



Red Hat
Ansible Automation
Platform

How To Build A Movement

Navigating The Hardest Part
Of Enterprise Automation

Mark Swinson

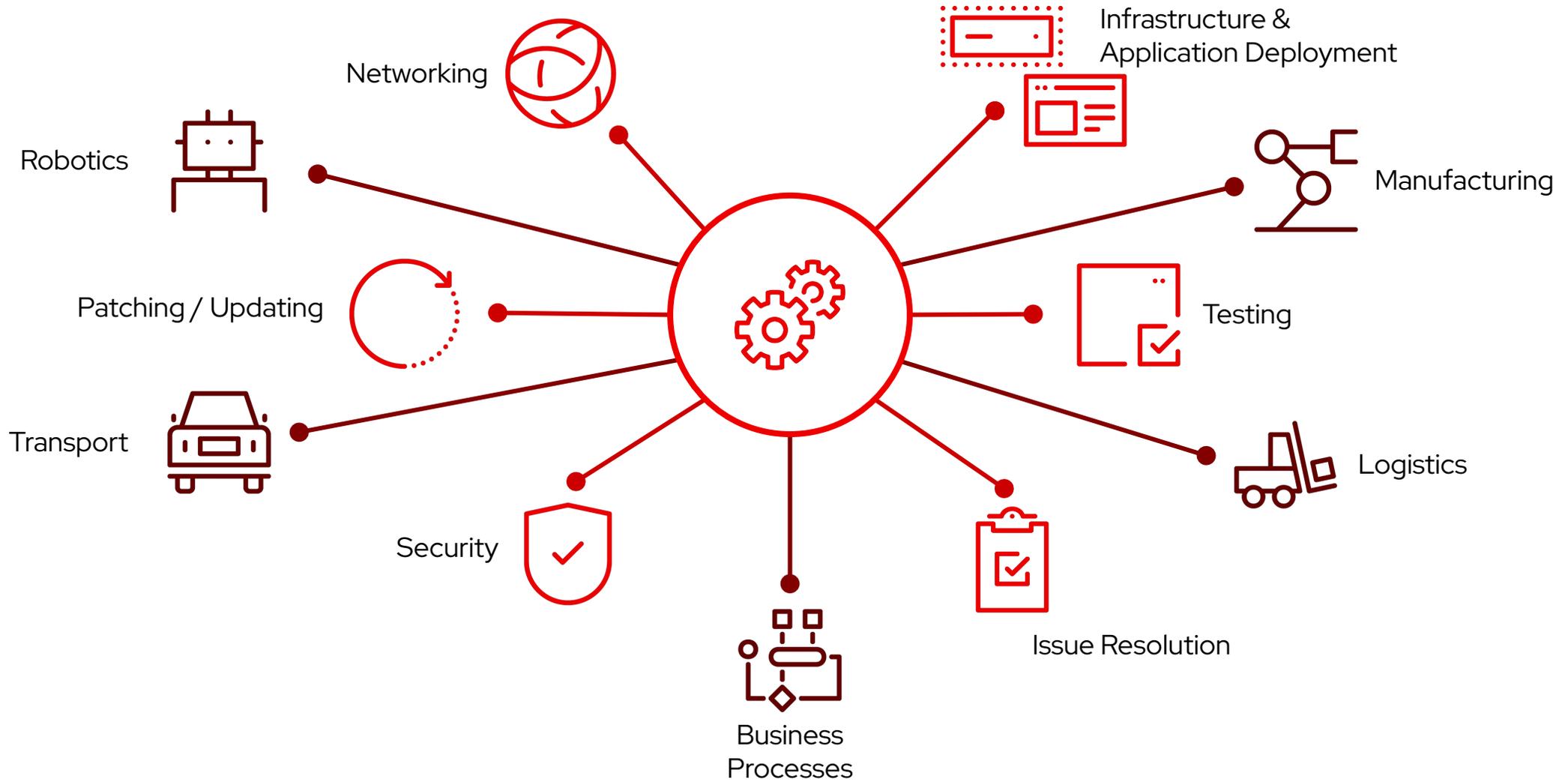
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Red Hat

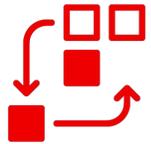
Everyone is automating...



Ansible Automation Platform Delivers...



