



Why organizations need an automation strategy

Matti Nieminen
Automation Sales Specialist



"I don't have time to see any crazy salesman; I have a battle to fight."

~~Automation is a tool.~~

~~Automation is tactical.~~

Automation is strategic.

According to **Forrester Research...**

"Automation is now a boardroom imperative."

FORRESTER

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COVID-19 Has Made Automation A Boardroom Imperative

MAY 13 2020



As we emerge from the Coronavirus crisis, firms will undoubtedly look to automation as a way to mitigate the risks that future crises pose to the supply and productivity of human workers. The report "The COVID-19 Crisis Will Accelerate Enterprise Automation Plans" details how automation has been a major force reshaping work since long before the pandemic, and how it's now taking on a new urgency in the context of business risk and resiliency. Key takeaways include:

- **Firms will invest in more cognitive capabilities and supplied AI, industrial robots, service robots, and RPA**, however these investments will have unequal impacts on the global workforce
- **COVID-19 has made automation a boardroom imperative** as CEOs are now forced to expand business continuity and risk to include 'white swan' events
- **Businesses will need to approach automation with empathy** as the human impact of the crisis on the workforce continues into recovery

The author of the report, Leslie Joseph, has also published a blog post on this topic: [COVID-19, Automation, And You](#). Leslie is available for media interviews. Please reach out to press@forrester.com



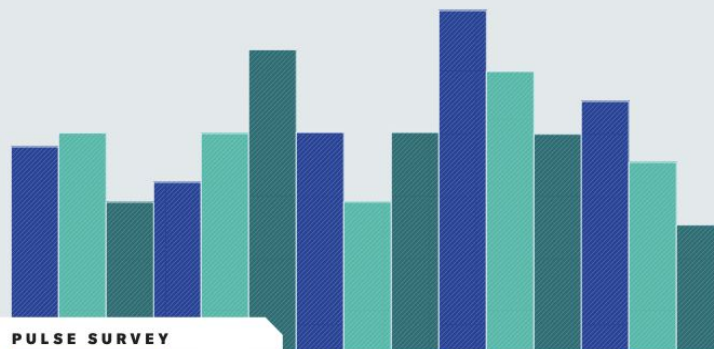
Where is your automation journey heading?

The solution often lies **along hire and automate** because hiring alone is not enough to scale IT operations.

What priorities drive the IT agenda?



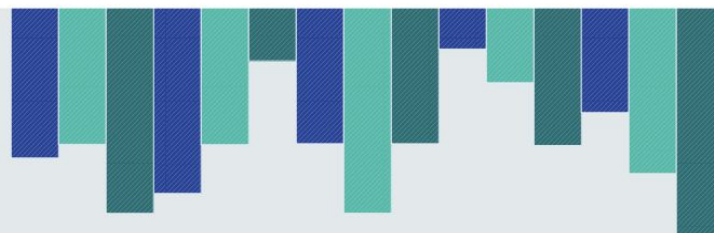
- ▶ **Advance** IT collaboration
- ▶ **Manage** risk and resilience
- ▶ **Outpace** competition
- ▶ **Increase** innovation
- ▶ **Improve** customer satisfaction
- ▶ **Grow** your career
- ▶ **Improve** compliance
- ▶ **Build** resilience
- ▶ **Reduce** business costs
- ▶ **Decrease** time-to-market



PULSE SURVEY

Taking the Lead on IT Automation:

IT Leaders as Evangelists for Their Automation Strategies



Developing an “automation-first” IT mindset

Gaining a competitive advantage in your industry



Automation

68% report IT automation at their organization has shifted from a “nice to have” to a “must have”.



Success

80% say adopting IT automation is “extremely important” or “very important to the future success of their organization.



Culture change

53% embrace culture change to ensure automation is accepted—but only 26% say IT leaders are doing this now.

What's holding organizations back?



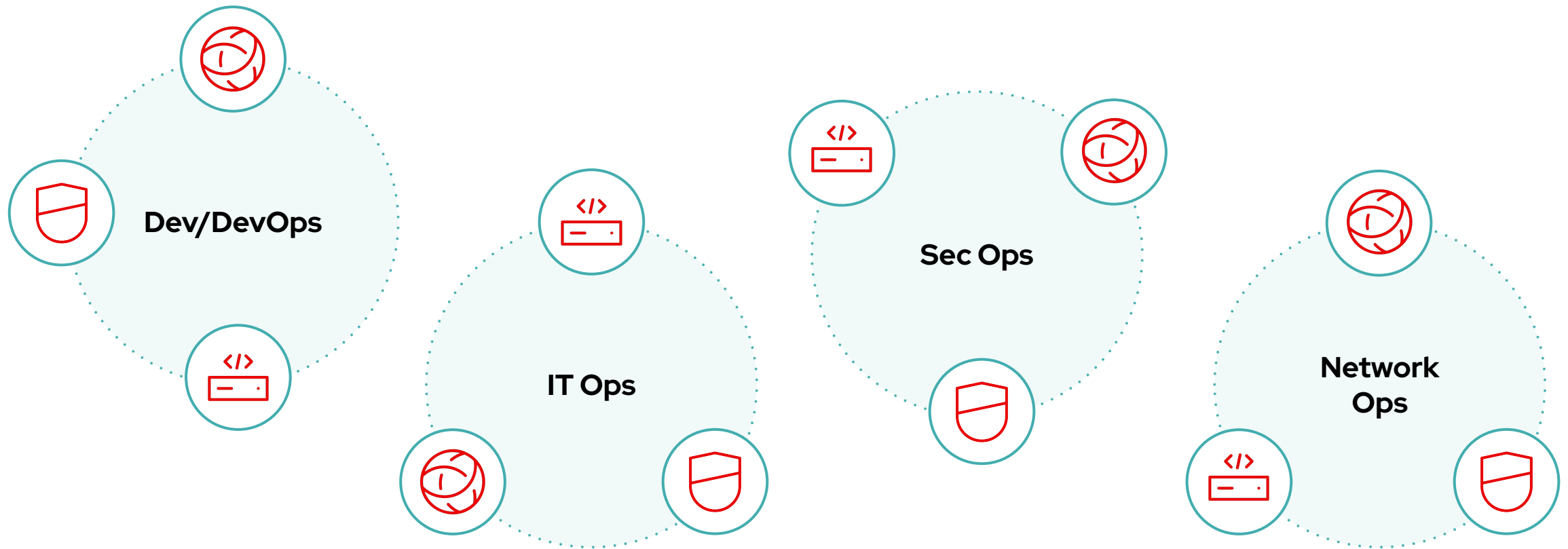
...of implementers say they received **leadership support** to purchase their open source automation licenses.

1 in 4 still experience leadership's misalignment

- ▶ Setting automation priorities
- ▶ Determining which open source automation to use
- ▶ Deciding the level to which infrastructure automation tasks are automated

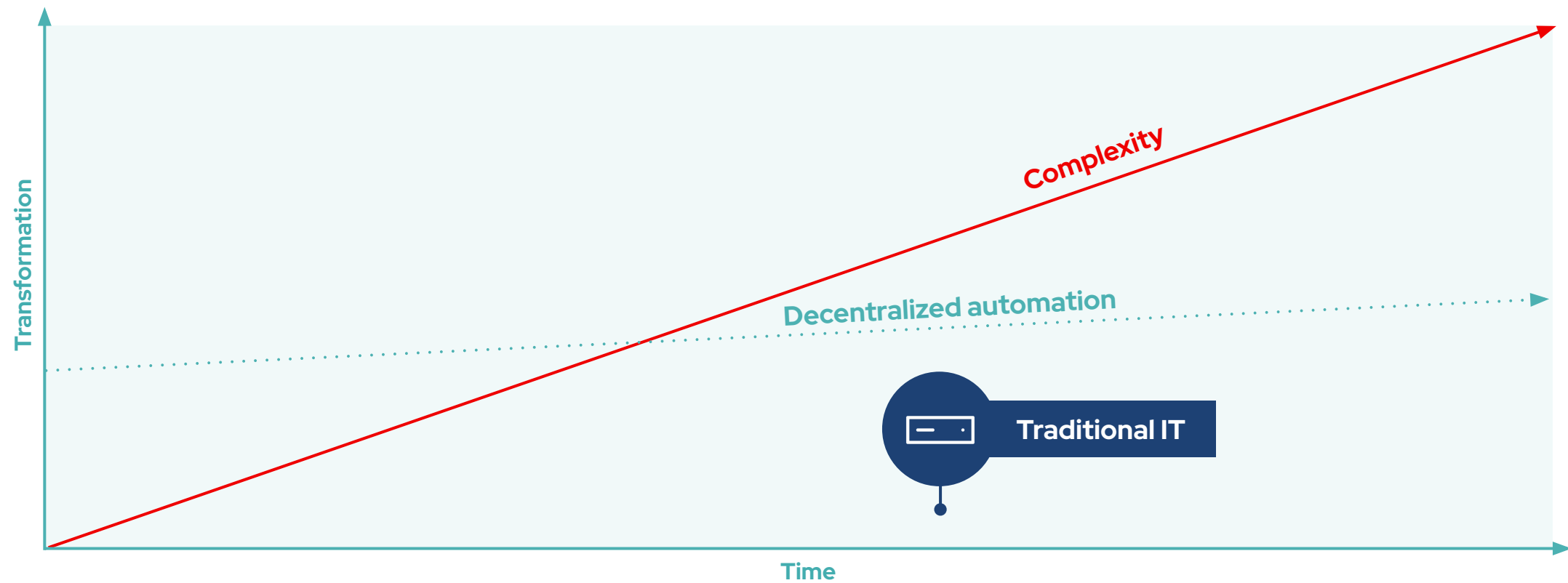
What's holding organizations back?

Too many unintegrated, domain-specific tools, limited collaboration, scale...



