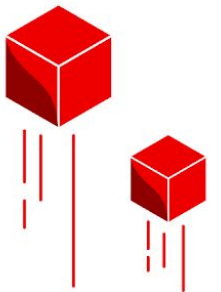




Breda | 13 December, 2022

Partner Day



Connecting people and solutions
to accelerate your business

Automate the Enterprise

Ruud Zwakenberg

Sr. Solution Architect for the Red Hat Eco System



10 Anniversary

Ansible

- Open Source automation tooling
- Initial release 2012

- Acquired by Red Hat in 2015
- Productized by Red Hat as Ansible Automation Platform (AAP)



Michael DeHaan

Systems Administrator



What my friends think I do



What society thinks I do



What my users think I do



What my boss thinks I do

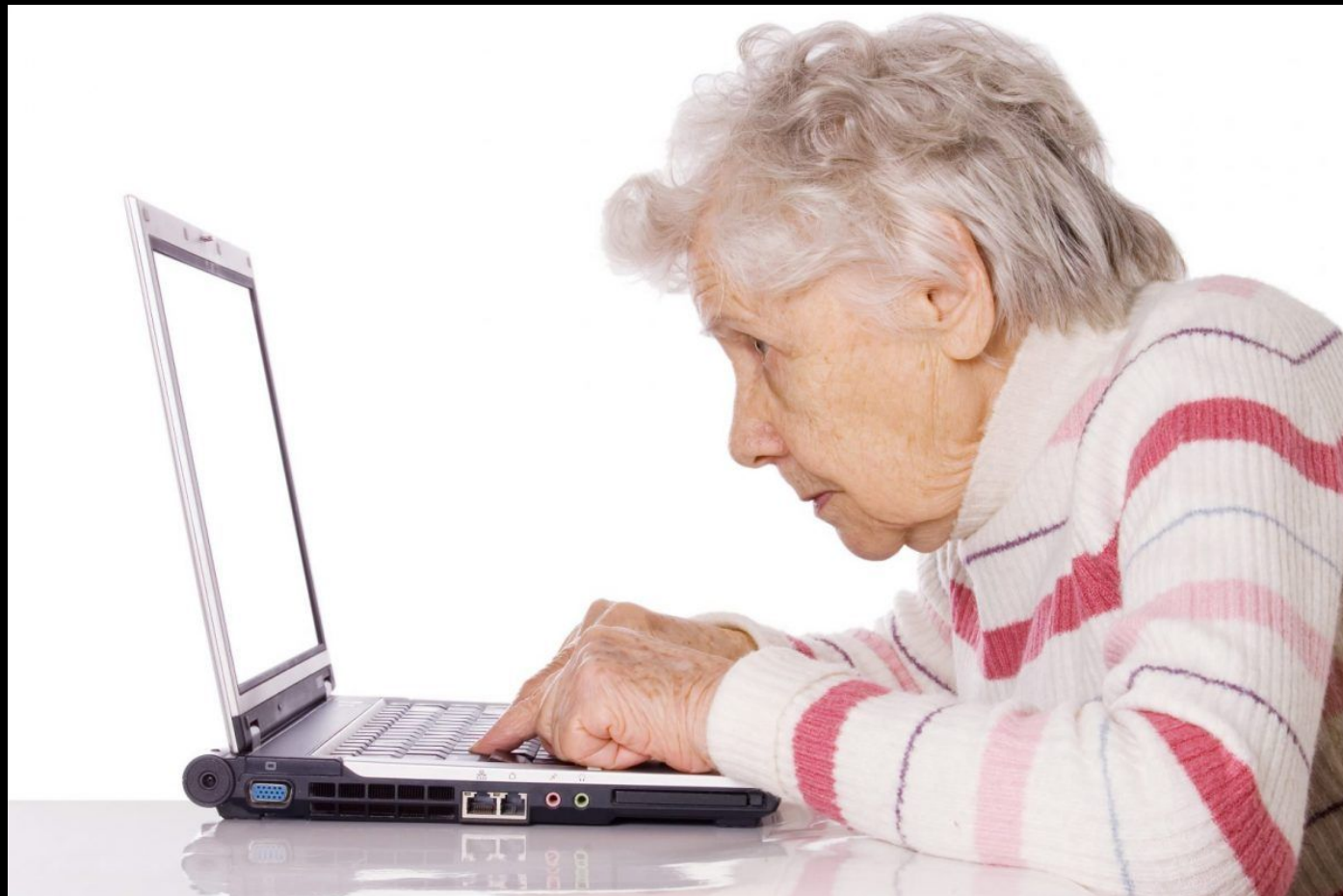


What I think I do



What I actually do

So, now everybody and their mom is using Red Hat AAP, right?