Connects disparate tools & services



Orchestration



Ease of Use



Visibility / Metrics



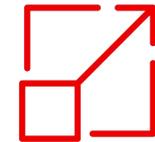
Enterprise Support



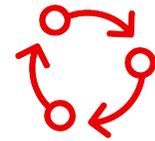
Collaboration



Ease of Adoption



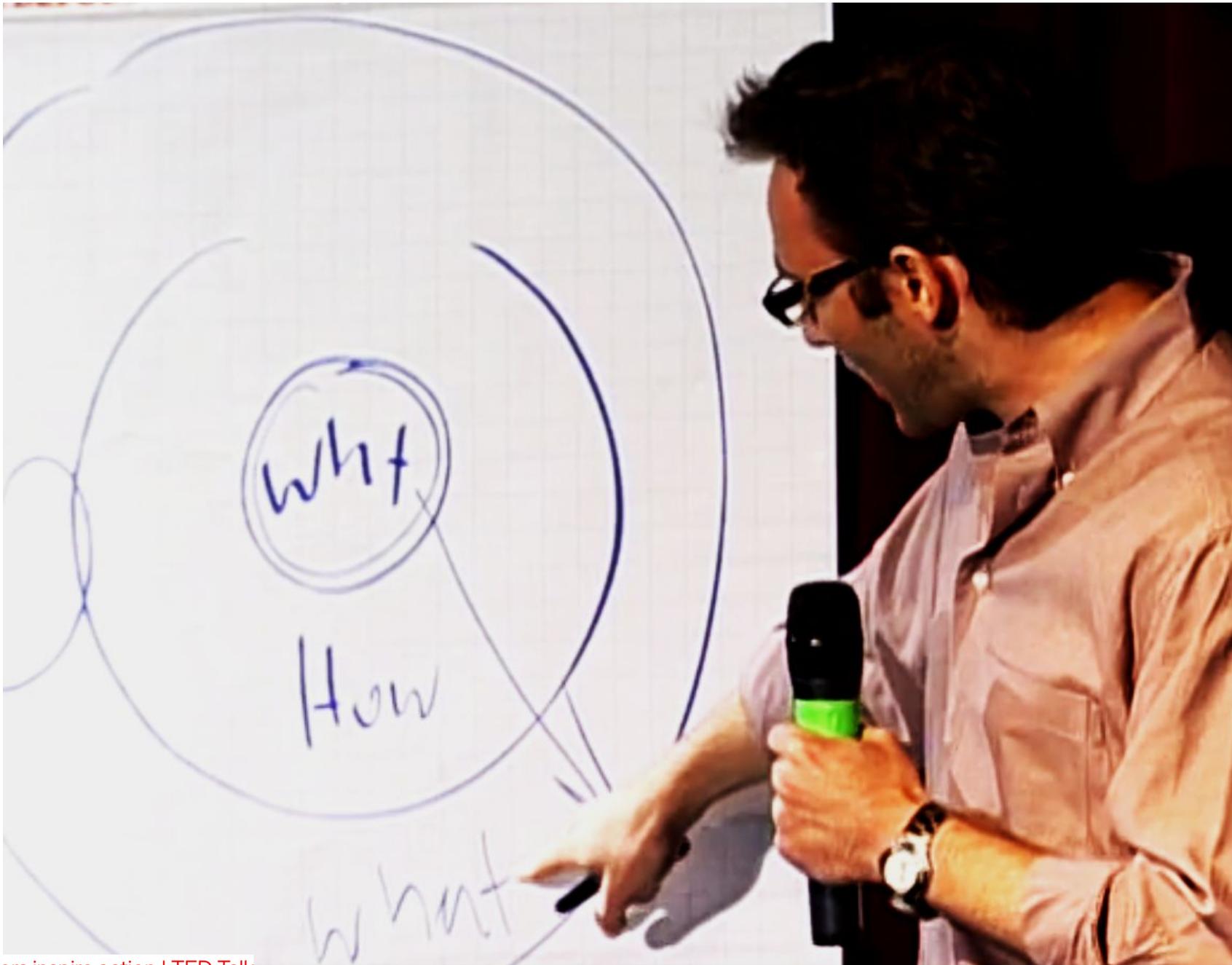
Scalability / Growth



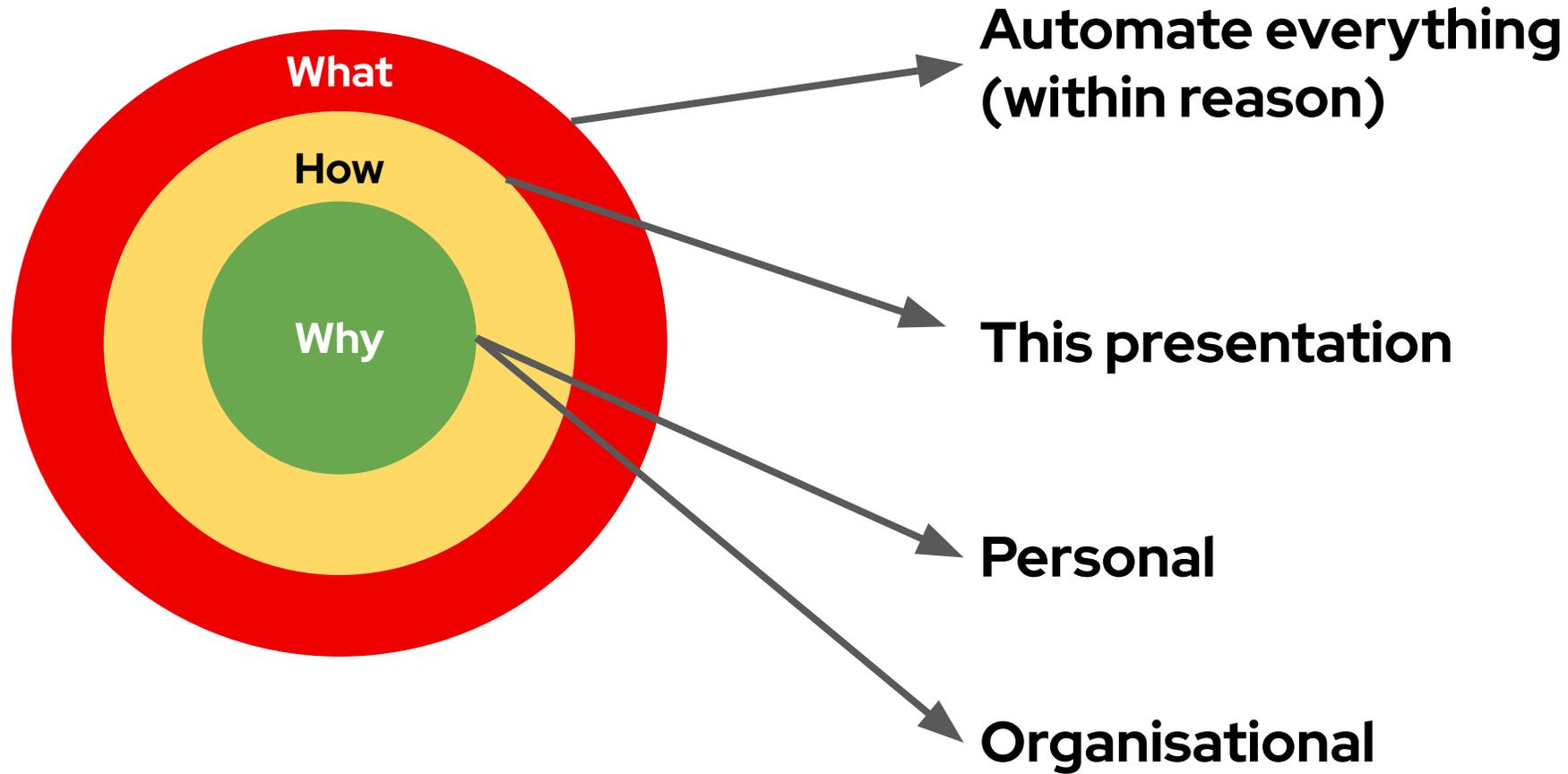
Evolving Features



Security & Stability



Let's Start With "Why?"



Personal Motivations

Why use Ansible **and** Spread the Word?



- ❑ Personal productivity
- ❑ Learning / gaining experience
- ❑ Altruism / Fun!
- ❑ Recognition / profile within your organization
- ❑ External Visibility
- ❑ Professional (CV) cred