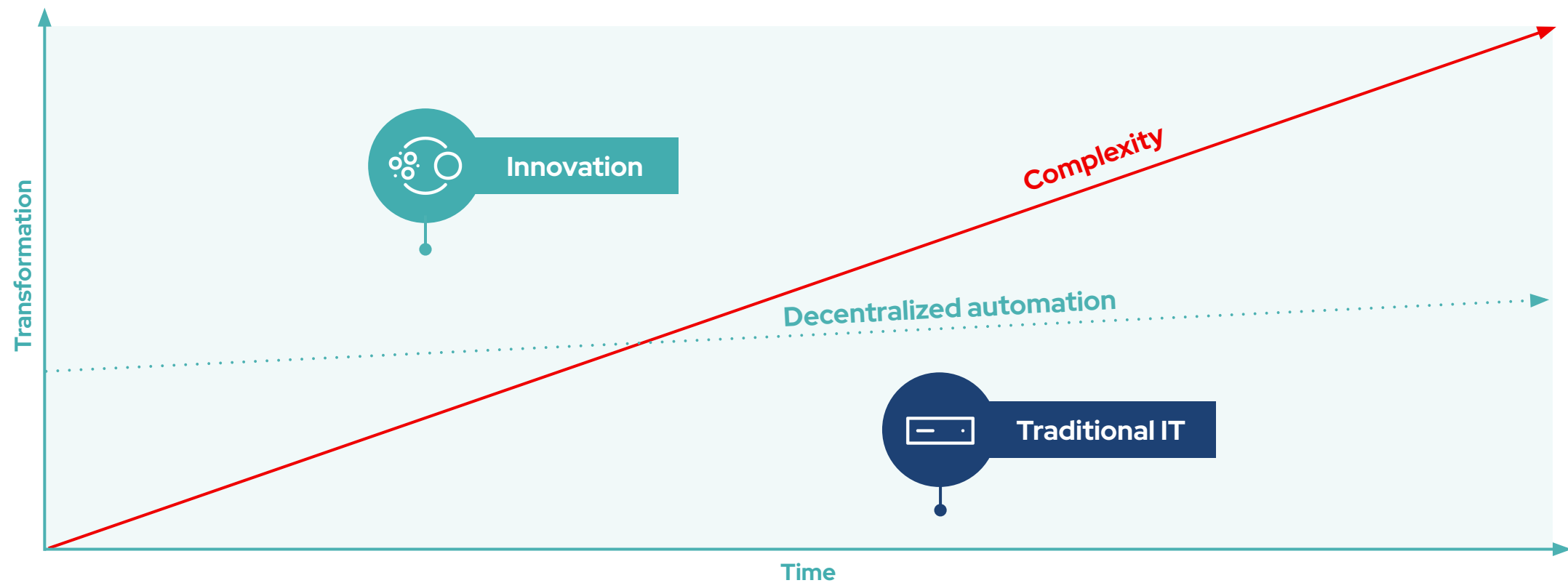
"Complexity is killing us."

If you are already struggling with traditional...



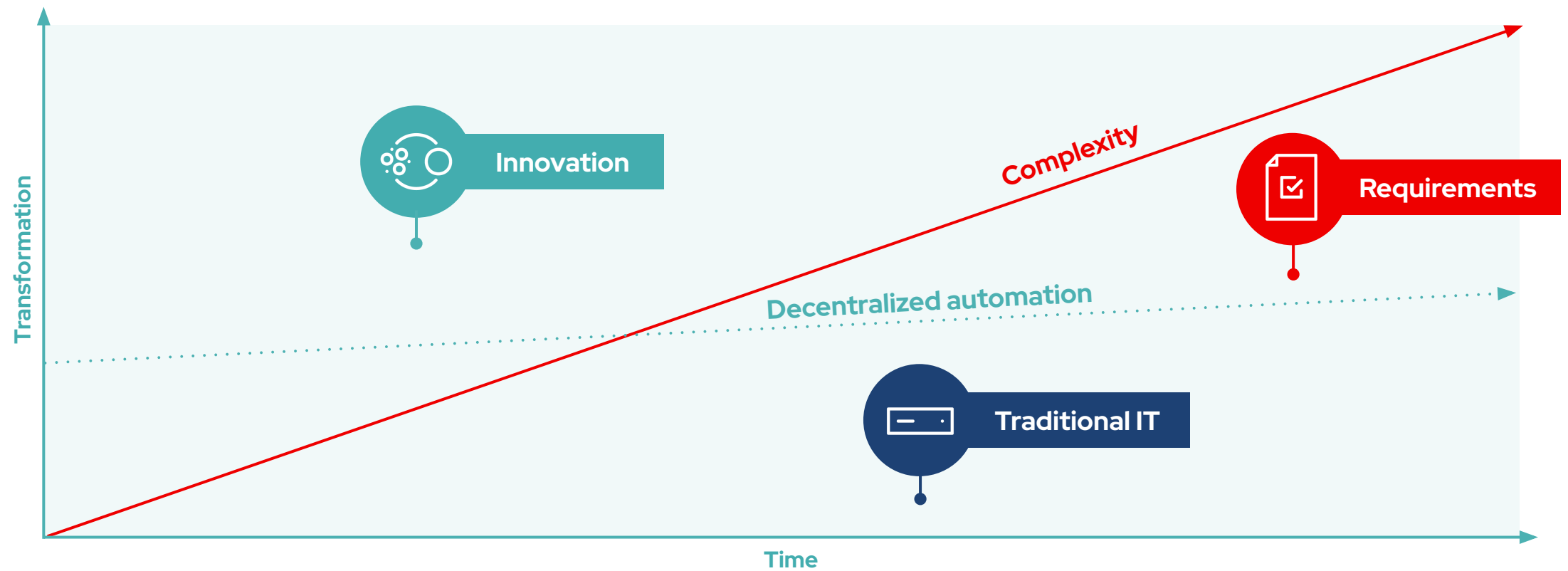
"Complexity is killing us."

How can you improve innovation...



"Complexity is killing us."

Without addressing requirements...





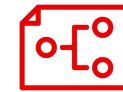
Automate in concert

Automation as a lifetime career- changing opportunity

Automate in concert



Ansible is a global phenomenon



Top 10 framework

Use a developer validated framework¹



40,000+ openings jobs

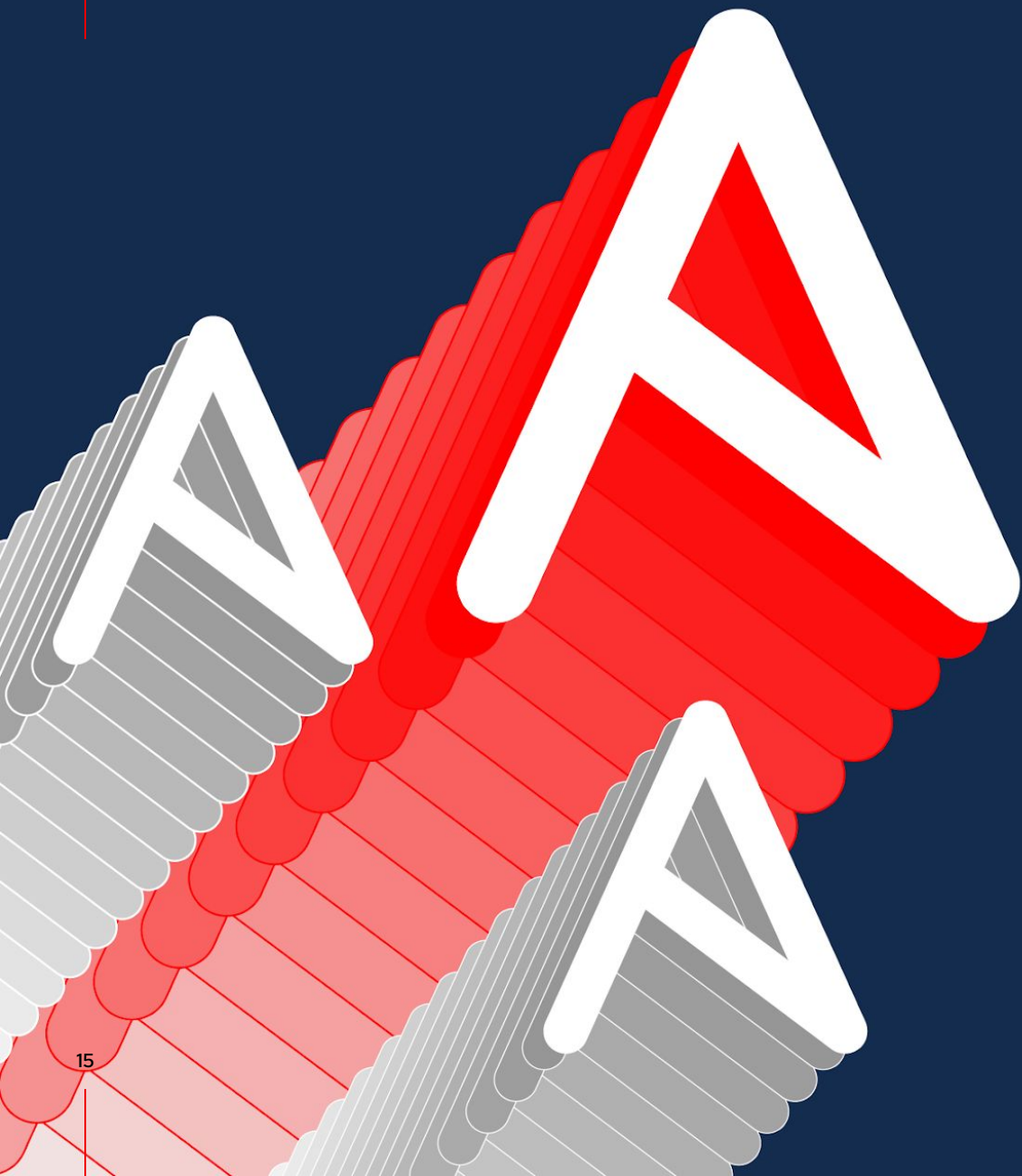
Boost your career²



#1 automation community

Belong to the world's largest
IT automation community³

Automate in concert



By 2025, **more than 90%**
of enterprises will have an
Automation Architect
(up from less than 20% in 2020)

Gartner, Top 10 Trends Impacting Infrastructure and Operations, Ross Winser, David Cappuccio



