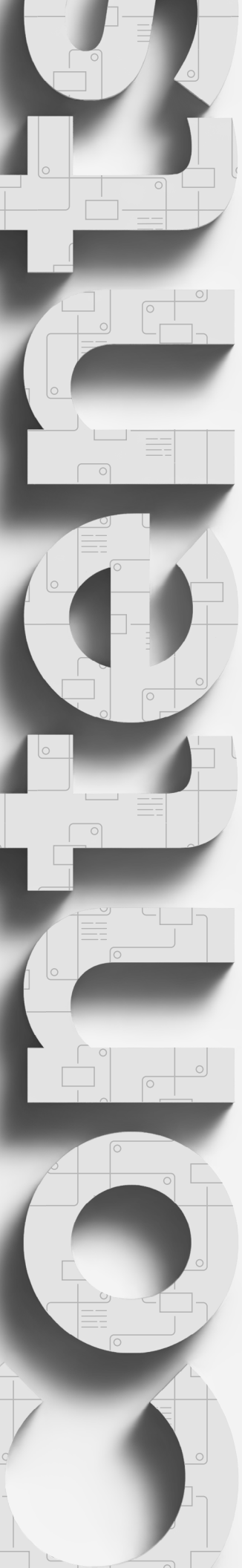




# Innovate with automation

A Red Hat customer success series |



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# Introduction

## Automation for the digital world

Automation has become a must-have technology to respond to change. For more than a decade, automation-driven innovation has been informed by Ansible, and the open source community has continually expanded the possibilities of automation software.

This collection of stories from real Red Hat® Ansible® Automation Platform customers shares their challenges, approaches, and successes across four industries and how they used automation to address their needs. In the spirit of open source, these stories are meant to inform and expand what's possible for other organizations looking to advance innovation in their industry.

## Ansible for automation

"Ansible" can refer to many things—including a project, community, or collection of applications—but all are dedicated to using a human-readable programming language, [YAML](#), to create open source automation solutions. While Ansible is at the core of Ansible Automation Platform, there are many differences between the project and the product.

Ansible (the project) is free to use, download, and modify. The project benefits from the experience and intelligence of its thousands of contributors and is a good option for experimenting with automation components to discover what best suits your or your organization's needs.

[Red Hat Ansible Automation Platform](#) is a paid subscription that provides full enterprise life cycle support for organizations looking to standardize, operationalize, and scale automation. Ansible Automation Platform is a hardened, tested, and trusted enterprise product that includes numerous upstream components, Red Hat Ansible Certified Content Collections from 60+ partners, and as-a-Service return on investment (ROI) tools that take the guesswork out of installing, configuring, and supporting automation in your organization.

Organizations that need to unify their people, processes, and technology choose Ansible Automation Platform because it creates an end-to-end automation experience aimed at cross-functional teams while providing a plug-and-play experience between automation developers, engineers, and operations teams.

1 IDC White Paper "[The business value of Red Hat Ansible Automation Platform.](#)" Document #US47989320. Oct. 2021.

By using an automation platform across teams, IT organizations can achieve faster service delivery, more agility for the business, and end-to-end integrated process visibility that drives scale, consistency, security, and transparency.

## Unify people, processes, and technology using Red Hat Ansible Automation Platform

Organizations of all sizes are building automation practices that elevate automation beyond task-based, disconnected use cases to extend automation across their organization. The right platform can help run, control, and manage automation to help your organization get the greatest return on your investment.

Ansible Automation Platform is an enterprise IT automation solution that includes everything needed to build, deploy, and manage end-to-end automation at scale. Built on a powerful, agentless framework, Ansible Automation Platform is engineered to help organizations create, manage, and scale their automation workloads. It offers a flexible, stable, and security-focused foundation for deploying end-to-end automation solutions—from IT processes, to hybrid cloud, to edge locations.

### More organizations are choosing Ansible Automation Platform to help their teams:

- Accelerate their automation strategy with a trusted and supported platform and certified content.
- Gain management capabilities that help them scale, control, and manage automation across multiple clusters in production environments.
- Boost innovation, lower risk, and increase resilience while reducing costs.

