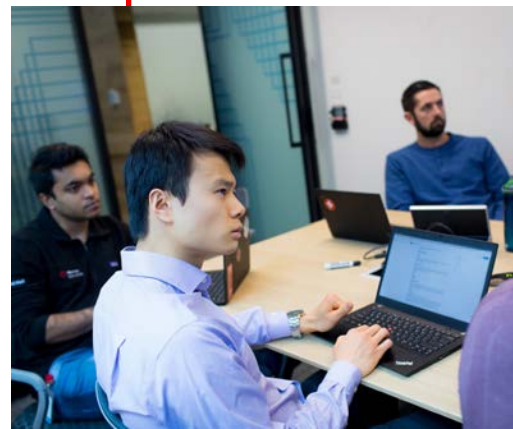## and high-performing teams built for innovation

Lasting impact
Red Hat-trained employees stay longer and are prepared to deliver innovative solutions

Accelerate ROI
Customers who use Red Hat Training and Certification saw a 365% three-year ROI

Faster time to market
Red Hat customers achieved 44% higher DevOps team productivity with Training

"Red Hat training and certification allowed us to accelerate the adoption curve for new platforms and technologies."

—

Rodrigo Perez
Solution Architect for Cloud Domain and Microservices
YPF S.A.

13

Source:
1. IDC: The Business Value of Red Hat Training

3 STABILIZE
for growth

Technical Advocacy
Work with a single technical point of contact to maintain uptime and close security gaps with Red Hat Technical Account Management (TAM)

Expert product support
Get support for the full Red Hat portfolio from the teams who know it best and leverage peer communities for knowledge and best practices

"We want to go on this digital transformation journey with a partner that can help us create the platform that we need—sharing code, information, and ideas. Using open source implies the use of common standards that guarantees platform stability."
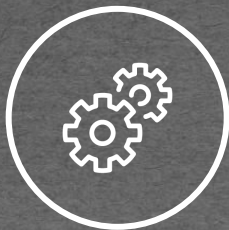
—

José María Ruesta
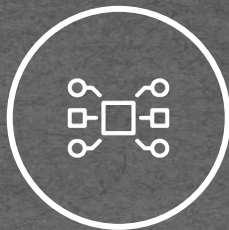Global Head of Infrastructure, Service, and Open Systems
BBVA

Red Hat

Make open source a competitive advantage for your customers, technology and strategy.

people

process

technology

How to engage services

Red Hat

North America Red Hat Services Contacts

Reach out to these contacts for questions or to start engagements

Red Hat Consulting

Brian Abram

babram@redhat.com

Connect with Brian to:

- Resell Red Hat Consulting
- Leverage Red Hat Consulting
- Enablement on Red Hat technologies

Red Hat Training and Certification

Justin McSheehy

jmcsheeh@redhat.com

Alex Unger

aunger@redhat.com

Connect with Justin and Alex to:

- Attach training to a deal
- Help your customers choose the right course
- Give a demo of the Red Hat Learning Subscription
- Become a training reseller
- Train on Red Hat technologies

Q & A

Red Hat

Thank you!

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.

in linkedin.com/company/red-hat

▶ youtube.com/user/RedHatVideos

f facebook.com/redhatinc

🐦 twitter.com/RedHat

Red Hat