Automate your entire organization



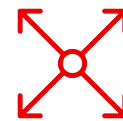
Major analyst validation

Use the leading automation platform¹



Top automation tech skill

Train and certify your team²



Scale and coordinate

Address your organizations digital transformation challenges



Automate in concert

How automation helps mitigate risk

How Red Hat can help you

The 3 Ps to succeed in enterprise scale automation strategy



Platform



Process



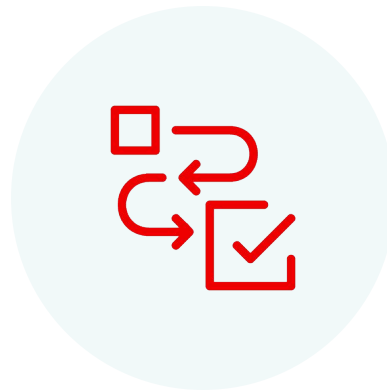
People

How Red Hat can help you

The 3 Ps to succeed in enterprise scale automation strategy



Platform



Process



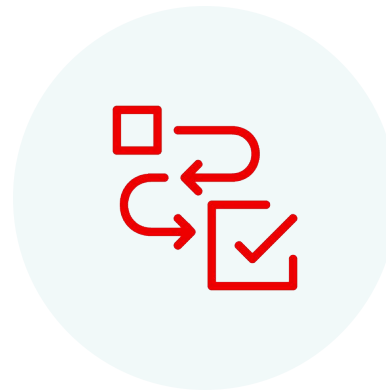
People

How Red Hat can help you

The 3 Ps to succeed in enterprise scale automation strategy



Platform



Process



People

How Red Hat can help you

The 3 Ps to succeed in enterprise scale automation strategy



Open transformation



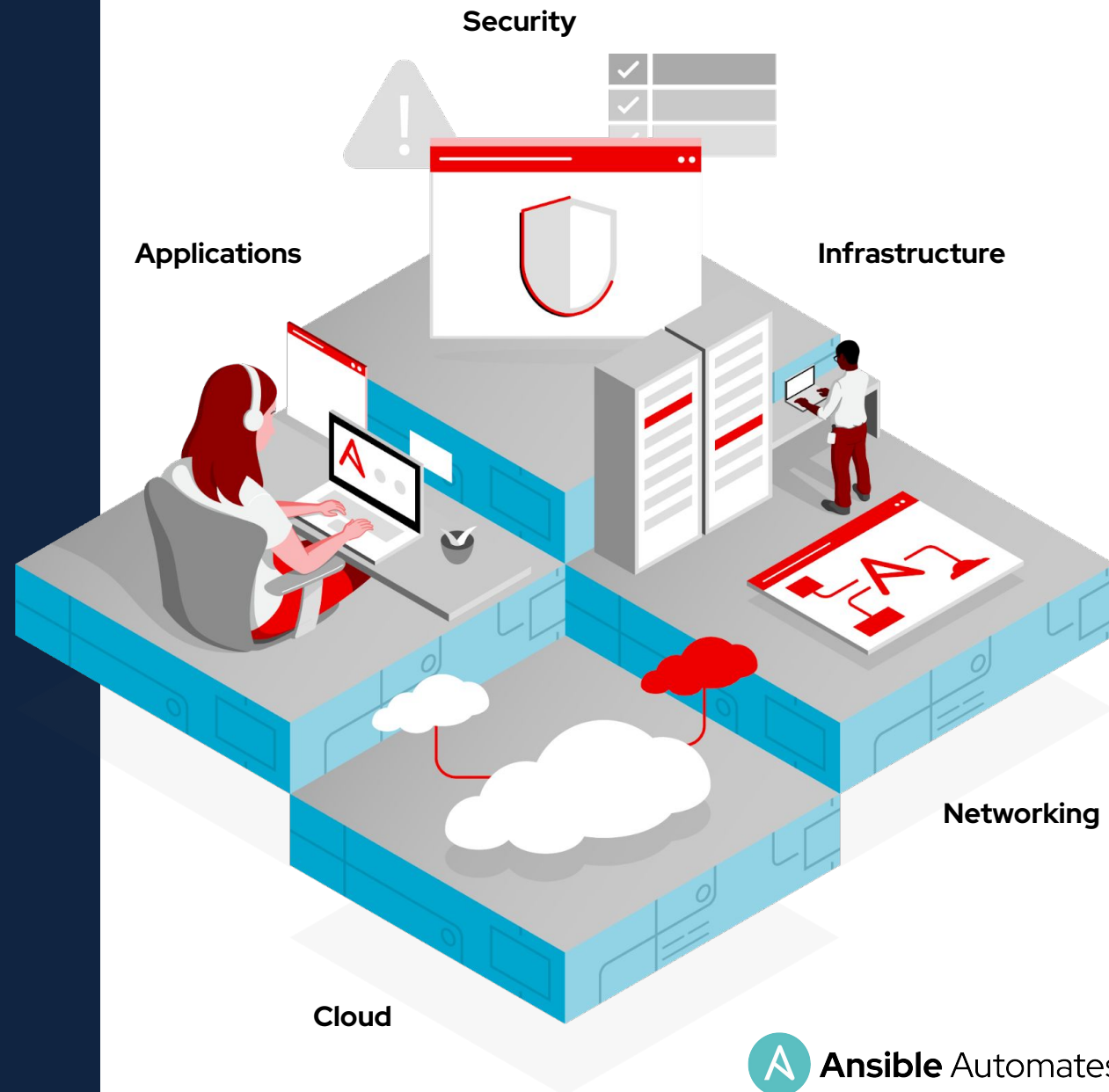
Platform



Red Hat Ansible Automation Platform

One platform for **all**
your automation needs.

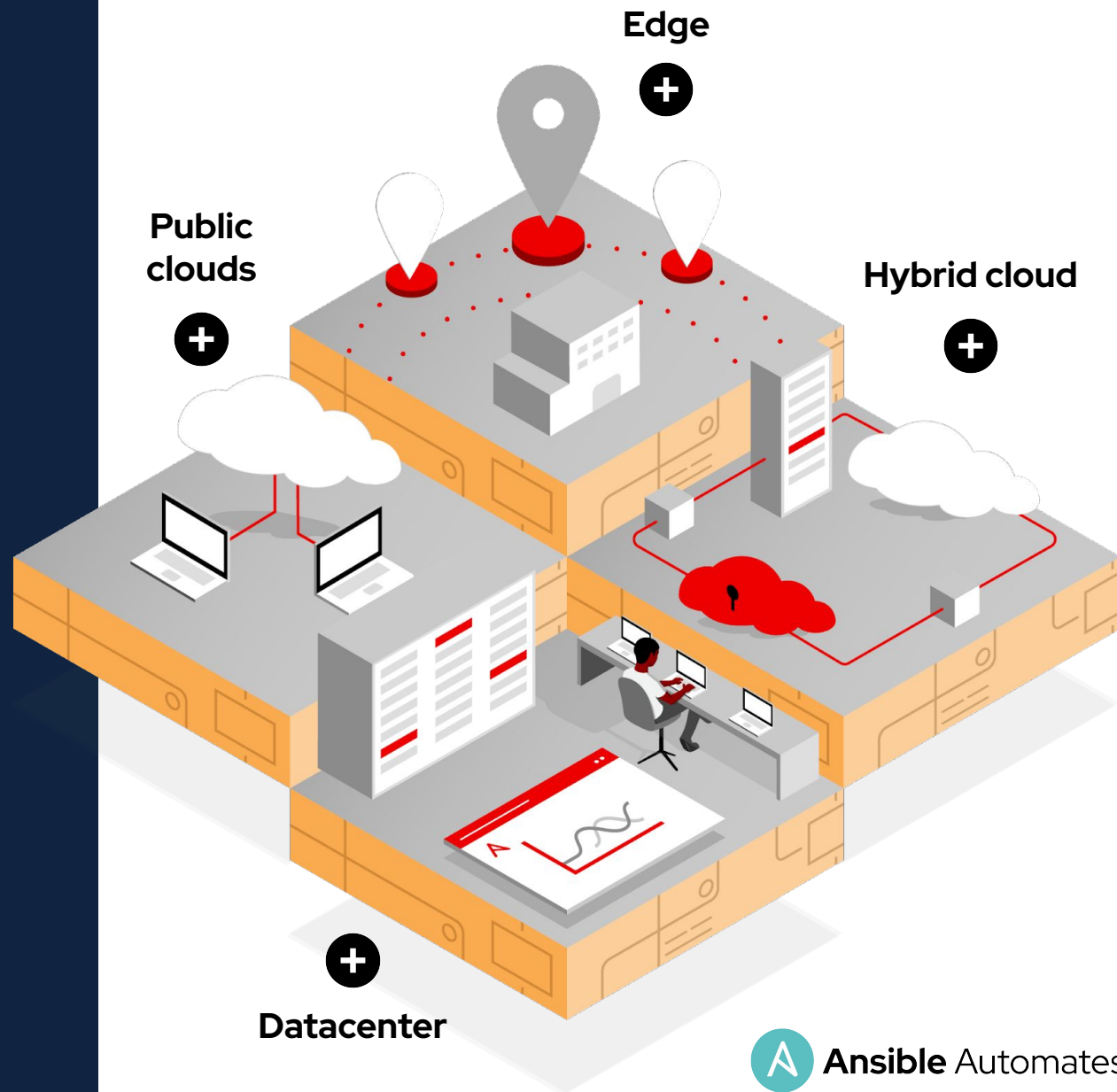
Powerful. Simple. Agentless.



Red Hat Ansible Automation Platform

One platform for **any**
automation deployment.