[Red Hat Consulting](#) helps organizations get started with a mentor-based, open practices approach, which empowers teams to collaborate and innovate on complex use cases. With best practices and guidance from the start, Red Hat's consultants provide organizations with a framework to help them automate across their enterprise.

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The following customer stories demonstrate how organizations are using Ansible Automation Platform to put their holistic automation approach into action and how a unified automation platform provides the necessary foundation on which to build.

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## Cepssa boosts efficiency with Red Hat Ansible Automation Platform

Global energy and chemical company Cepssa wanted to increase efficiency and stay compliant while reducing costs, risk, and downtime. To achieve this goal, the company turned to automation to find efficiencies in work hours, improve service response times, enhance IT security, and transform organizational culture.

### Ready to upgrade to Red Hat Ansible Automation Platform

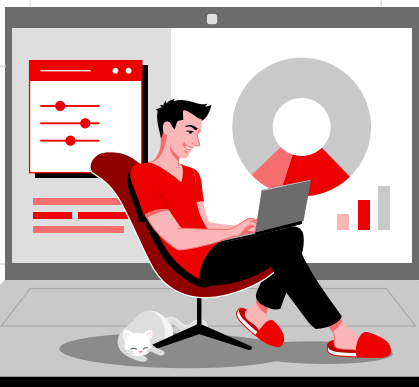
Taking the first steps on an automation journey to increase operational efficiency and establish consistent IT security, Cepssa began a digital transformation initiative in 2018. The company adopted the community version of Ansible. The automation tool demonstrated efficiency that Cepssa wanted to expand organization-wide.

"In the beginning, we were using the Ansible community version to automate small services," said Francisco José Martín, Automation Manager, Department of Exploitation and Operation, Cepssa. "Then we had a complex SAP migration, from our on-premise SAP platform to SAP S/4HANA® in the AWS cloud. We saw automation could help, but we needed an automation platform to achieve our goals."

After the success of its early automation projects and its long-standing relationship with Red Hat, Cepssa decided to extend Ansible across the business with Red Hat Ansible Automation Platform. Using Ansible Automation Platform, Cepssa gained a supported foundation for building and operating automation services at scale and a composable, collaborative, and trusted execution environment.

Cepssa adopted Ansible Automation Platform for its SAP migration. Ansible Automation Platform offers a visual dashboard and access control for automation functions and tools. These tools include analysis systems and reusable and certified content, so users can centralize and control their infrastructure.

Cepssa turned to Red Hat Consulting for guidance on how to maximize value from its automation platform. Through the [Red Hat Navigate](#) engagement, Cepssa and Red Hat Consulting worked together to identify knowledge gaps and the cultural changes required for successful implementation of automation initiatives. Red Hat is helping Cepssa establish an organizational model for automation by delivering online workshops designed to help teams understand automation and its possibilities. Working with Red Hat's experts, Cepssa completed its SAP migration in just a few months, and within a year, they have automated more than 400 IT operations processes.



## Gaining a competitive advantage with a culture of automation

With Ansible Automation Platform, diverse teams at Cepsa have a centralized environment for automation. The company can share guides and workflows among these teams while maintaining separate applications or infrastructure when needed. "Red Hat helps us to manage group applications, and this management allows us to provide users with the autonomy they need," said Francisco José Martín, Automation Manager, Department of Exploitation and Operation, Cepsa.

By optimizing its automation approach, Cepsa has increased productivity by 35% compared with the previous year. The company now freed more than 6,000 work hours, previously dedicated to repetitive IT administration tasks, for more strategic work.

66

*A more productive business is a more competitive business. We have been able to dedicate the equivalent of 18 months of one employee's work to more rewarding, strategic projects within the IT department.*

Francisco José Martín, Automation Manager,  
Department of Exploitation and Operation, Cepsa

99

## Better IT security with improved access controls

Standardizing processes has also helped Cepsa reduce the number of additional security administration permissions in its systems, mitigating risk. It now groups users by job role and department to ensure the correct permission levels are granted without overextending access.

"We created a catalog of actions that these groups can perform, like restarting servers, so a technician doesn't need to log in to restart a service. Instead, this process is automated," said Martín. "The technician can access Ansible Automation Platform and can restart the service without credentials. And we know that it will always do it the same way because it is predetermined in the code."