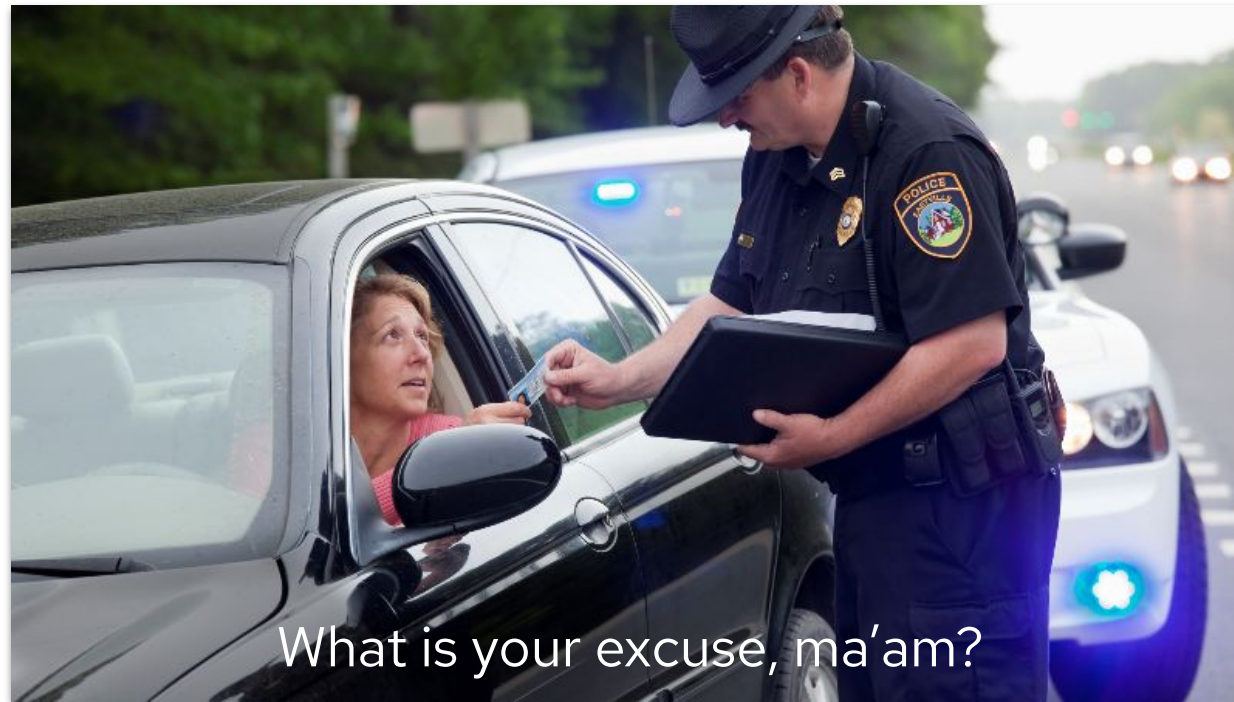


So, now everybody and their mom is using Red Hat AAP, right?



And why not?

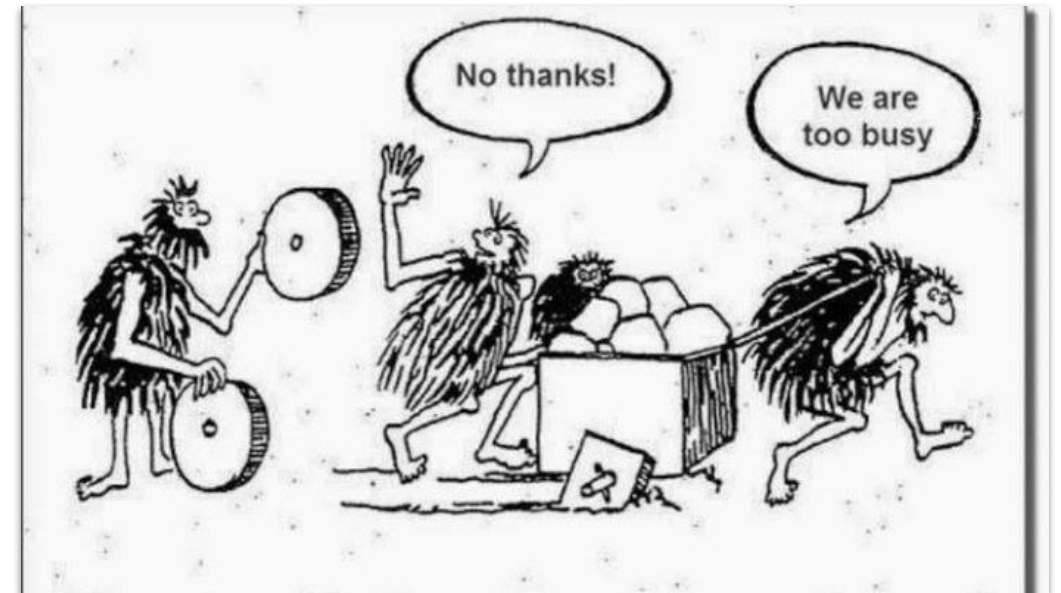
What are the excuses not to use Red Hat AAP?



And why not?