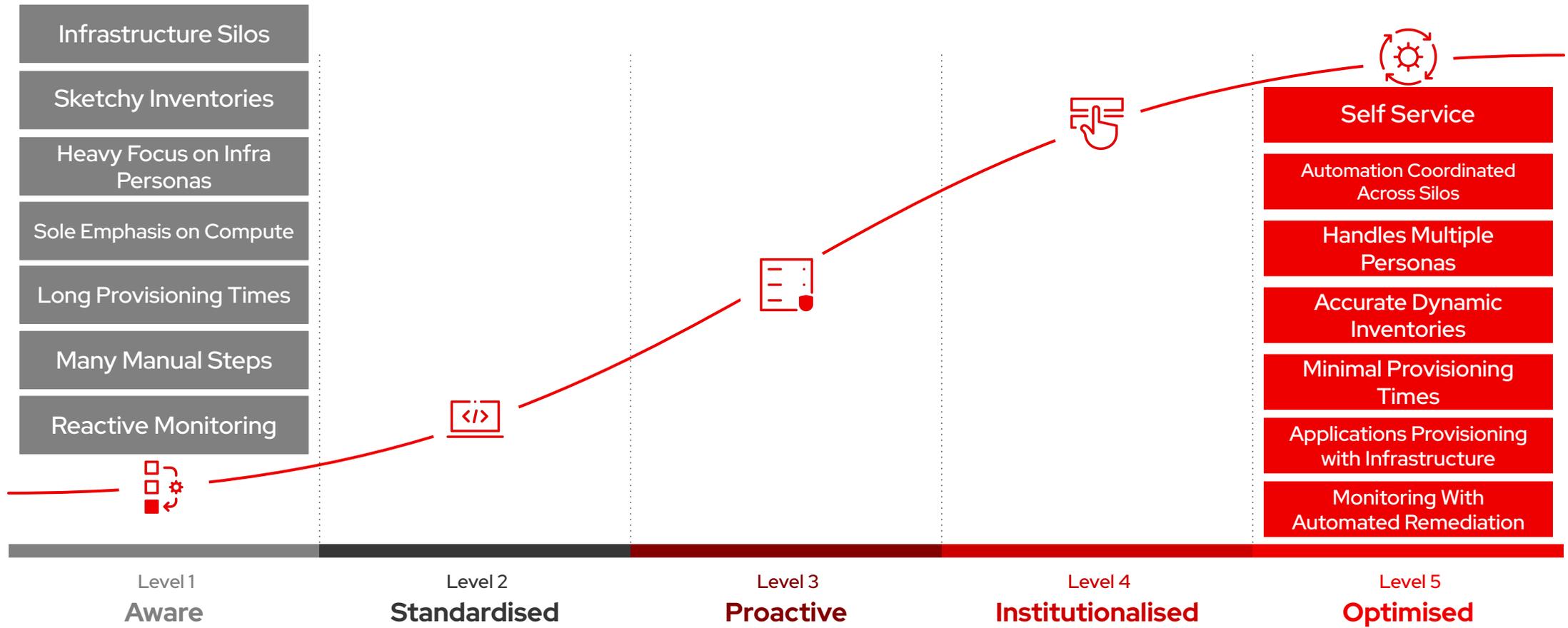
Organisational Motivations

Why might executives be interested?

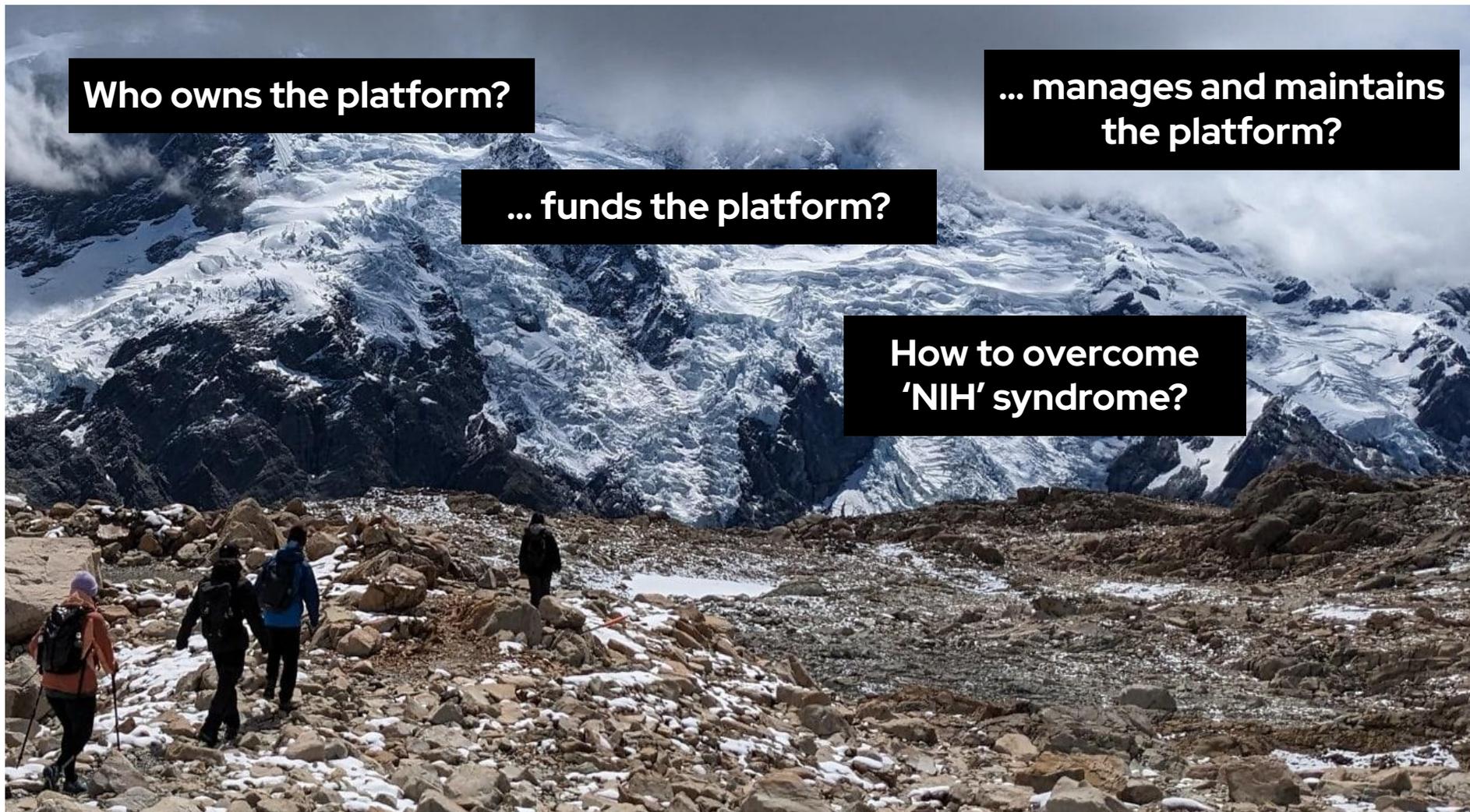


- ❑ Automation makes good business sense:
 - ❑ Increase speed and agility
 - ❑ Improve efficiency and productivity
 - ❑ Enhance Security / Reduce risk
 - ❑ Mitigate skills challenges
- ❑ Modernise ways of working
- ❑ Reduce technical debt