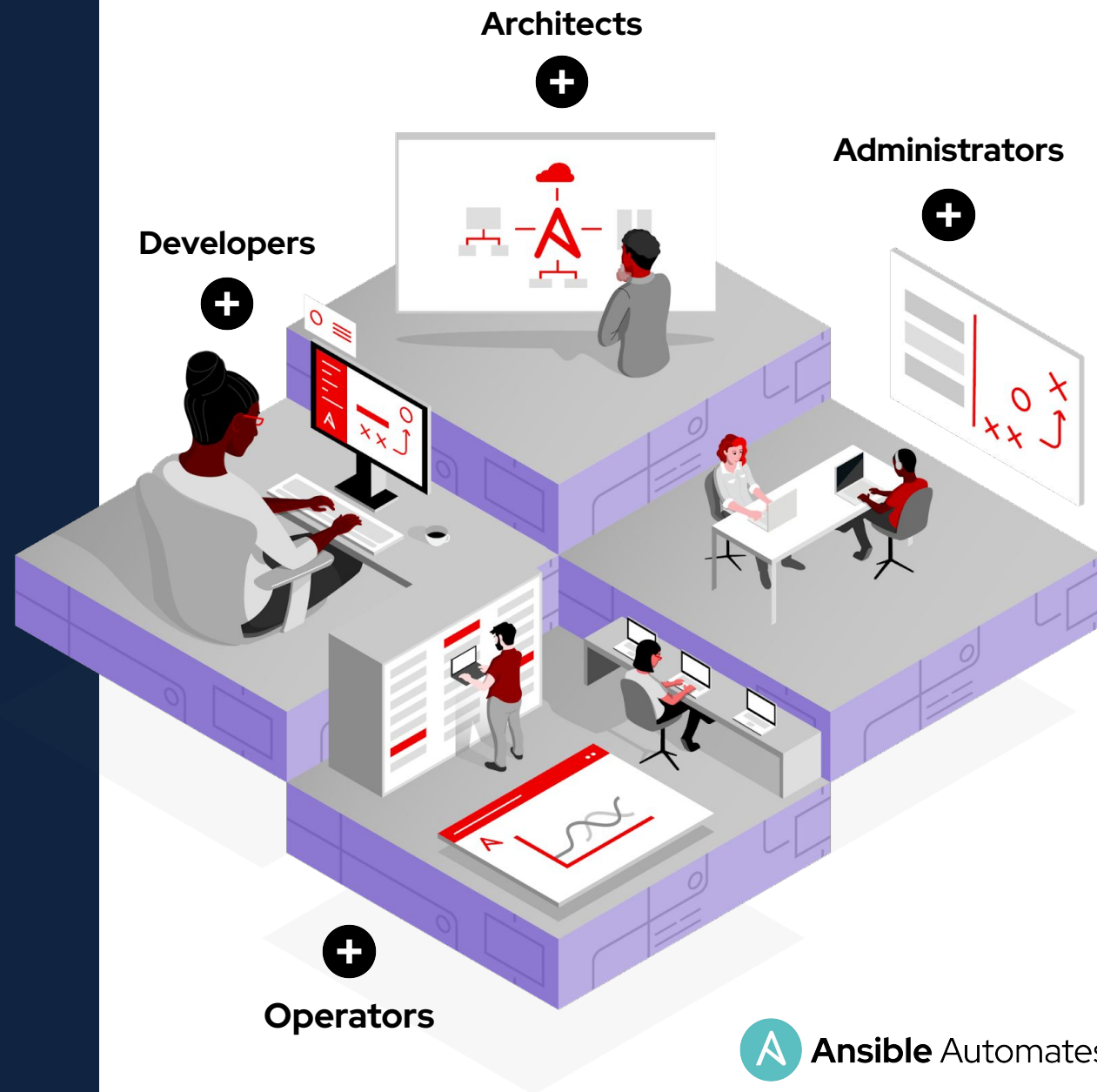
Powerful. Simple. Agentless.



Red Hat Ansible Automation Platform

One platform for **your
entire automation team.**

Powerful. Simple. Agentless.





Red Hat Ansible Automation Platform

One **subscription.**

One **integrated platform.**

All **enterprise ready.**



Ansible automation

Technologies combined
into a product delivered
to customers

Ansible cloud services

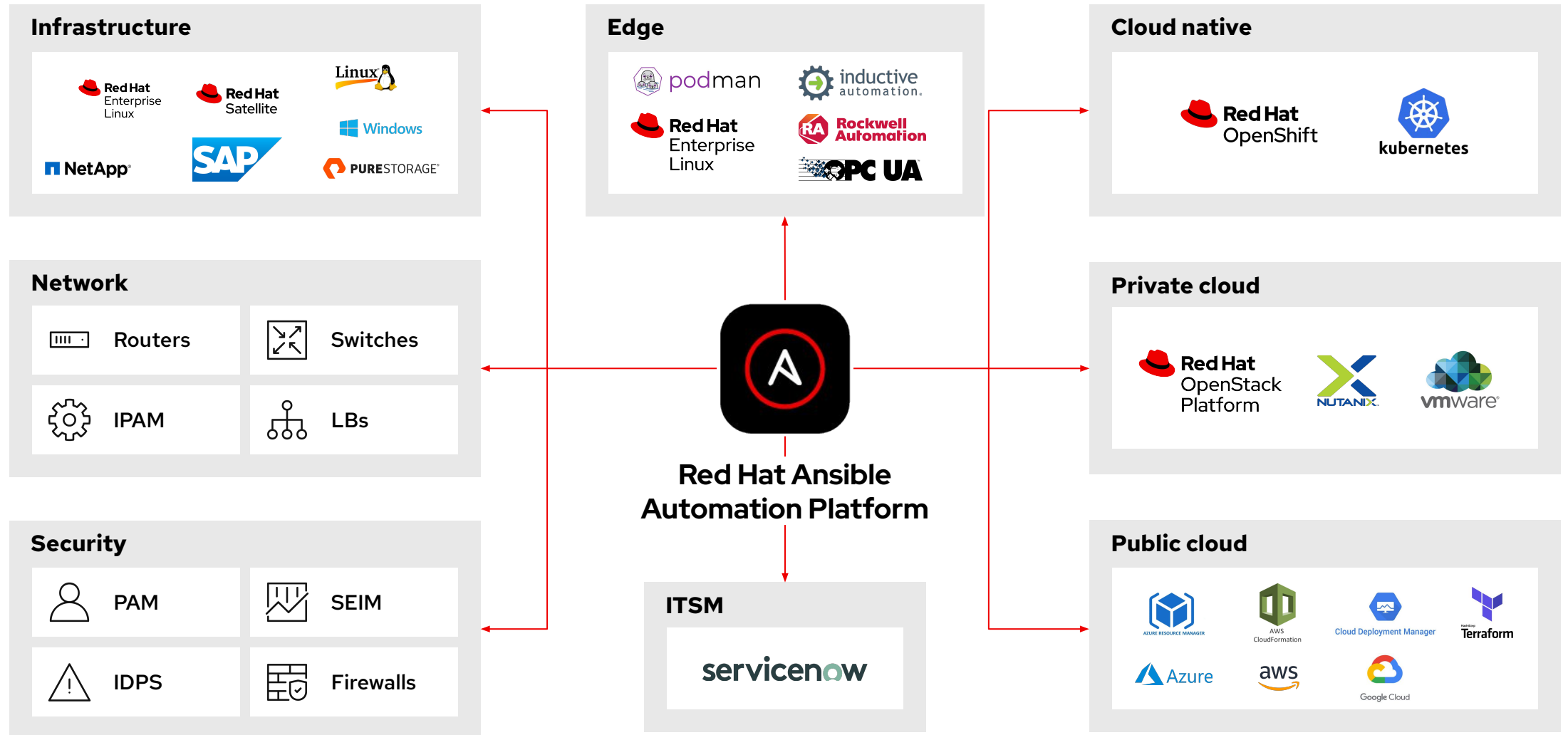
Platform services
provided via
cloud.redhat.com

Ansible content

Use cases delivered via automation hub

20+ Open source components, integrated,
ready to use with lifecycle support

Complex workflows / orchestration • Event-Driven Ansible • Content and content tools • Integration w/ 140 industry solutions



Supported and certified content you can trust.

160+

Certified Content Collections

55+

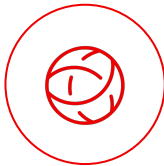
Certified technology partners



Infrastructure



Cloud



Network



Security



Edge



FIGURE 1

Forrester Wave™: Infrastructure Automation, Q1 2023

THE FORRESTER WAVE™

Infrastructure Automation

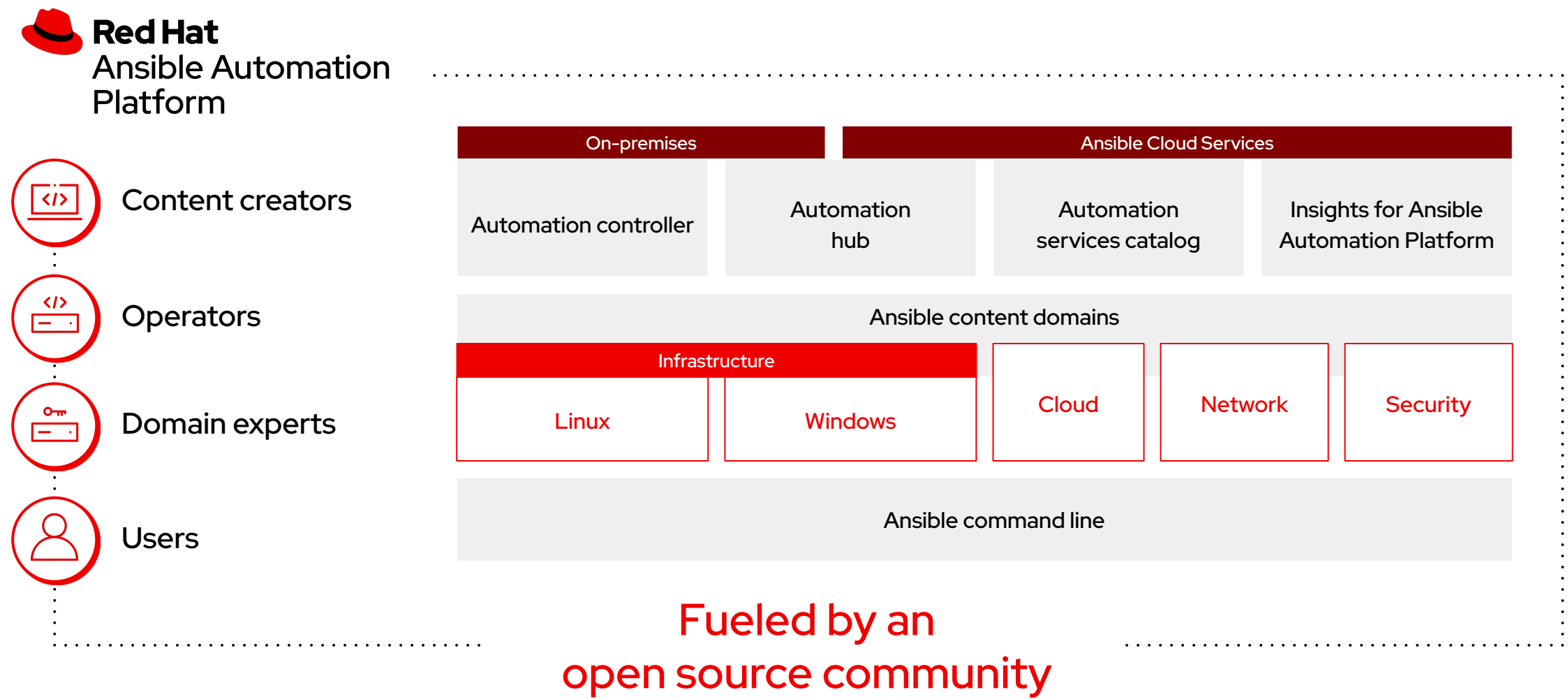
Q1 2023

“In the evaluation, Red Hat received the highest possible scores in 13 criteria, including **community support, product vision, execution roadmap, planned enhancements, innovation roadmap, supporting products and services, partner ecosystem, revenue, and average deal size.**”



*A gray bubble or open dot indicates a nonparticipating vendor.