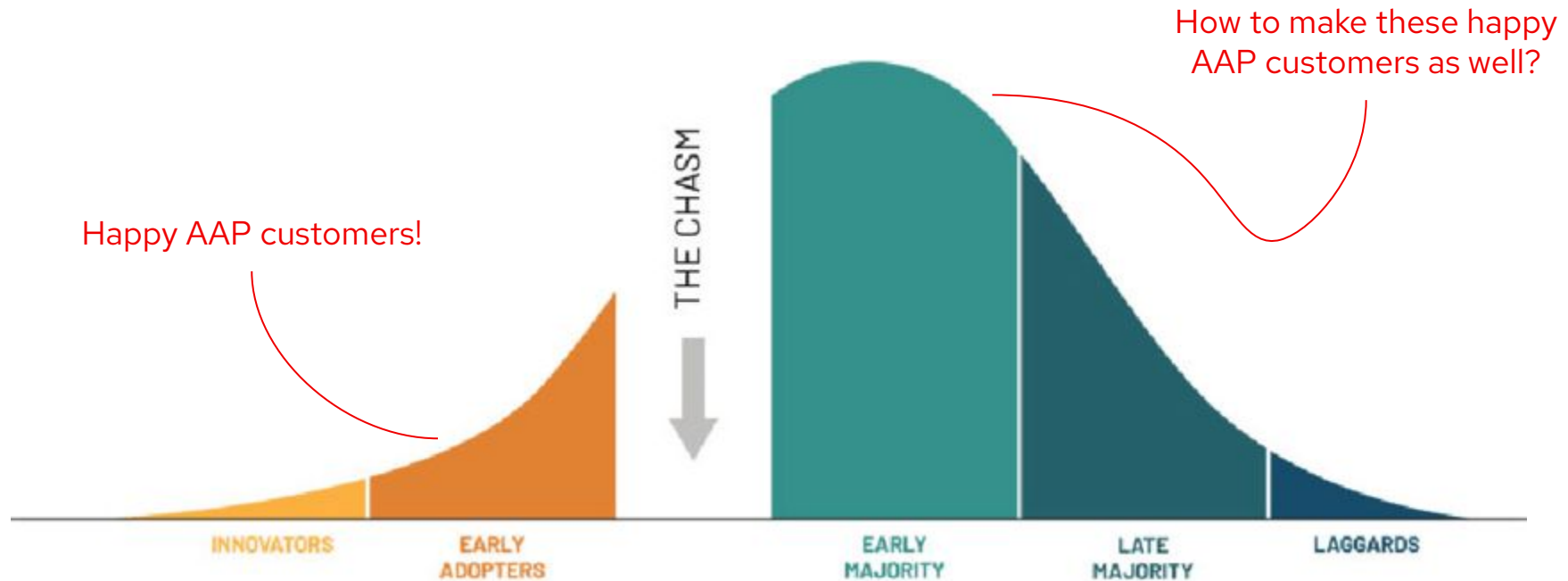
What are the excuses not to use Red Hat AAP?

- ❑ We have no budget for an Automation solution
- ❑ Our systems are way too complicated to automate
- ❑ The "We're already using" excuses:
 - ❑ We're already using scripts for our automation
 - ❑ We're already using Ansible community software
 - ❑ We're already using Puppet or Chef
- ❑ We're afraid to lose our jobs
- ❑ We don't have that many systems
- ❑ We're in the middle of an Automation tool selection
- ❑ We really like to fiddle with our systems
- ❑ We don't trust Automation
- ❑ The classic: We have no time for Automation



How to cross the chasm?

Without breaking a leg or two



Geoffrey Moore

How to cross the chasm?

Focus on management issues first

C-level management



- ★ Rising cost of IT
- ★ IT staffing shortages
- ★ Failing SLA's
- ★ Growing number of security incidents

But we're need to focus on these guys

IT folks

We're focussing too much on these guys

How to cross the chasm?

Focus on management issues first

C-level management



- ★ Rising cost of IT
- ★ IT staffing shortages
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- ★ Growing number of security incidents

Automation? Sounds great, but

- What problems will it actually solve?
- What will it cost?
- How long will it take?
- What is the impact on the organization?
- Where do we start?

IT folks



How to cross the chasm?

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IT folks

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How to cross the chasm?

Translate C-level questions into an Automation Plan

C-Level Automation related questions

- What problems will it actually solve?
- What will it cost?
- How long will it take?
- What is the impact on the organization?
- Where do we start?



- **Business Case**
- **Architecture**
- **Roadmap**
- **Governance framework**
- **Training**
- **Quickstart**

What if we help the customer?

