![Red Hat logo]

Bringing automation to the enterprise

The value of Red Hat Ansible Automation Platform

"Staying competitive means we need to offer new, digital features and stable, timely services to all of our stores. The only way to achieve this goal is with a centralized automation platform like Ansible Automation Platform."[1]

Felix Kuehner
[Compute & Runtime Services—Linux®, Schwarz IT](#)

Taking on the challenge of automation

As organizations look for new ways to increase agility and move towards the digital frontier, automation has become a core strategic objective. However, implementation is often piecemeal, resulting in a bottom-up, problem-solving strategy. When different departments in an organization use disparate automation tools, the lack of a centralized strategy can lead to inhibited content sharing and governance—lengthening the time to reach the business goals that automation sets out to achieve.

Unsupported solutions such as AWX and community Ansible may be the right fit for smaller organizations. Community Ansible can be a powerful tool for single-user efforts, and AWX is effective for one team in a single location that needs an application performance interface (API) with limited functionality. However, these solutions lack enterprise-grade support and robust analytics.

If your organization seeks to operationalize its automation efforts into an enterprise-wide strategy, a more comprehensive platform is required. For a fully featured, enterprise automation platform that does not require staff time to troubleshoot and support, many organizations are choosing a paid subscription to Red Hat® Ansible® Automation Platform.

Why subscribe to Red Hat Ansible Automation Platform?

Ansible Automation Platform is a hardened, supported, enterprise-ready subscription automation platform that can configure systems, deploy software, and orchestrate advanced workflows to support application deployment, system updates, and more. A subscription to Ansible Automation Platform comes with benefits for organizations looking to standardize, operationalize, and scale automation, including the ability to:

▸ Gain access to Red Hat Insights and automation analytics. These tools help provide visibility into how effectively Ansible Automation Platform is being used within your organization—helping you to measure impact and resolve issues across your IT infrastructure.

▸ Get life cycle support, security, content from Red Hat's ecosystem of more than 60 certified partners and 140 collections, and expert knowledge gained from our success with thousands of customers.

▸ Make deployment efficient via integration with hyperscalers such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP). This allows organizations to use their committed spend towards their Ansible Automation Platform subscription.

An Ansible Automation Platform subscription can result in a 667% five-year return on investment (ROI), a 76% reduction in unplanned downtime, US$1.9 million in additional new revenue gained per year, and more.[2]

▸ Use Red Hat and the Red Hat partner ecosystem to accelerate your time to value with Ansible Automation Platform, from onboarding to complex cross-organizational use cases.

▸ Get started with Ansible Automation Platform with the support of Red Hat training. Additionally, Red Hat Technical Account Management (TAM) provides access to technical experts who can help guide and advise your organization's technology strategy.

See how much time you could save with Ansible Automation Platform

Try the Red Hat Ansible Automation Platform time savings calculator or start the trial.

1   Red Hat e-book. "Innovate with automation: A Red Hat customer success series," Jan. 2023.

2   IDC White Paper, sponsored by Red Hat. "The Business Value of Red Hat Ansible Automation Platform." Document #US48678022, Oct. 2021.

About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with award-winning support, training, and consulting services.

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