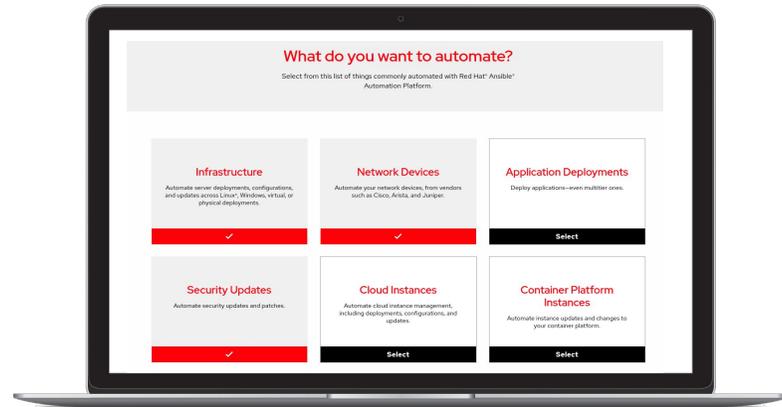
Enterprise Automation Maturity



If It Was Easy...



Building A Business Case...



Red Hat Time Savings Tool
redhat.com/savetime

An IDC Business Value Snapshot, sponsored by Red Hat



Business Value of Red Hat Ansible Automation Platform

Red Hat customers are realizing **significant value** by leveraging various Red Hat Ansible Automation Platform solutions to improve their IT and application development operations while supporting their business needs. This would result in a **five-year ROI of 667%**.

KEY RESULTS



667% 5-year ROI



10 months to payback on investment

CUSTOMER QUOTE:

“Red Hat gives us the opportunity from one platform to automate, deploy, and manage.”

DevOps Efficiencies by Activity

% improvement



IT Staff Impact

30% more efficient IT infrastructure teams
29% more efficient network infrastructure management teams
75% faster deployment of new storage resources
39% more applications developed

CUSTOMER QUOTE:

“We need less resources to deploy and maintain infrastructure support for our development teams, which saves money. And automation through Red Hat Ansible allows us to move faster, which then fosters innovation.”

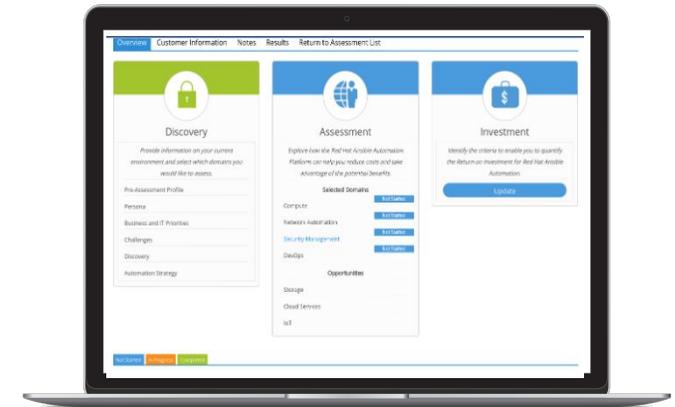
Reliability, and Business Benefits

30% more efficient IT security teams

76% reduced unplanned application downtime

\$1.87 million additional revenue gained

IDC RoI Analysis
red.ht/idcroi



IDC RoI Tool
Speak to your Red Hat contact

Reference Success Stories...

DISCOVER[®]



“When we use repeatable solutions, we can develop and deploy these in other areas of our business much faster and more frequently. It’s a **critical enabler for us and increases our ROI.**”