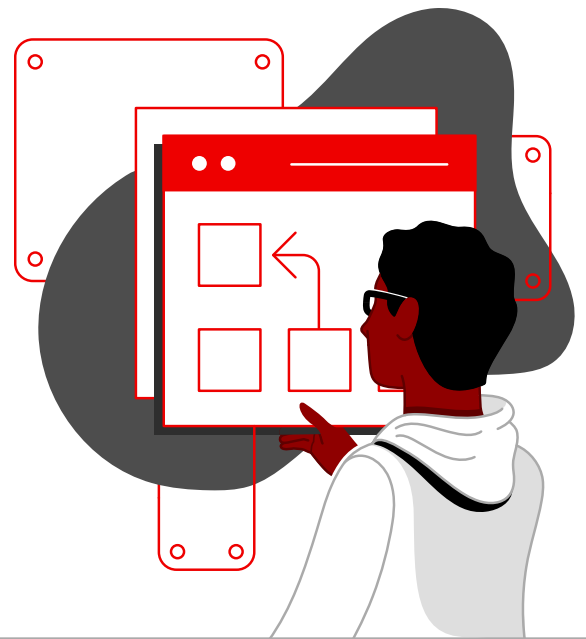
## Access to automation expertise

Red Hat Consulting helped Cepsa implement the changes needed to maximize the value of their new automation technology and approach. Working alongside the Cepsa team, Red Hat experts helped show the value of an agile work approach and continuous quality improvements through a continuous integration and continuous delivery (CI/CD) approach.

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*Automation helped support a positive cultural shift, resulting in better collaboration between teams.*

Francisco José Martín

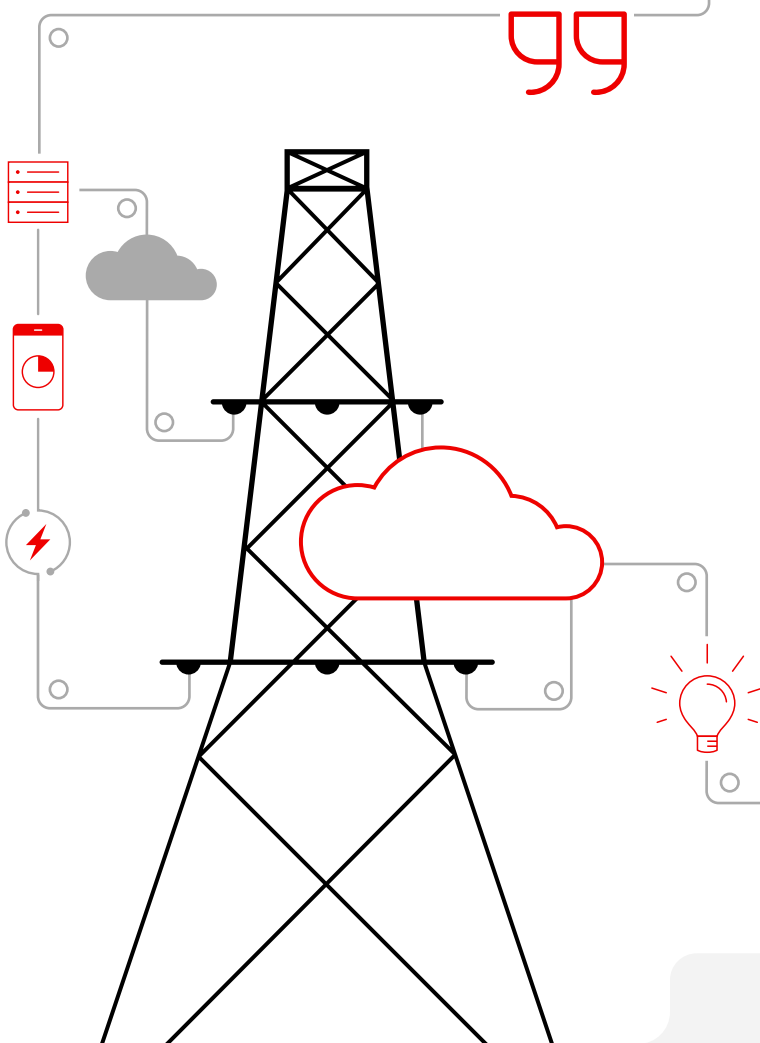


## Integrating automation across business opportunities

Cepsa plans to take advantage of more automation opportunities, such as extending Ansible Automation Platform to its ServiceNow ticketing system integration. "Integrating Ansible Automation Platform with ServiceNow is vital for us to better manage requests and workflows," Martín said.