Translate C-level questions into an Automation Plan

Vision on Automation

Automation Business Case

Automation Architecture

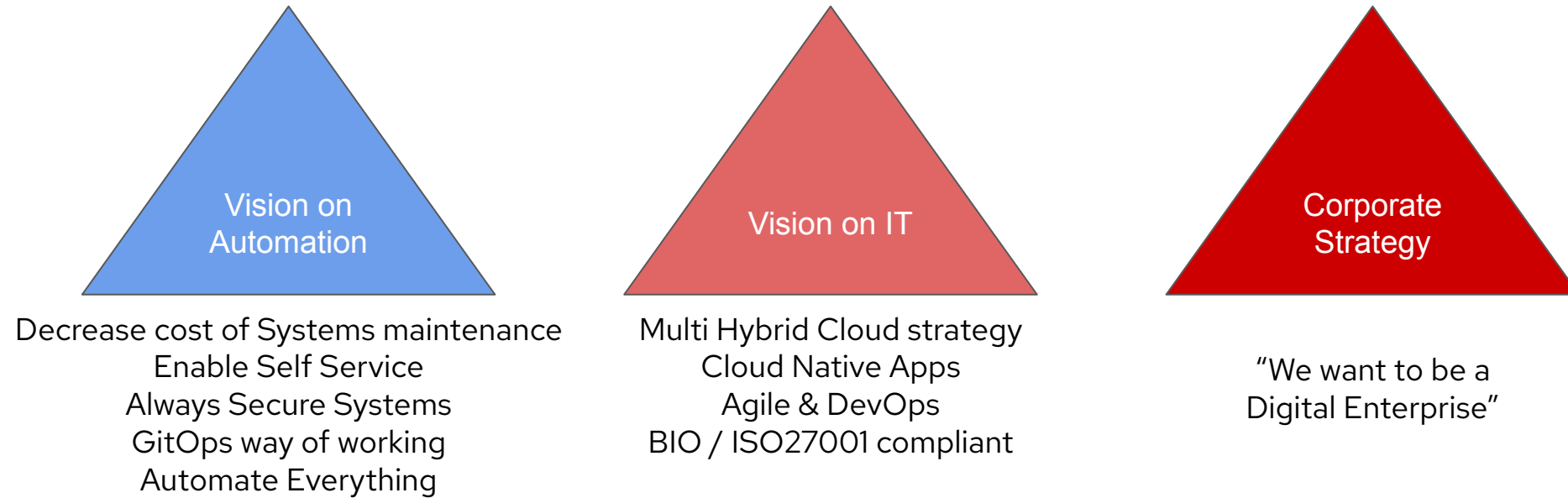
Automation Roadmap

Automation Governance Framework

- Automation Platform
- Automation Projects
- Automation Enablement Teams & CoP

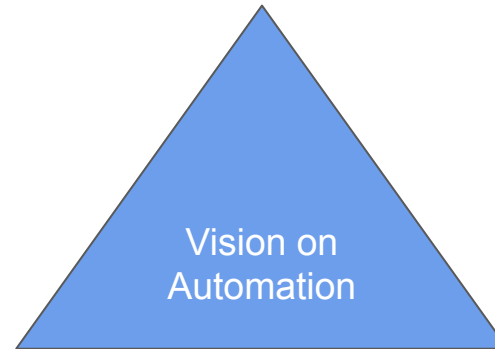
How to get an Automation Vision?

Based on the Corporate Vision, you can derive an Automation Vision



A Vision on Automation

Automation Use Cases

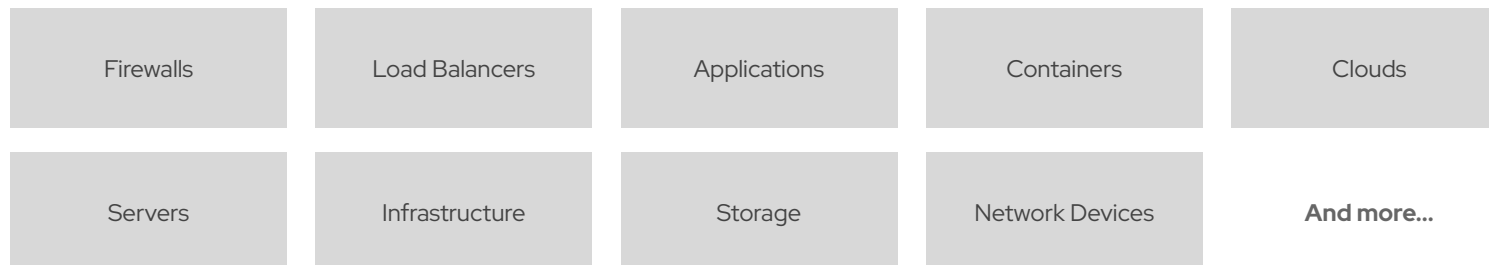


- Decrease cost of Systems maintenance
- Enable Self Service
- Secure Systems
- GitOps
- Automate Everything

Do this...