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.



Introducing Event-Driven Ansible

Achieve new milestones in IT service efficiency

Automate decision making

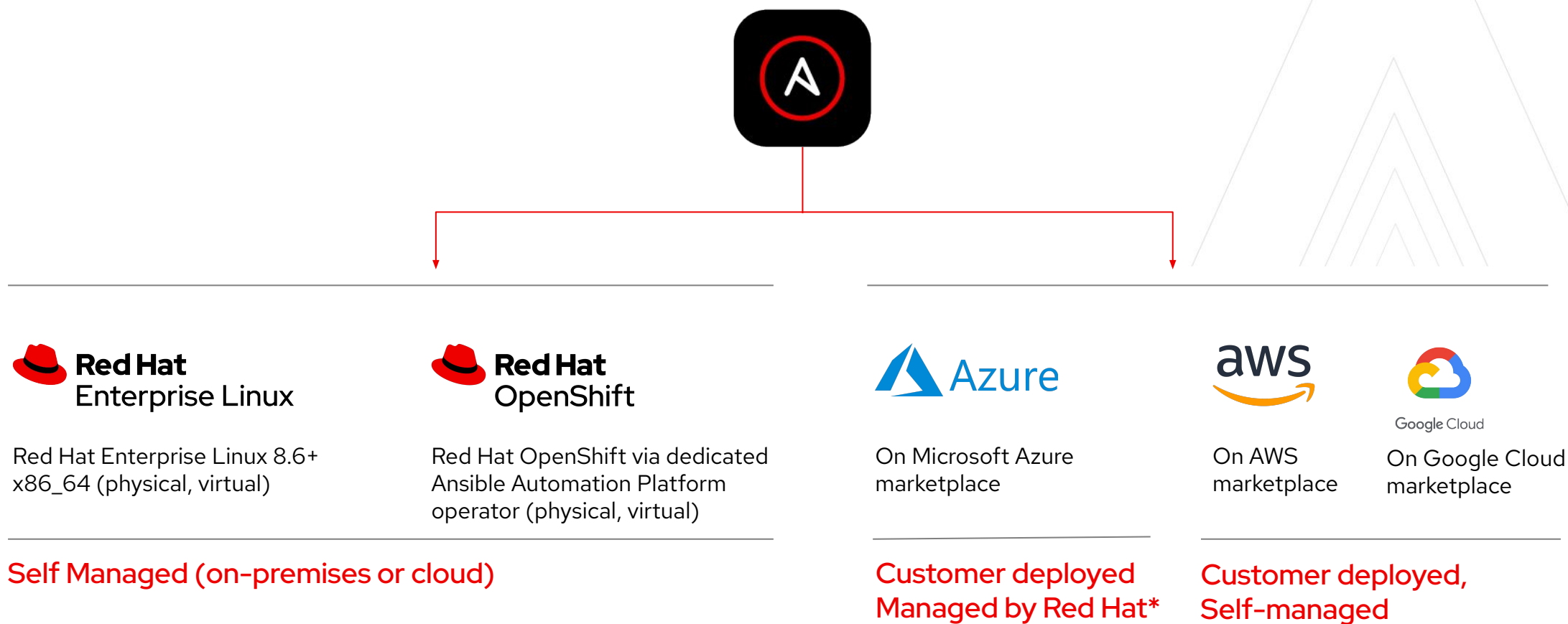
Leverage numerous sources of events and make use of data



Implement event-driven automation within and across multiple IT use cases

Achieve new milestones in resilience, efficiency, service delivery excellence, cost savings, consistency and accuracy

Ansible Automation Platform **hosting options.**



Ansible Lightspeed

with IBM watsonx Code Assistant

Ansible Lightspeed will transform the Ansible content creation process

> Generate
playbook content
from a natural
language request

**Content
Generation**

> Find me a
playbook or role
similar to what
I'm writing

**Content
Discovery**

> Review my
playbook and
help make it
better

**Content
Optimization**

> Tell me what
this playbook is
doing - and it's
impact

**Content
Explanation**

Features on roadmap for upcoming commercial offering





Process





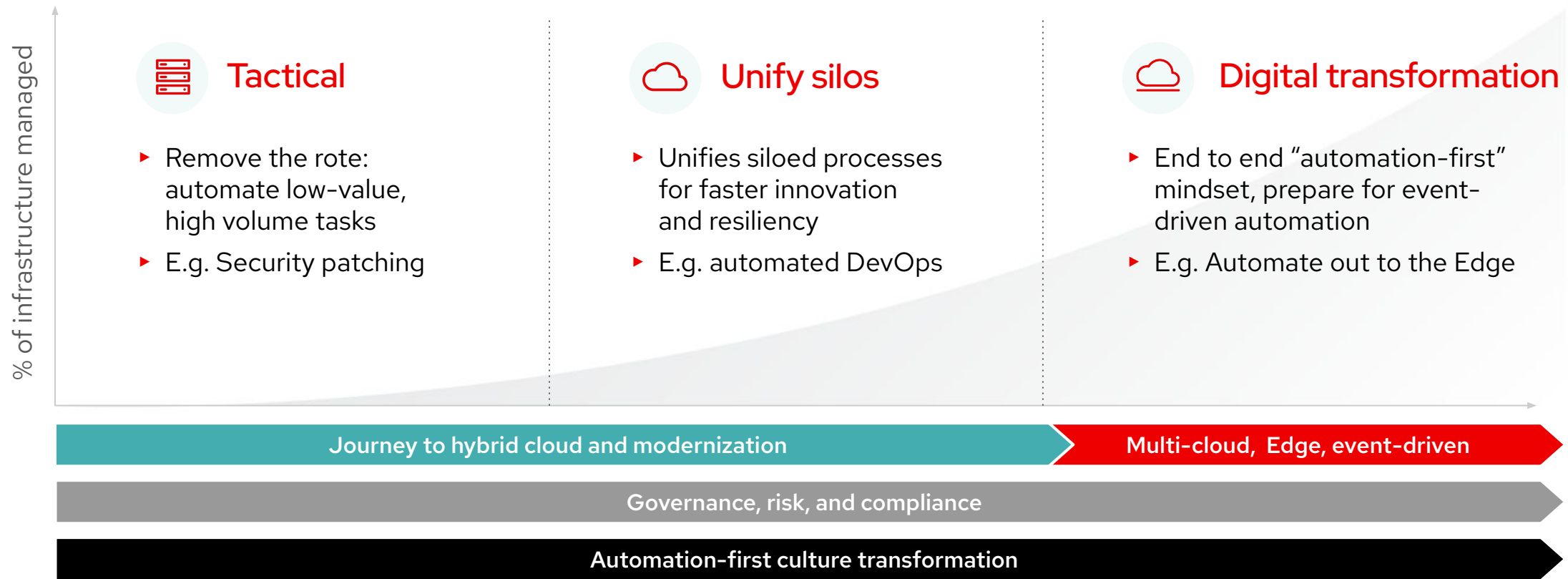
Find the pockets of ad-hoc automation in your company, and grow them into a formal automation program. Bottom-up automation initiatives that grow organically are more likely to succeed than top-down, mandate-driven projects.

—
Gartner

Source:
[Essential Skills for Automation Engineers](#)

Journey to automation maturity

Start small, think big



Automate everything you need

Many use cases across multiple domains

Do this...

Orchestrate

Manage
configurations

Deploy
applications

Provision

Deliver
continuously

Secure and
comply

On these...



Firewalls



Load balancers



Applications



Containers



Clouds



Servers



Infrastructure



Storage



Network devices



And more ...