Cepsa is also creating a hybrid application platform based on Kubernetes container orchestration technology to run applications both on-premise and in the cloud. "This new platform will help enhance our development flexibility with greater transparency and centralized operations," said Martín. "Red Hat has helped us make automation the center of our digital transformation efforts."

**Download**  
Cepsa's success story





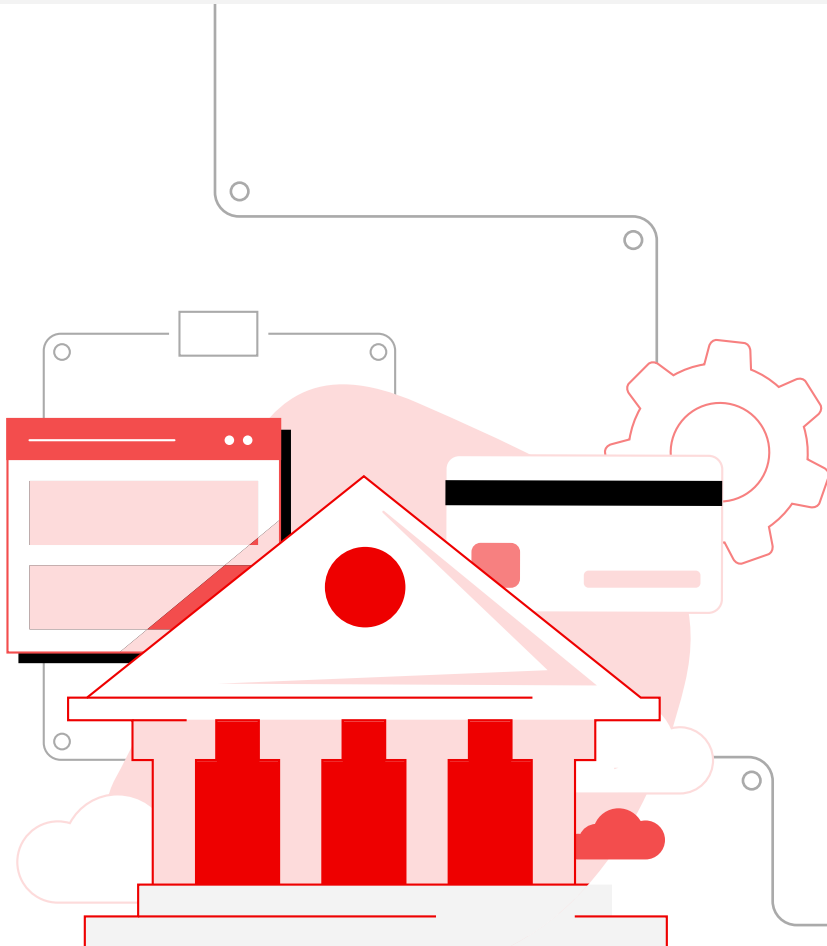
GROUP INFRASTRUCTURE  
PLATFORM

## Crédit Agricole Group Infrastructure Platform scales automation with Red Hat



When France's second-largest bank, Crédit Agricole Group Infrastructure Platform (CA-GIP), made the decision to scale automation across tens of thousands of servers, it needed a platform that could handle an enterprise of their size.

The bank replaced its community automation solution with Ansible Automation Platform. **In just one year, the group has achieved ROI**, including automating operations across 20,000 Linux® servers in the equivalent of one employee's work hours.



*We realized we needed enterprise technology that could support a cultural shift to an automation-centric approach for our DevOps teams.*

Pierre-François Liozon Unix Team Head, Crédit Agricole Group Infrastructure Platform (CA-GIP)







## Building on a stable, supported enterprise automation foundation

Based on its successful past adoption of Red Hat platform technology, CA-GIP decided to adopt Ansible Automation Platform to manage infrastructure provisioning, configuration, and patching.