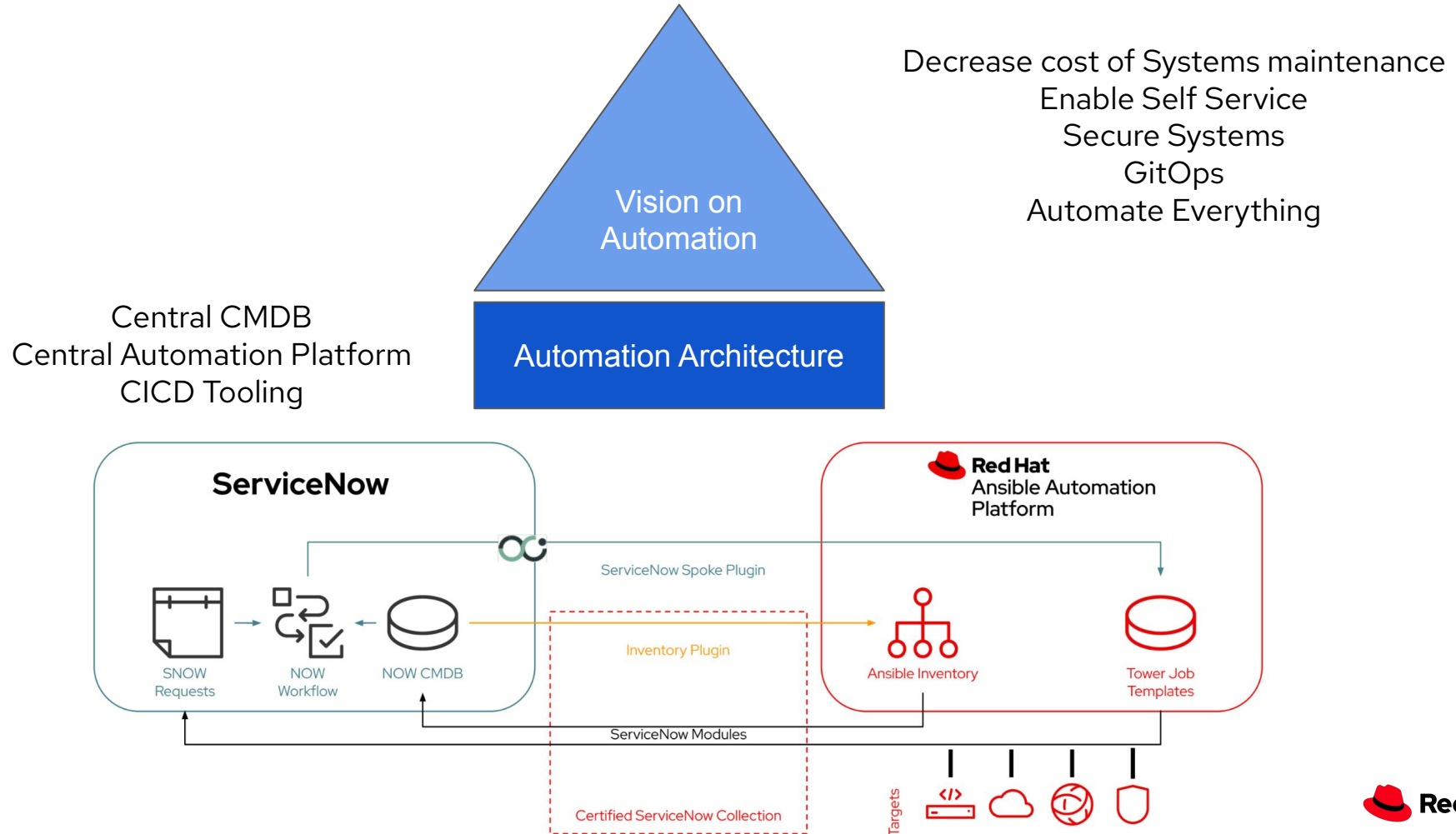


On these...



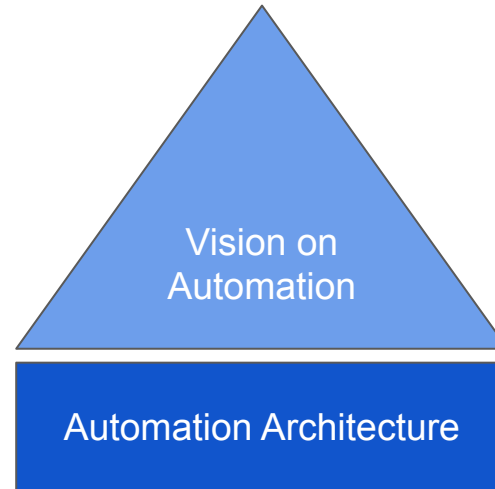
An Automation Vision leads to an Automation Architecture...

The Vision is the Why, the Architecture is the What



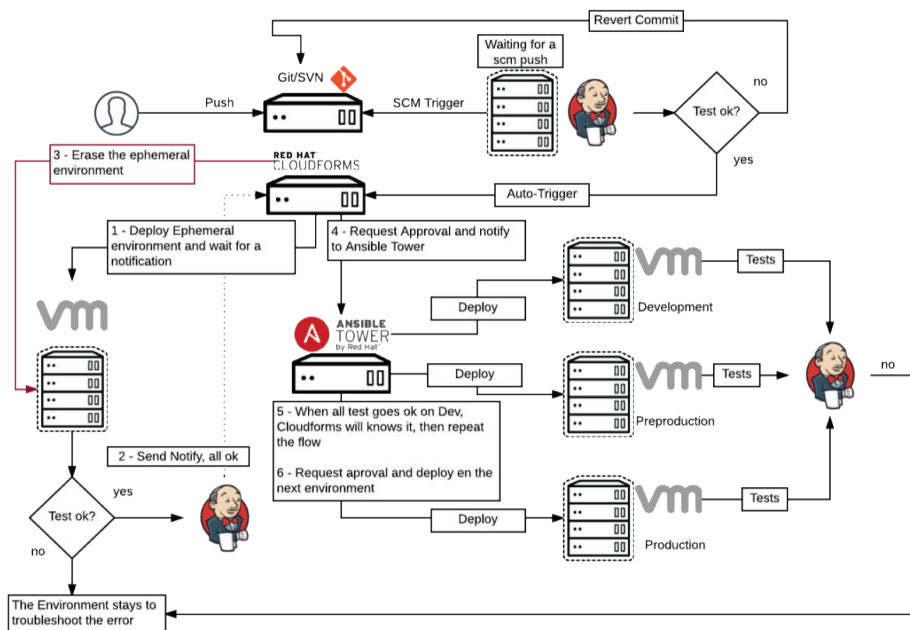
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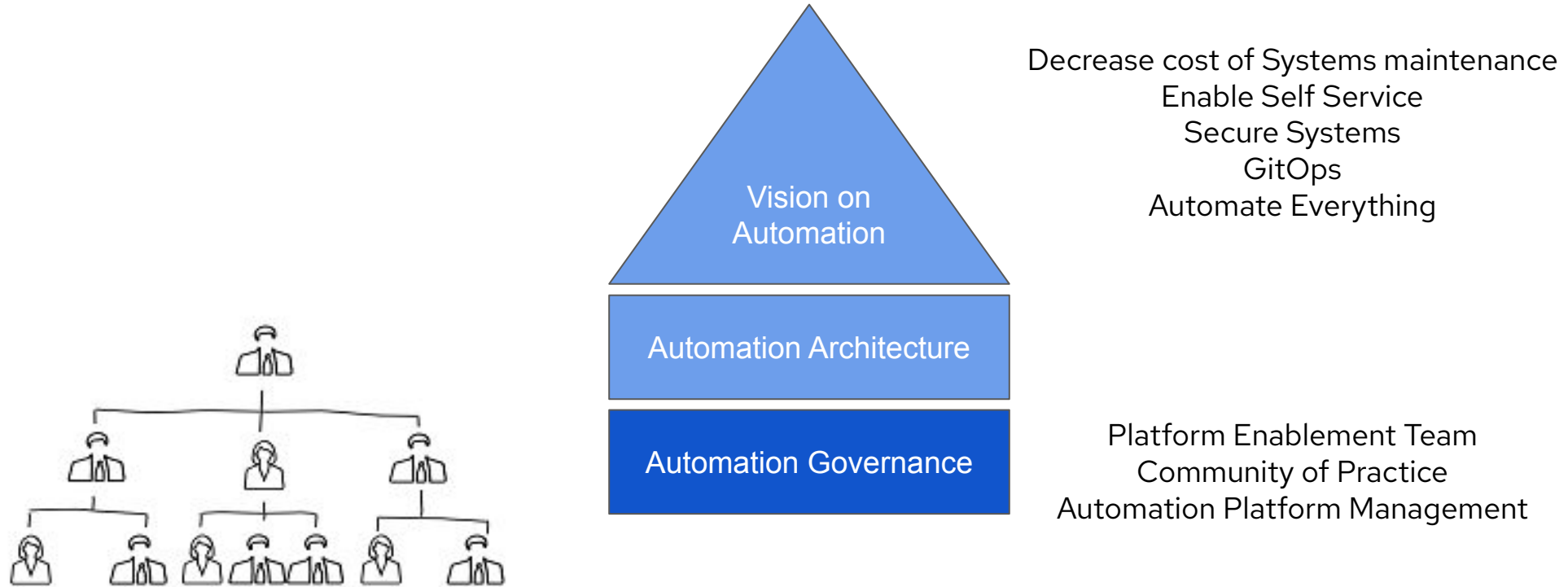
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Red Hat - CI/CD E2E Implementation Workflow