Joe Mills
Director,
Discover Financial Services

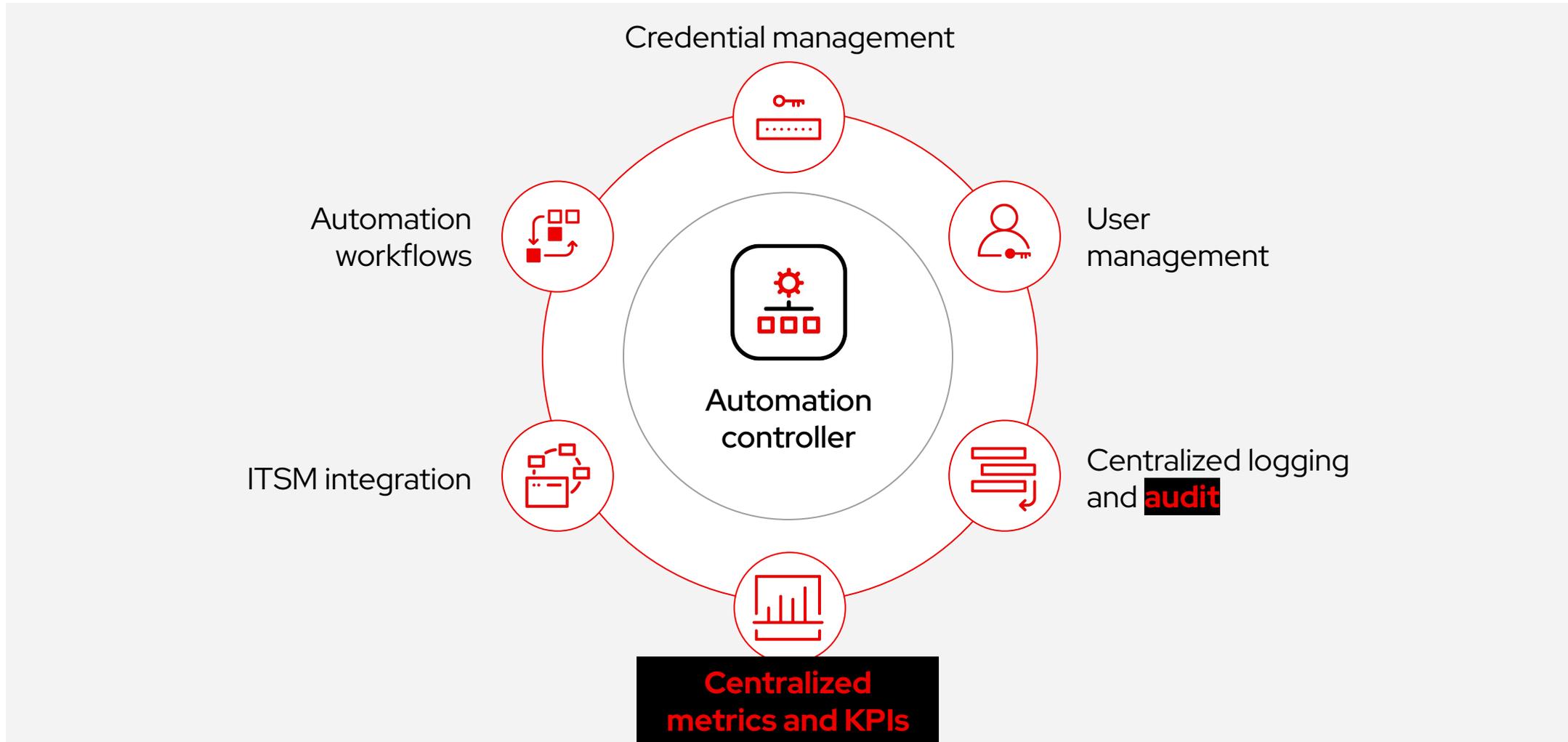
ULTA[®] BEAUTY



“Every organization with a large technological footprint is deploying in the cloud and building a hyperscaler strategy, so **implementing tools that help us run better and faster in the cloud is critical.** We can directly deploy and run [Red Hat] Ansible Automation Platform in the environments that we need to with the scale and speed that’s required.”

Jesse Amerson
IT Director,
Ulta Beauty

Enterprise automation meets other needs...



But We're Here To Talk About **Building** A Movement!



- ❑ Be prepared to stand up and be different
“... it has to be VISIBLE ...”
- ❑ Evangelise
- ❑ Embrace early collaborators
“The first follower transforms the ‘lone nut’ into a leader”
- ❑ Make it about more than you:
Altruism, fun, ...
- ❑ Community

Nurturing Your Community

Some ideas



- ❑ Lunch & learn sessions
- ❑ Promote use of Red Hat Learning Labs
- ❑ Take advantage of Red Hat Learning Subs
- ❑ Create a study group
- ❑ Run an internal “conference”
- ❑ Establish a core team
- ❑ Think beyond your organisation