Ansible Automation Platform is an agentless solution for managing complex deployments and repetitive tasks across enterprise environments of any scale. Ansible's simple YAML language, in the form of Ansible Playbooks, lets teams across an organization share, vet, and manage automation content. In the first phase of CA-GIP's deployment, Ansible Automation Platform was used to automate processes across more than 20,000 Linux servers.

Although it had already applied automation to support a variety of business needs, CA-GIP engaged Red Hat Consulting to work with the group's senior engineering staff and help its teams quickly build related skills. "The collaboration between our teams was a key success factor," said Liozon. "The project was complex, and any mistakes would have been costly. If we were going to invest in a new approach, we needed to ensure our teams were given the right knowledge and skills to support it. Red Hat Consulting was a great partner in our learning."

## Automation for the future

After its initial success with its enhanced, automation-centric DevOps approach, CA-GIP plans to expand its Ansible Automation Platform to a total of 45,000 Linux and Microsoft Windows servers. "Red Hat offered us a path to our future goal of providing a seamless experience to all of CA-GIP's DevOps teams through a single technical solution," said Liozon.

[Download](#)  
CA-GIP's success story



DISCOVER®

## Discover's culture of extreme automation is saving 800K annual hours

Discover is a leading digital bank and payments company and operates in a highly regulated environment. Critical to its success is a significant level of operational rigor, given the vast number of processes across its operations. The company realized that the ability to create predictable and consistent processes is key to unlocking innovation and continued growth.

As part of a wider strategy to become a product-based organization, Discover focused on a mission to ensure manual processes were understood, optimized, automated, or eliminated. Its primary aim was to extend automation to every possible process within the business.



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*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.*

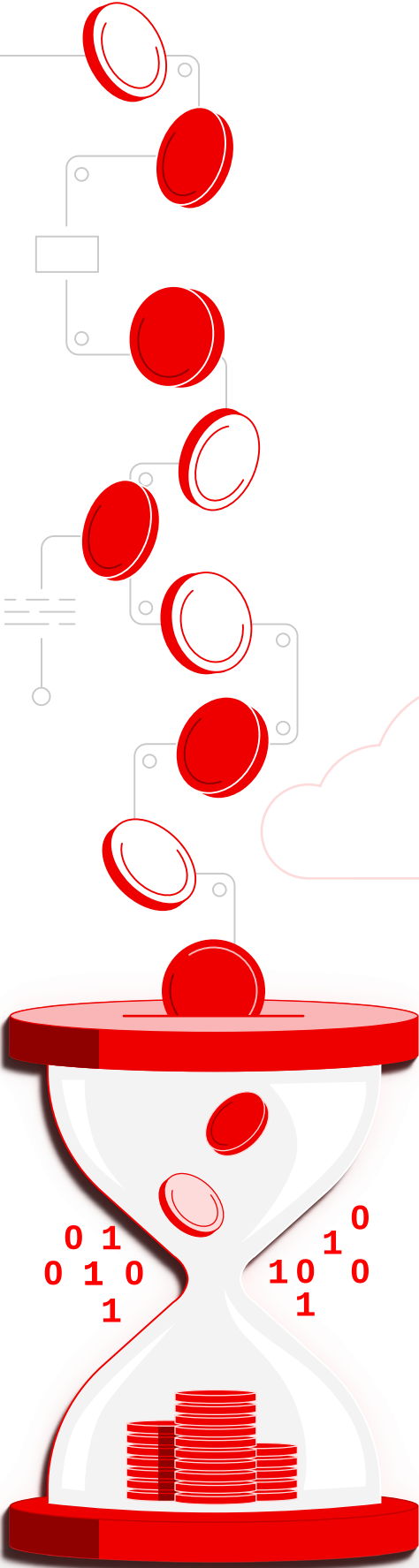
Joe Mills Director, Discover Financial Services

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## The right platform to build extreme automation

Launching a program called “Extreme Automation” across your business requires a software platform that’s up to the task. Extreme Automation spanned three pillars: DevOps, process automation, and an automation community of practice, each with its own senior leader.