An Automation Vision leads to an Automation Architecture...

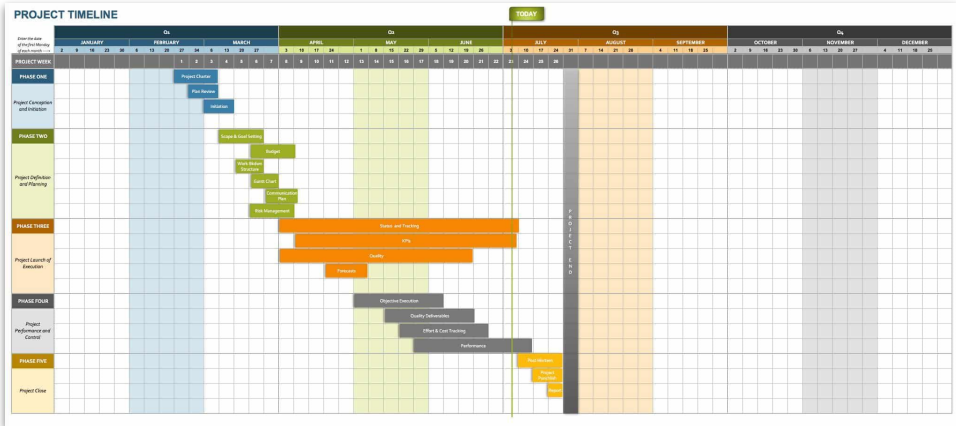
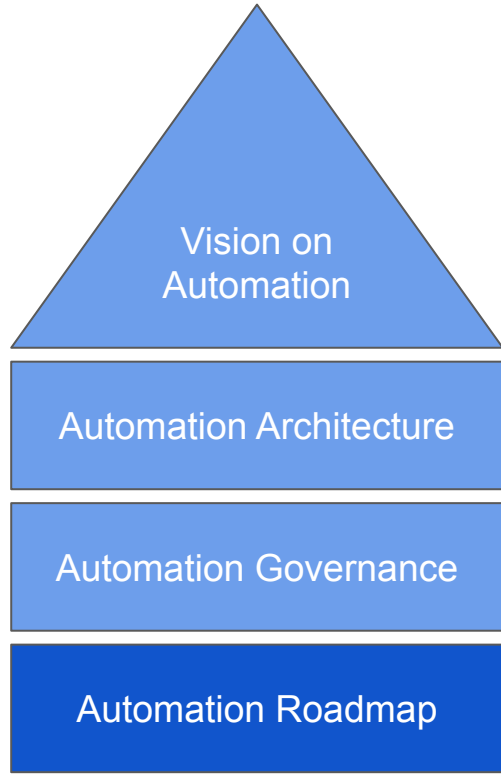
The Vision is the Why, the Architecture is the What



An Automation Vision leads to an Automation Architecture...

The Vision is the Why, the Architecture is the What

Decrease cost of Systems maintenance
Enable Self Service
Secure Systems
GitOps
Automate Everything



How can Red Hat partners help?

How can Red Hat partners help?

How can our partners add value?