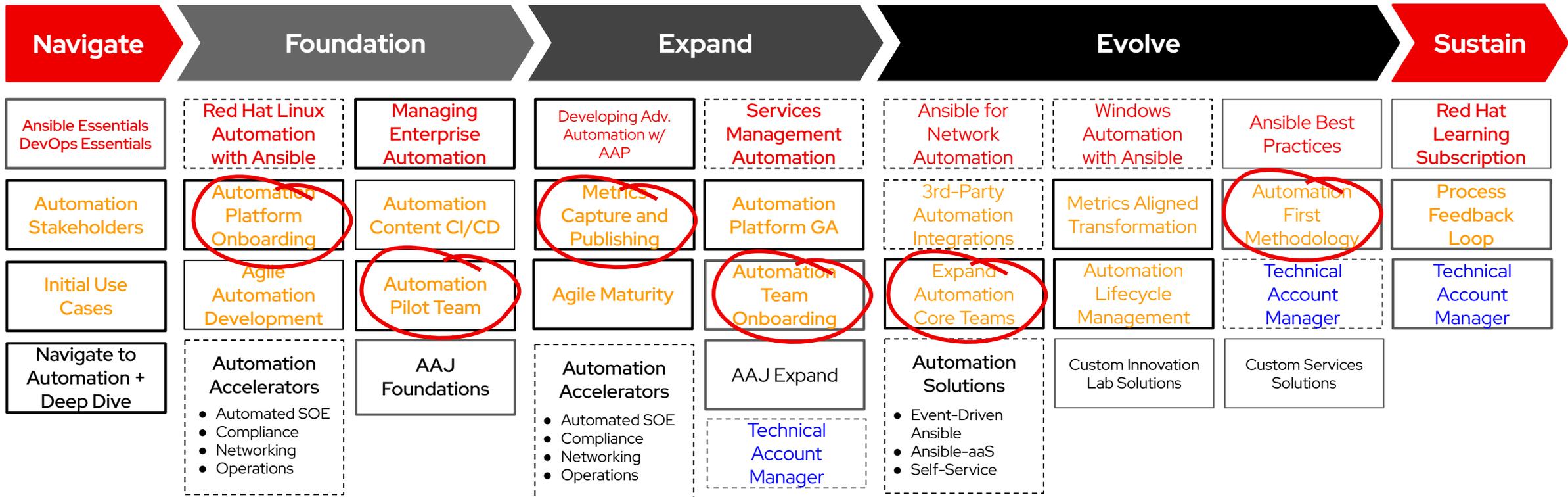
Red Hat Can Help

Free and Fee Options

- ❑ Ansible Adoption Assessment
- ❑ Contribute to internal events:
 - ❑ Product overviews
 - ❑ Product updates
 - ❑ New feature demos
- ❑ Support with Hackathons
- ❑ Professional Services support



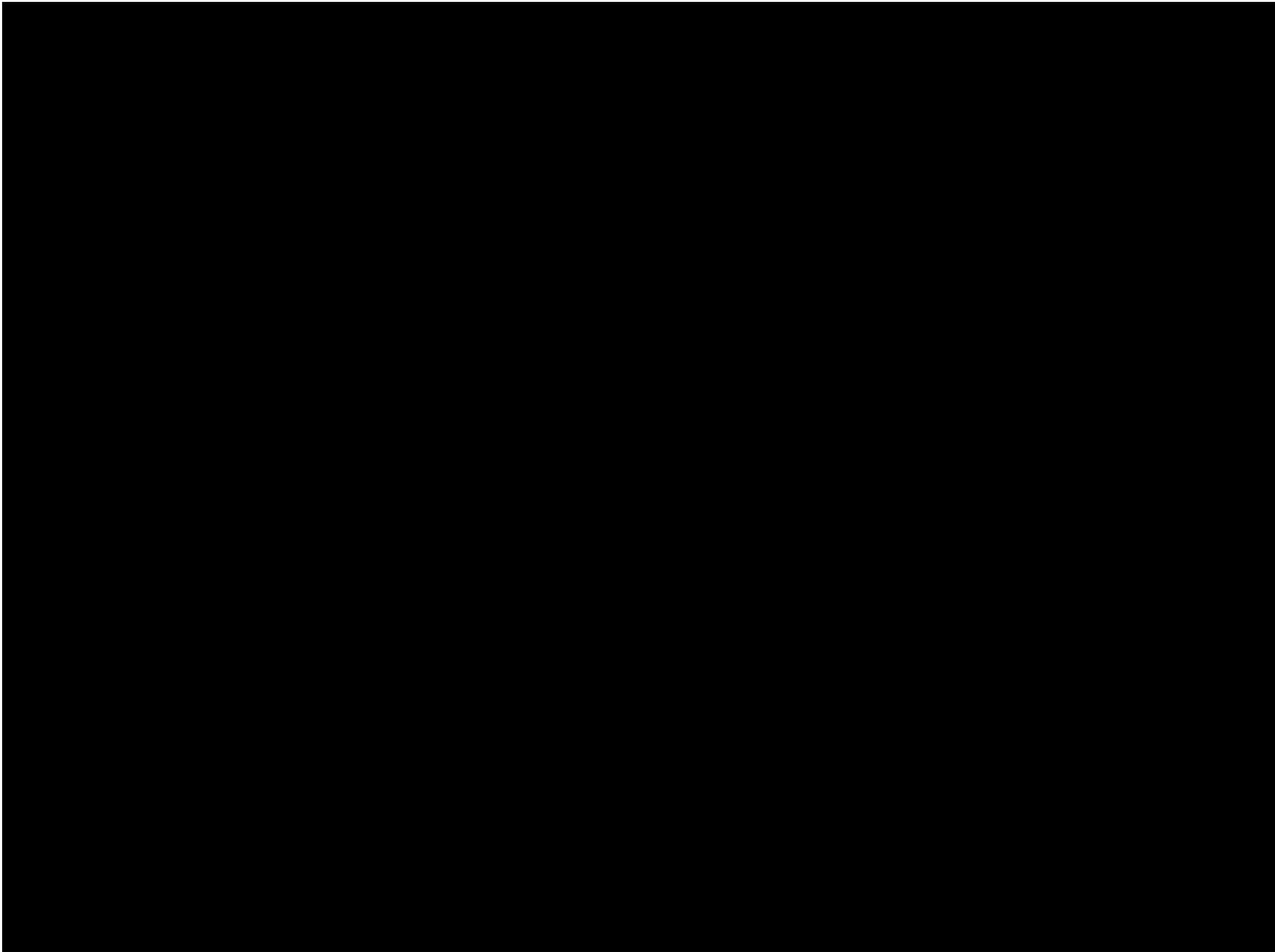
Red Hat Automation Adoption Roadmap



LEGEND:

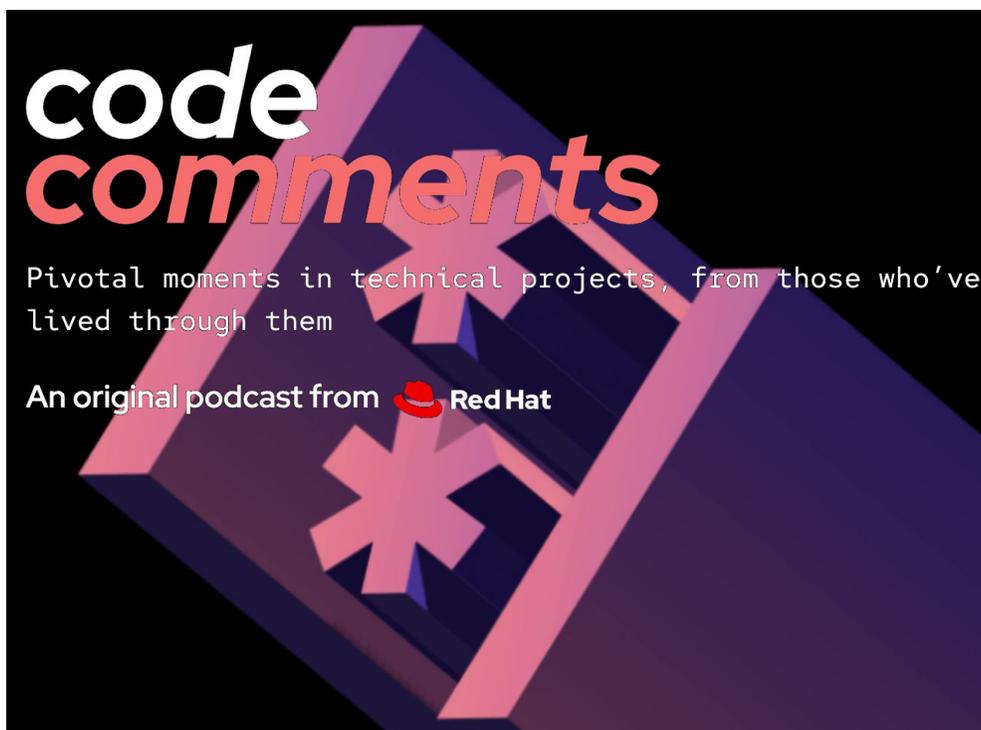
- Frameworks Services
- Training Support
- Core
- Recommended
- Optional





Learnings From Ulta's Journey

You Can't Automate Collaboration



- ❑ Establish a small core team
- ❑ Gain leadership buy-in
- ❑ “No one team can cover everything”
- ❑ Allow autonomy for each team adopting automation
- ❑ Organise cross-functional workshops and seminars
- ❑ Encourage “learning by doing” - eg hackathons
- ❑ Start simple, proceed with caution, demonstrate results, celebrate success

```
4 become: true
5
6 # module_defaults:
7 #   ansible.posix.firewalld:
8 #     permanent: true
9
10 tasks:
11   - name: Include redhat.rhel_system_roles.cockpit
12     ansible.builtin.include_role:
13       name: redhat.rhel_system_roles.cockpit
14
15   - name: Copy files/cockpit.conf to /etc/cockpit/
16     ansible.builtin.copy:
17       src: ./files/cockpit.conf
18       dest: /etc/cockpit/
19       owner: root
20       group: root
21       mode: '0644'
22
23   # - name: Restart cockpit service
24
25   # - name: Allow cockpit through firewall
```



One final thought...

- > **Generative AI** (eg ChatGPT) is generating a lot of **excitement** at the moment
- > **Red Hat Ansible Lightspeed suggests Ansible Tasks** within Ansible Playbook and Ansible Task files



Thank you

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Up Next in this track

13:50 - 14:20	Accelerate AI using OpenShift Data Science Red Hat: Erica Langi - Associate Principal Account Solution Architect
14:25 - 14:55	Is the network blocking your journey to hybrid cloud? Let your services communicate securely and simply across the hybrid cloud using Red Hat Service Interconnect Red Hat: Phil Prosser - Senior Domain Solution Architect
15:25-15:55	Ansible Content Ecosystem Red Hat: John Hardy, Senior Principal Product Manager
16:00 - 16:30	From Cows to Containers - Empowering tech transformation in the Scottish Government Red Hat: Jonny Williams - Agile Delivery Lead