150+

Certified platforms

ATLASSIAN

CYBERARK

ARISTA

aruba

splunk

FORTINET

resilient
an IBM Company

aws

Azure

IBM Cloud

Google Cloud Platform

CISCO

DATADOG

Infoblox
CONTROL YOUR NETWORK

f5



People



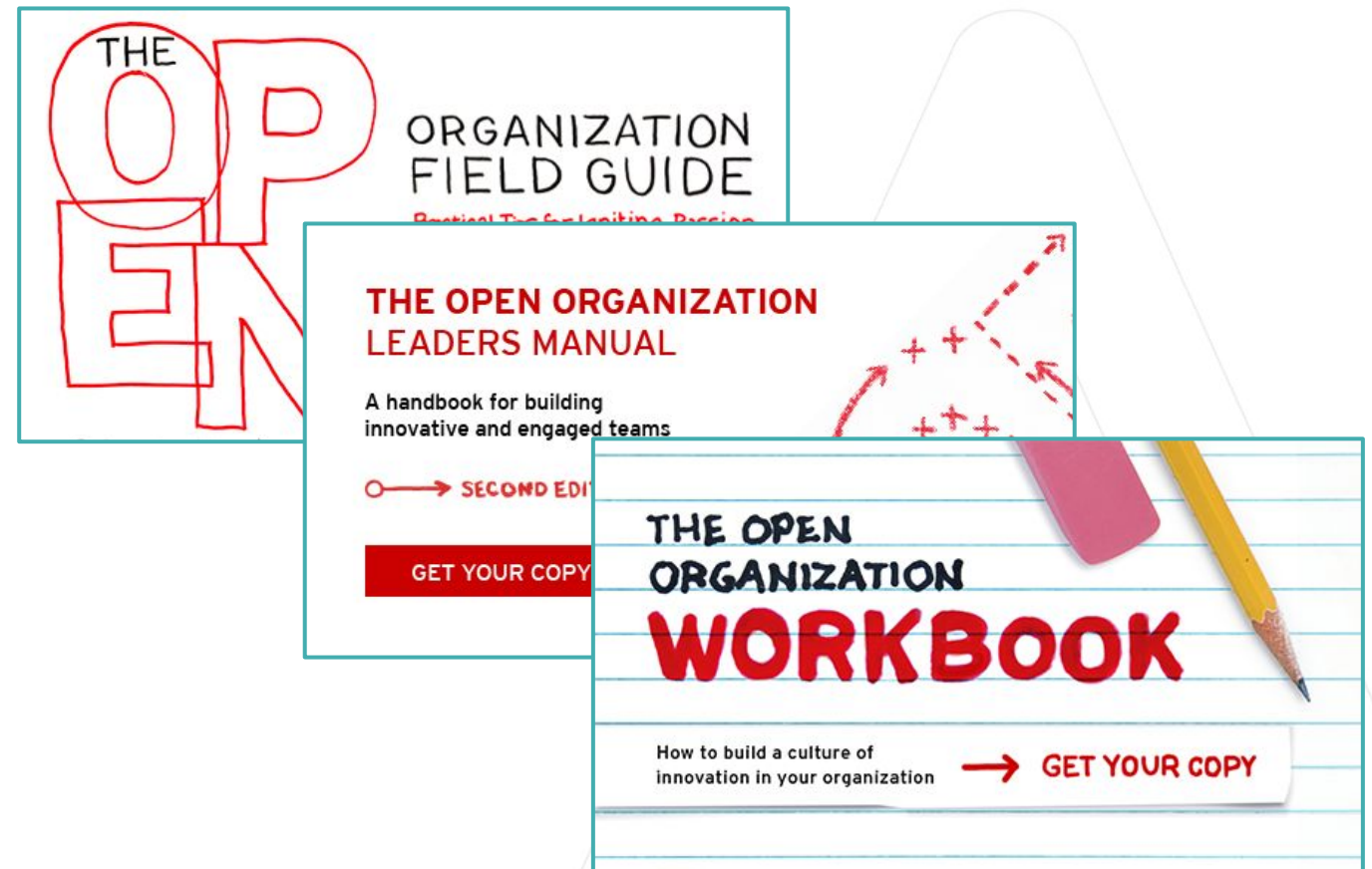


70% of digital transformations fail¹

Organizations are making **technology investments** and getting limited results because they aren't prepared to **change their behaviors**.

Automate in concert

Automation culture is a masterpiece



Culture matters



Bain Insights

Culture's Role In Corporate Transformation



IT'S NOT A DIGITAL
TRANSFORMATION WITHOUT
A DIGITAL CULTURE



Leaders Focus Too Much on Changing Policies, and Not Enough on Changing Minds

McKinsey
& Company

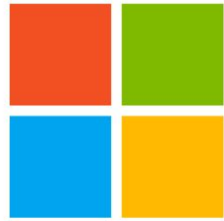
Digital success requires a
digital culture

Gartner.

The Key to Business
Transformation is **Culture**

MITRE

Before Launching Government Transformation,
Establish a Culture of Innovation



Microsoft



“Every single process, services, and applications at Microsoft is going through digitization and optimization. We are investing in automating all of our critical business processes. So technology is important. It’s critical. **But culture comes first!**”

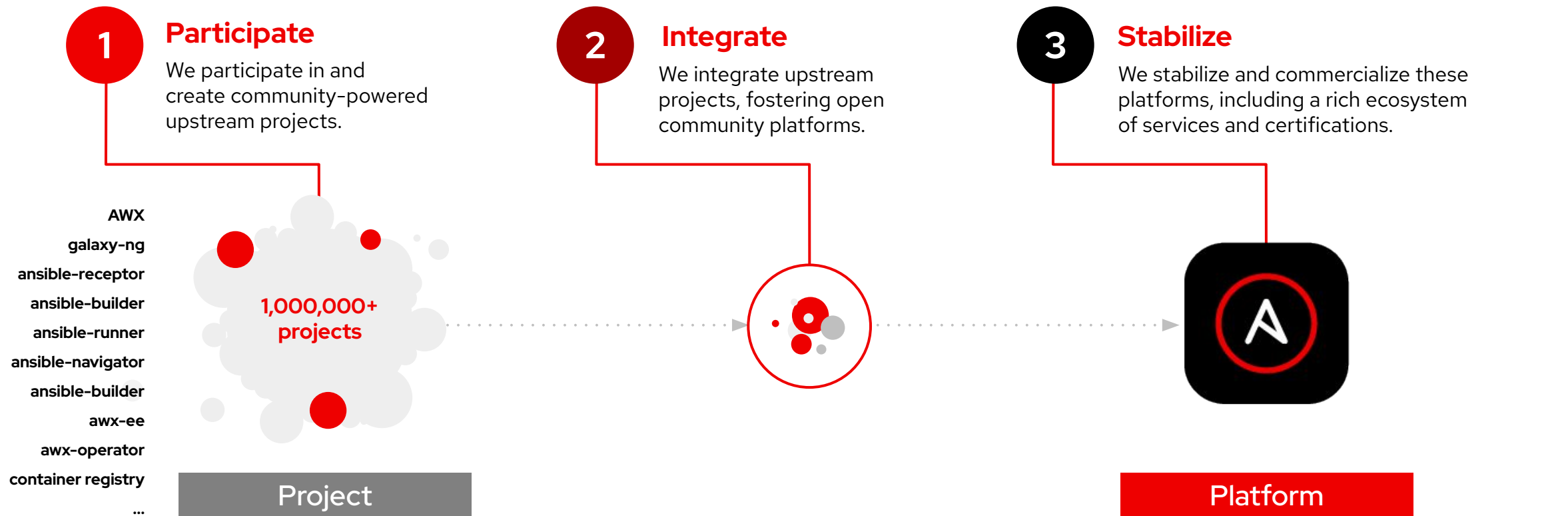
Ludovic Hauduc

General Manager

Core Platform Engineering, Microsoft

The last mile

It takes more than code to empower technology



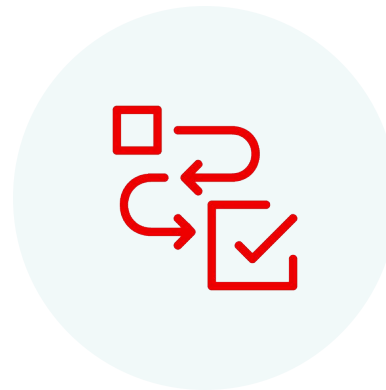
Automate in concert

It takes more than technology to move the business forward



Platform

Open source
Automation
Connected



Process

Agile
Continuous
Iterative

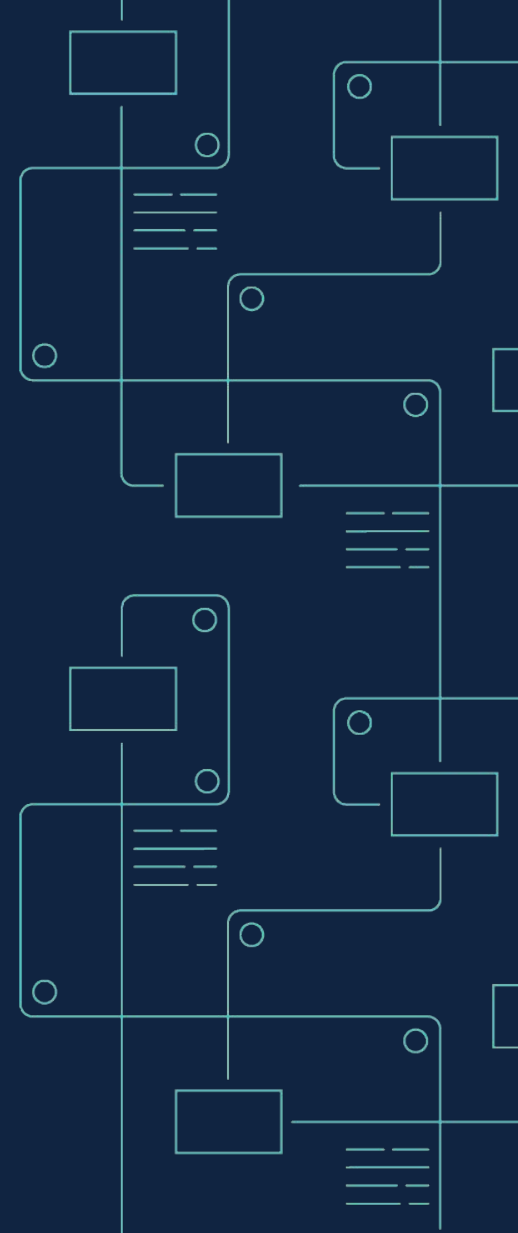


People

Collaborative
Transparent
Open



How to start the automation journey



Great things about automation

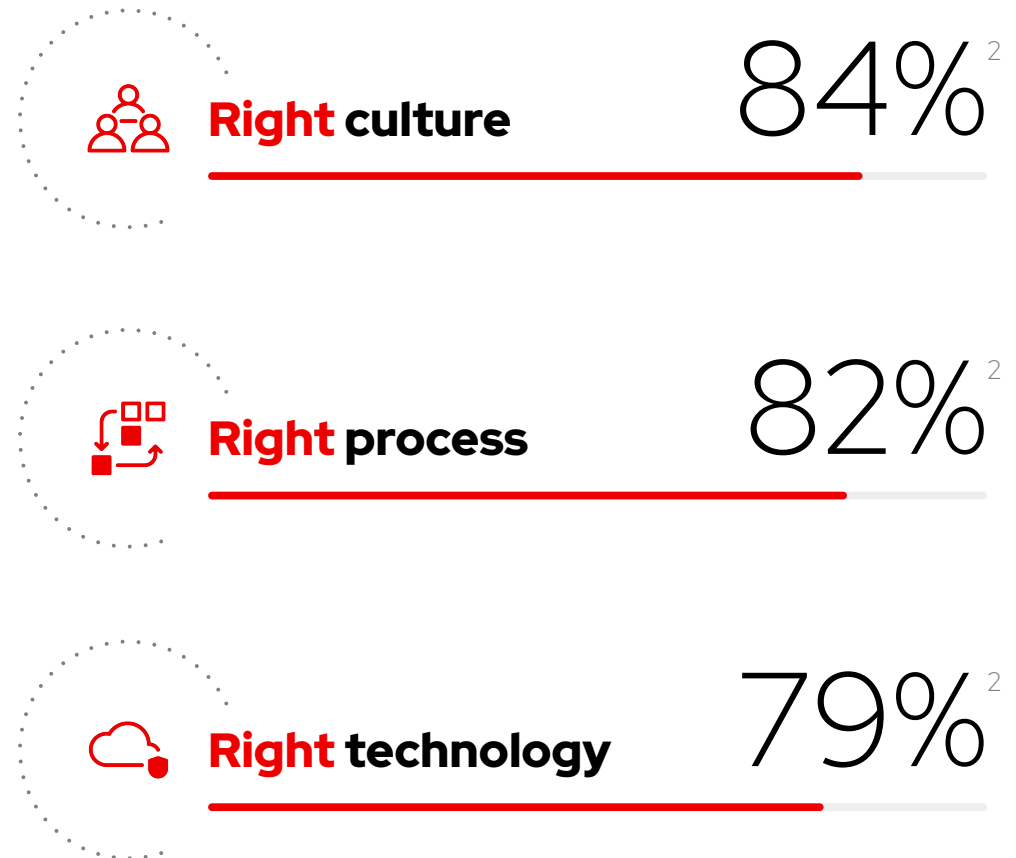
- ▶ Reducing manual work
- ▶ Reducing cost
- ▶ Increasing delivery quality
- ▶ Improved security
- ▶ Increasing team satisfaction
- ▶ ... and more