What the customer asks for

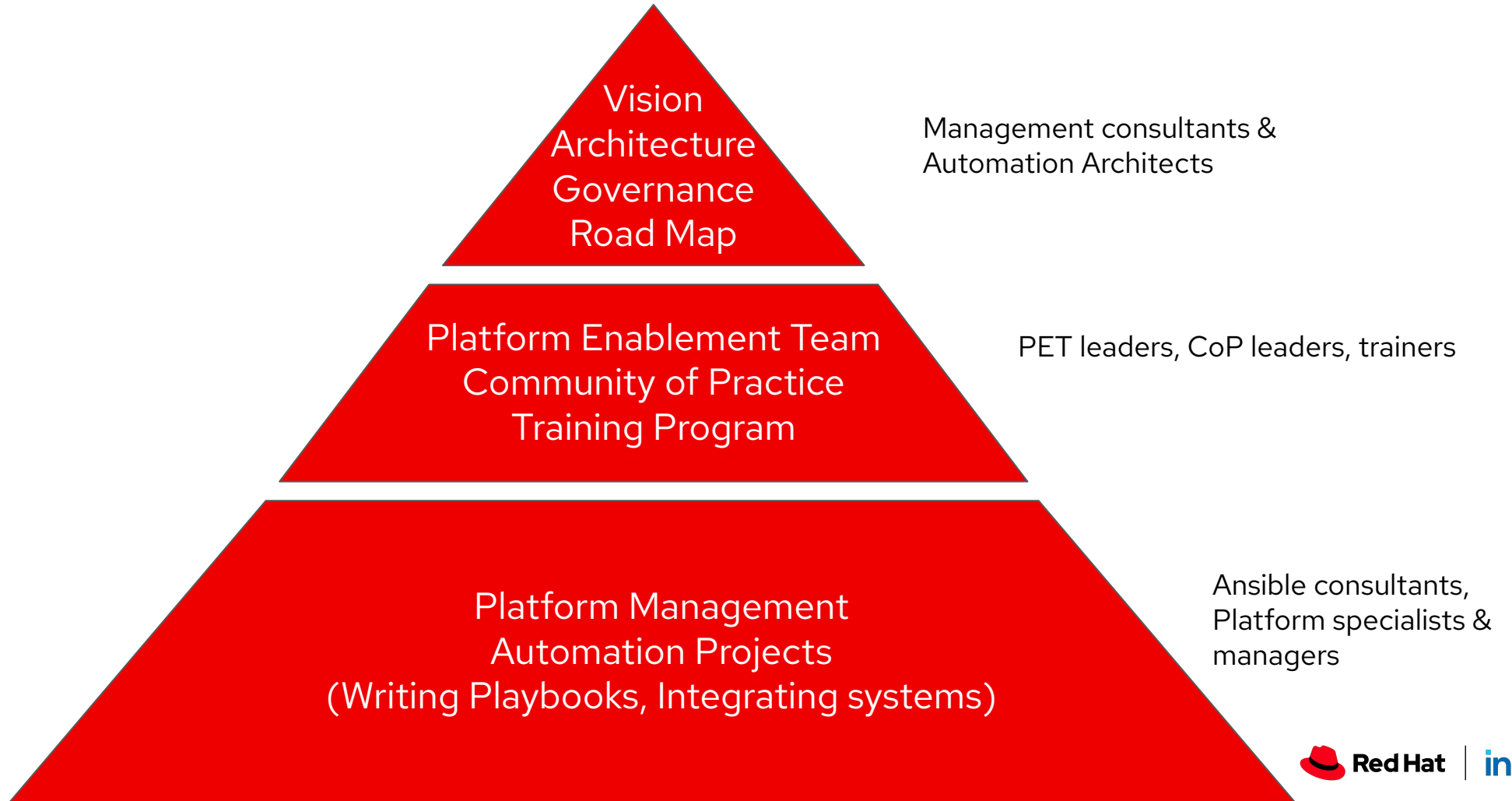
“We need an Ansible specialist”

What the customer actually needs

**“We need an Ansible specialist...
...and an Automation Architect, a Platform Enablement Manager and a Trainer as well”**

How can Red Hat partners help?

There is a whole lot we can do



Who's doing what?

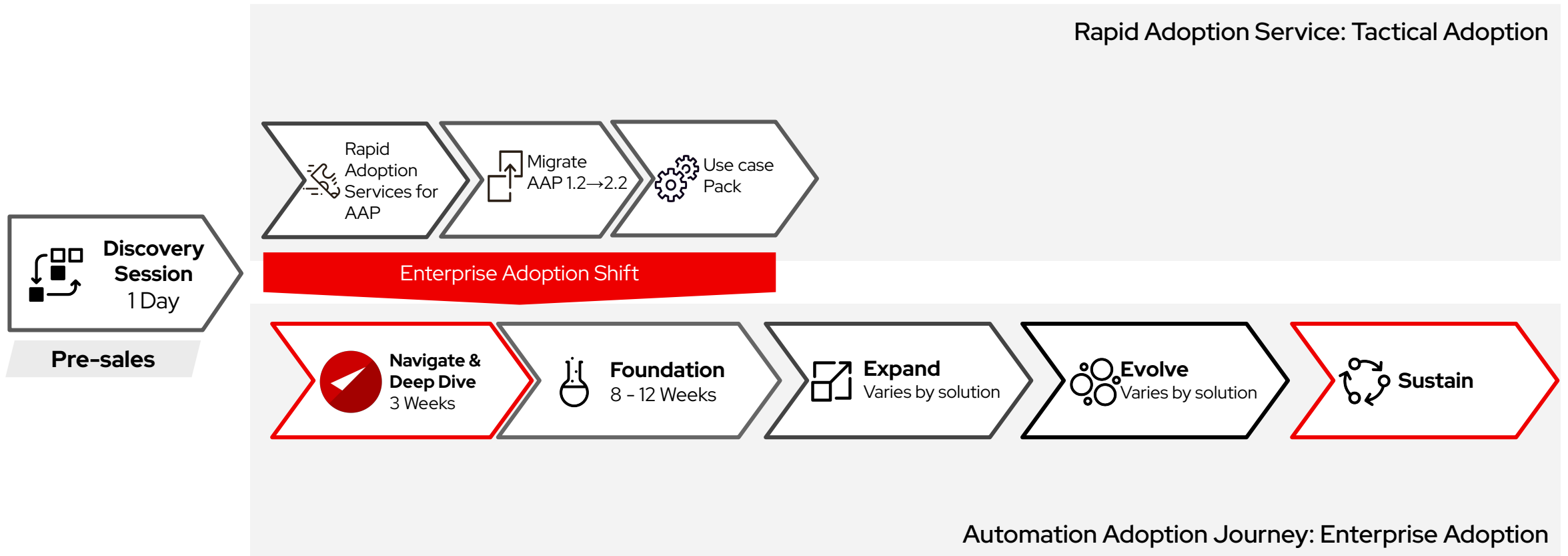
Responsibility / Task	Red Hat GPS	Automation Partner	Customer
Automation Strategy	GPS Sr. Architect	Management Consultant Program Manager	Sr. Automation Architect Program Manager
Automation Architecture			
Automation Roadmap			
Platform Enablement Team		PET Manager	PET Manager
Training program	RH Training & Certification	Training Manager	
Automation CoP		CoP Manager	CoP Manager
Design of RH AAP Platform	GPS Architect		
Installation of RH AAP Platform	GPS Consultant	Consultant	
Management of RH AAP Platform		Platform Manager	Platform Manager
Ansible Playbooks	GPS Consultant	Consultant	Ansible user
Training users	RH Training & Certification	On site trainer	
Sharing knowledge	RH Communities, SA's	Users, Mgrs, Architects	Users, Mgrs, Architects