Challenges with automation

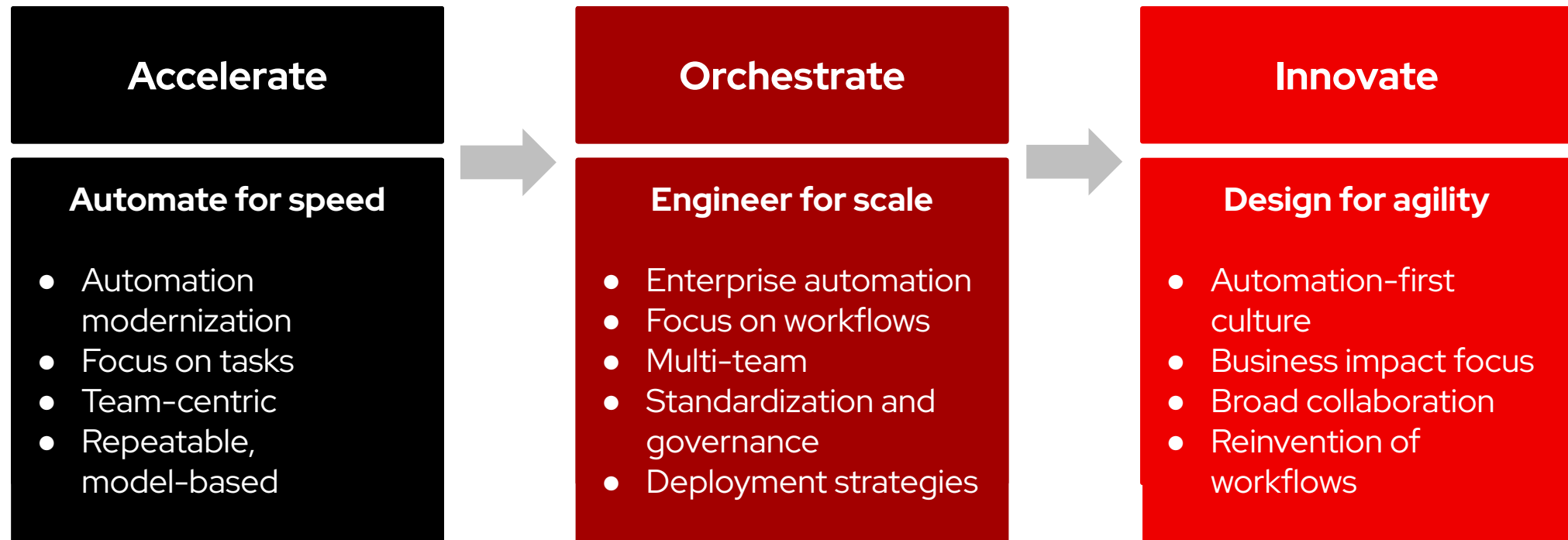
- ▶ Different teams adopting tooling – how to coordinate?
 - Collaboration and sharing
 - Reuse – different teams with similar requirements
 - Best practices
- ▶ Impacting on overall business processes (vs. task-oriented automation within individual teams)
- ▶ Moving from tactical automation of existing processes to automation-first approach
 - Big impact, but has challenges – knowledge, skills, building test frameworks, etc.
- ▶ Addressing enterprise requirements
 - Logging, security, auditing etc.
 - Operational issues – rollback etc.
- ▶ Using automation to make new capabilities available to end users

89% of executives surveyed say success comes from addressing all three components.

Harvard Business Review
findings validate their necessity →



Evolving the focus and impact of automation



Learnings from real-world projects

- ▶ Many infrastructure specialists need training & development to adopt software development-style practices (e.g. version control with Git, Automated testing/Continuous Integration)
 - The step from “traditional” system administration to automation development can be large
- ▶ Automation needs standardisation ⇒ early focus might need to be on standardisation
- ▶ Automation systems are central and therefore security concerns are paramount
 - Consider also the supply chain of automation content

Red Hat approach



You participate in the process

With co-creation, your team learns and adopts the methods and skills needed to sustain automation success now and in the future.



Build new skills

Learn through pairing and mentoring



Create high-performing teams

Work side-by-side with open source experts



Develop innovative solutions

Ideate with the Red Hat Open Practice Library



Achieve your vision and business outcomes

Through our solutions and culture

Work with experts along your automation journey

Red Hat can help with accelerating departmental tasks, building self-healing infrastructure, and more



Providing expert help Get guidance from Consulting
Mitigate risks through hands-on assistance and mentoring



Train your team Build your skills with training
Close skills gaps and hone your teams' Red Hat product expertise



Dedicated support Work with a Technical Account Manager
Solve IT issues with dedicated support and engineering experts

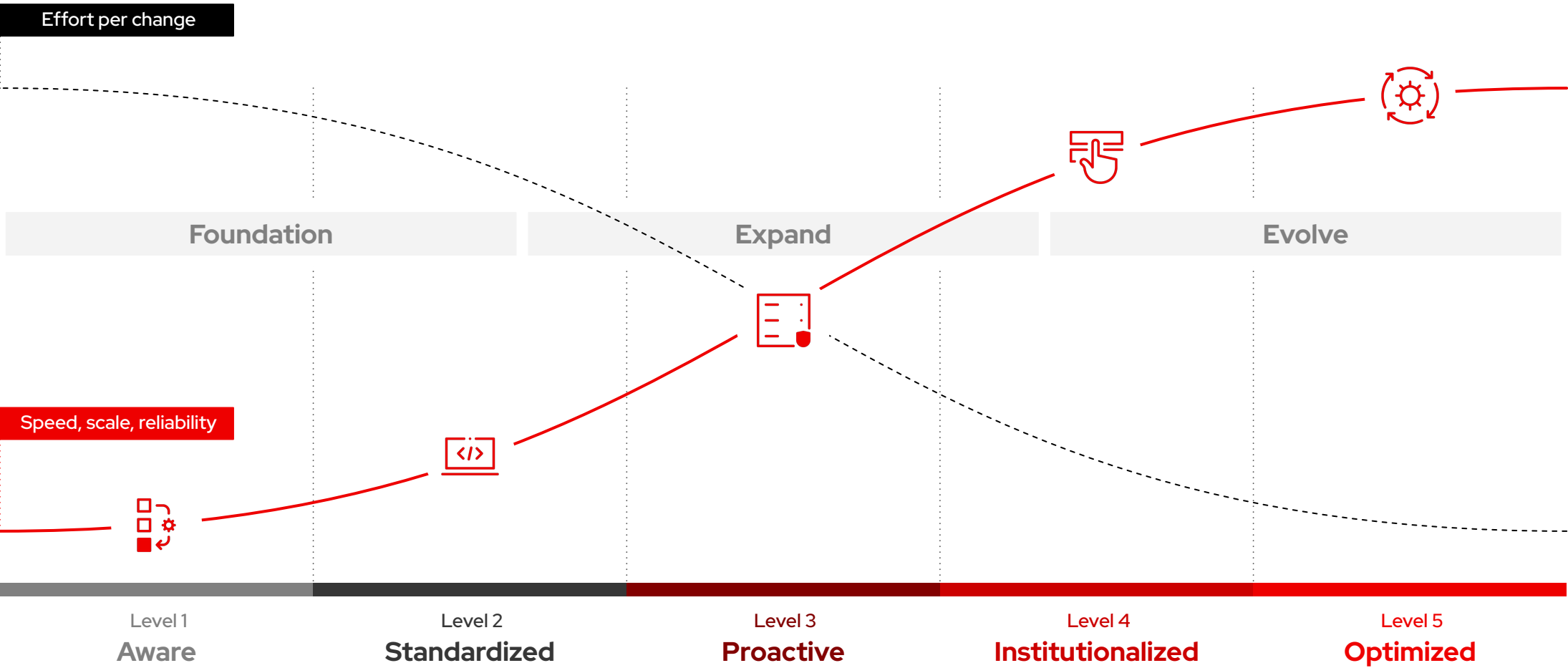
44% higher DevOps team productivity
with Red Hat Training

"Red Hat has helped us make automation the center of our digital transformation efforts . . . we know we can rely on Red Hat as a trusted vendor to help us achieve greater efficiency."

Francisco José Martín
Cepsa

Evolving automation for the enterprise

Assessing organizational maturity



Automation Adoption Journey

Build a foundation that gets noticed

Foundation

Expand

Evolve



Define your journey

Choose a foundational use case and automate an initial set of workflows to provide meaningful impact for the business and IT. Set the stage to upskill your teams on new technology

Co-develop a foundational use case:

What foundational use case would be most impactful?

What are the related business objectives?

Who will be involved with your cross-functional team?

How will they automate a set of workflows in an initial framework?

How will you measure impact?

How will you address skills gaps and challenges?

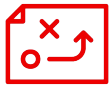
Automation Adoption Journey

Expand automation into additional operational and business support systems

Foundation

Expand

Evolve

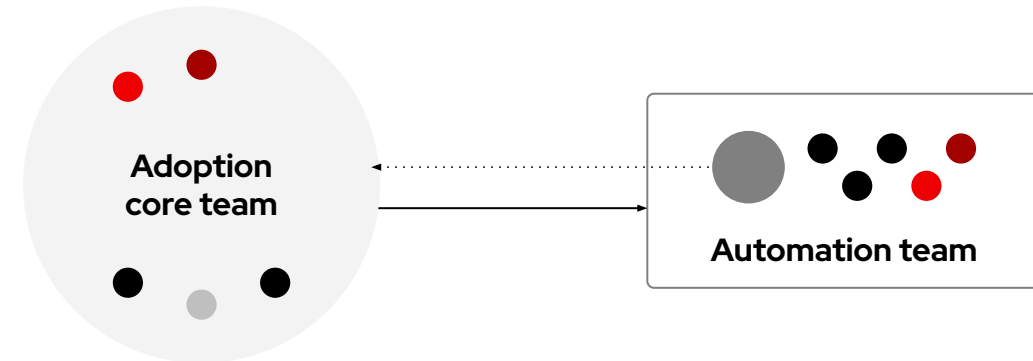


Build your roadmap

Expand automation and establish an adoption core team.

Integrate with the wider environment

Prepare your teams with skills for automation operations and production readiness



Customer resources learn and apply

- Enterprise architects
- Team lead (customer or system integrator)
- Other team members (Developers, Business Analysts, Security, etc.)

Red Hat resources lead and mentor

- SME* architect
- SME* consultants

Automation Adoption Journey

Lead your own way forward

Foundation

Expand

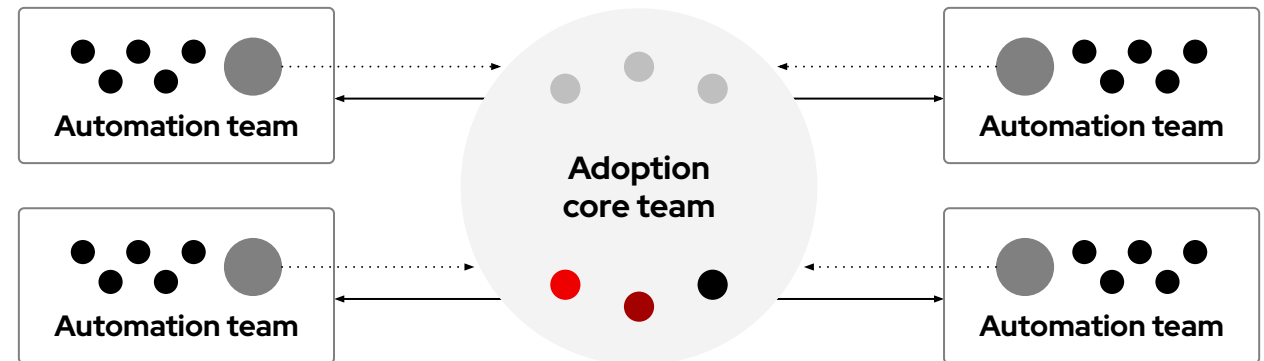
Evolve



An automation-first approach

Expand the reach of automation whilst continuing to develop automation practices and platform.

Onboard teams with training and knowledge transfer



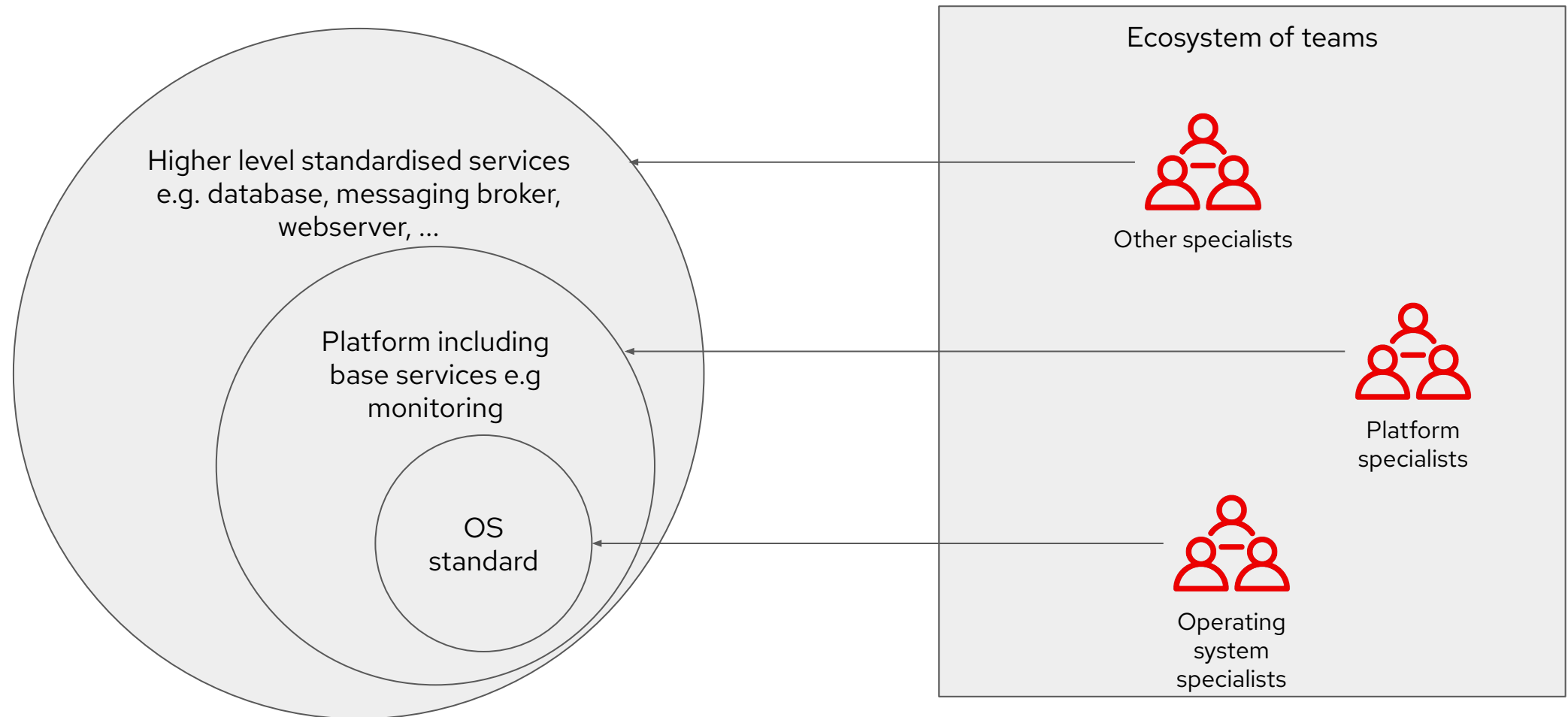
Customer resources learn and apply

Red Hat resources lead and mentor

- Enterprise architects
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- Other team members
(Developers, Business Analysts, Security, etc.)

- SME architect
- SME consultant

Example: Building an ecosystem of teams & services



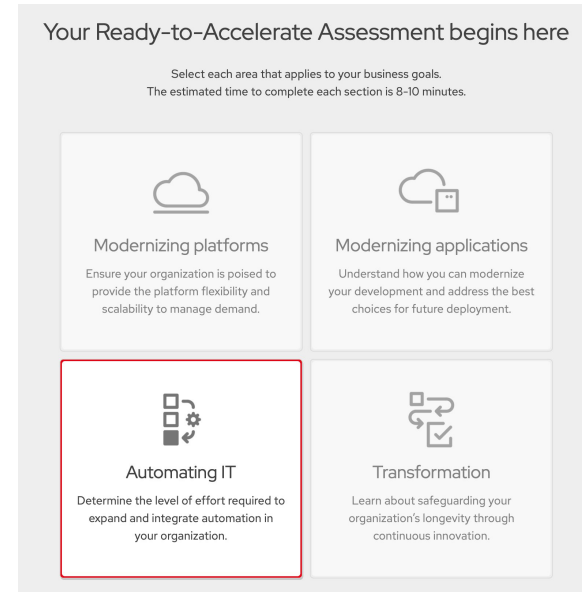


Download the full IT executive's guide to automation.

red.ht/executiveautomation

Associated references:

- red.ht/forrester-ansible
- red.ht/IDC-ansible



Take the Ready-to-Accelerate Assessment to evaluate your organizational maturity.

red.ht/RTA-Ansible



Learn more about the Red Hat Services Automation Adoption Journey

redhat.com/en/consulting/automation

Red Hat Services success stories

How Red Hat has helped customers like you



Need for faster response to competitive threats and market opportunities

Solution: Red Hat Ansible® Automation Platform, Red Hat Consulting

Results:

- ▶ Automated 400+ IT operations processes
- ▶ Saved 6,000+ work hours with central automation approach
- ▶ Enhanced service levels with 10–15% faster IT response times



Need to lower costs from manual and inefficient legacy processes

Solution: Red Hat Ansible® Automation Platform, Red Hat Consulting

Results:

- ▶ Performed a full migration of the FACETs application platform, a claims processing system
- ▶ Successfully provisioned all required servers in 3 business days
- ▶ Finished project ahead of schedule avoiding more than US\$850K in costs



Need to reduce risk from non-compliant or non-secure systems and services

Solution: Red Hat Ansible® Automation Platform, Red Hat Consulting

Results:

- ▶ Infrastructure as Code (IaC) rapidly addresses Common Vulnerabilities and Exposures (CVEs) through visibility and monitoring, combined with automated patching and remediation
- ▶ 2 hours faster recovery and failover from emergencies
- ▶ Operations can be shifted to a backup datacenter in a single, remote step

Red Hat Services is ready to start

Automation discovery session

A half-day, no-cost
session for vision
and approach

Request more info →



Inputs

Representatives from lines of business, engineering, operations, and application development

Red Hat Consulting architect, subject matter expert

Customer business drivers, challenges, and technical use cases

Activities

Discussion on customer business drivers, challenges, and use cases

Red Hat's vision for organization-wide automation

Review organizational readiness for automation

Outcomes

High-level automation goals

High-level recommendations

Tailored proposal for automation adoption services

Navigate to Automation Adoption

Organisational Drivers (examples)

Automating manual processes or replacing legacy system

Replacement / consolidation of existing automating tool

Automation Objectives

Platform Architecture

Networking

Operational Processes

Monitoring

Access Control

Security

Strategy

Template Lifecycle

Dependencies

Quality of Service

Business Drivers (examples)

Responsive to business TTM

Optimize day-2 ops
Reduce cost-of-ownership



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.



facebook.com/ansibleautomation



twitter.com/ansible



linkedin.com/company/ansible/



youtube.com/user/RedHatVideos