Partner Program - Leading with Automation

The screenshot shows the top portion of a website page. At the top left is the Red Hat logo. To its right is a navigation menu with links for 'Programs', 'Enablement', 'Resources', 'Specials', and 'FAQ', followed by a user profile icon. Below the navigation is a large hero image of two people, a man and a woman, looking at a screen. Overlaid on the left side of the hero image is the text: 'Europe, Middle East & Africa', 'Red Hat Partner Programs and Development', and 'Let's do something great. Together.' Below the hero image is a dark teal bar with the text 'Leading with Automation'. Underneath this bar is a light blue section with a 'Jump to a section' link. Below that is a white section with a horizontal list of links: 'Benefits', 'Pipeline generation', 'ORP', 'Success stories', 'Enablement & sales support', and 'Specialist badge'. At the bottom of the page is a large graphic with the text 'Leading with Automation' in blue and red, accompanied by a stylized red and blue icon of a computer monitor with circuit lines.

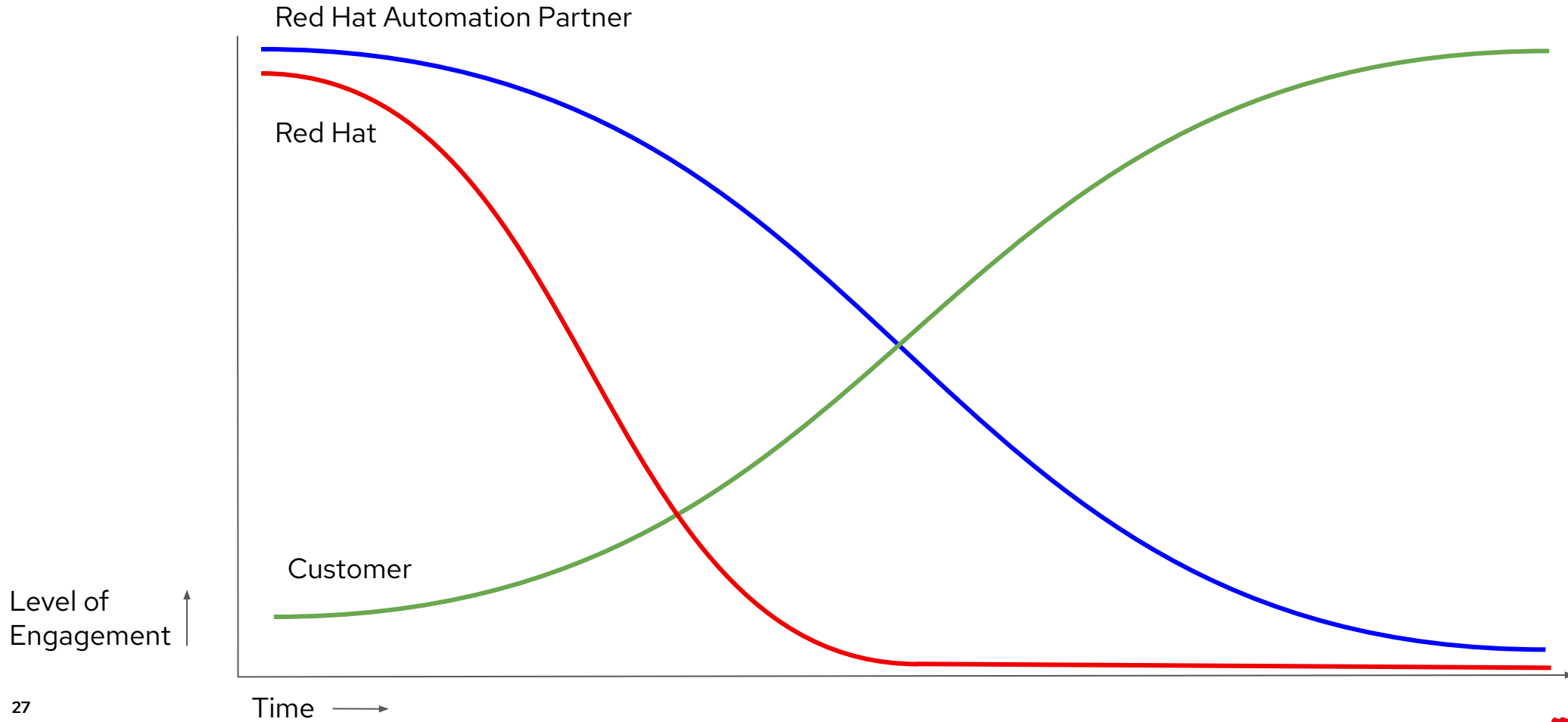
Red Hat Automation Adoption Journey

Get the customer up to speed with A



Working together

There is a whole lot we can do together



Thanks

ruud.zwakenberg@redhat.com

ruud@redhat.com

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 [youtube.com/user/RedHatVideos](https://www.youtube.com/user/RedHatVideos)

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