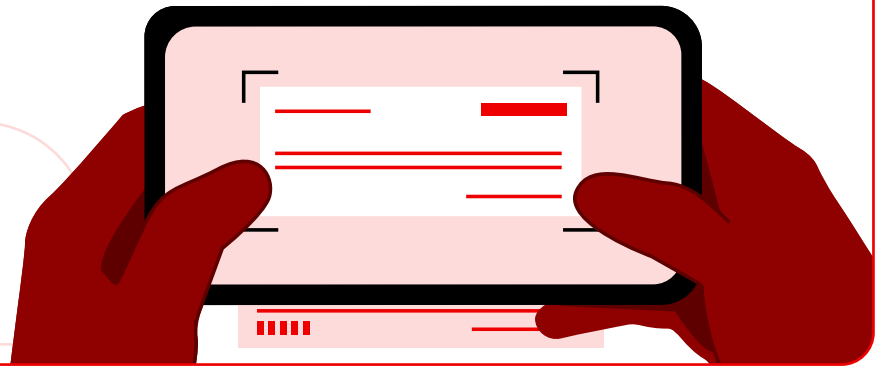
Ansible Automation Platform provided the ideal platform with a composable, collaborative, and trusted execution environment, facilitating the process of evaluating manual work and nonengineering tasks, and identifying automation solutions for each one. This helped Discover to identify common problems with replicable solutions. The business also established a centralized automation guild, or community of practice, composed of automation experts, to take in problems and help identify which automation products can be used.



## Getting extreme value in return

Instead of staff triaging, validating and processing data extraction requests, Discover automated this process, freeing up around 20,000 hours a year in this area alone. Processing time-off requests has also been automated; software now handles as many as 23,000 requests in a single weekend, eliminating 184,000 clicks and weeks of work.

Automating repetitive or repeatable tasks has also freed up staff time that can be put to better use elsewhere. Call center agents can now spend more time engaging and solving customer needs when on calls, while automated reconciliations help accounting personnel to focus on higher value tasks.



## Discover: a single organizational mission

Discover intends to maintain its focus on automation and accelerate its application across their business. "With evolved technologies, I can see us using more of our data as it becomes more consumable and accessible across our organization. We used to do things in silos; now we're pushing Extreme Automation as a whole and driving toward the same mission. We're going to do some amazing things," said Mills.

[Download](#)

Discover's success story

**SCHWARZ**



## Retailer Schwarz Group automates IT with Red Hat Ansible Automation Platform

German retail company, The Schwarz Group operates more than 12,500 stores in 33 countries. To expand its international presence the group must balance consistent store management with the flexibility to adapt to local demands and the agility to open new stores quickly, particularly in new markets.



*Automation is a critical component of our business operations, and enterprise support was a key reason we decided to use Red Hat's solution.*

Felix Kuehner, Head of Storeserver, Core Infrastructure Services, Schwarz IT



### New automation possibilities are open for business

Schwarz IT sought to adopt an open source IT automation solution to replace Puppet for use by its in-house teams. The company decided to switch to a supported, enterprise solution: Red Hat Ansible Tower (now part of Ansible Automation Platform). "Our priority is always to look to solve challenges ourselves and find the best solutions for our environment. Due to complex and time-intensive processes, the community version did not work to our satisfaction," said Kuehner.

Ansible Automation Platform is a simple, agentless automation platform that lets Schwarz centralize and control its IT infrastructure at scale using reusable, playbook-based self-service capabilities.

### Consistency and adaptability using automation

The Schwarz Group rapidly opens stores when entering new markets—up to 200 stores in one year in some regions. Automating workflows and management with Ansible Automation Platform helps Schwarz IT create and launch innovative digital services to stores—from dynamic digital signs to intelligent checkout queue management—while maintaining central control and visibility into operations worldwide.

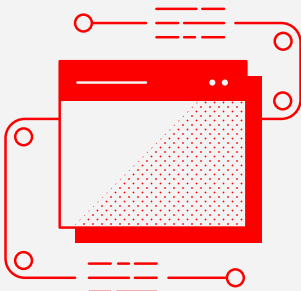


***Staying competitive means we need to offer new, digital features and stable, timely services to all of our stores. The only way to achieve this goal is with a centralized automation platform like Red Hat Ansible Automation Platform.***

Felix Kuehner



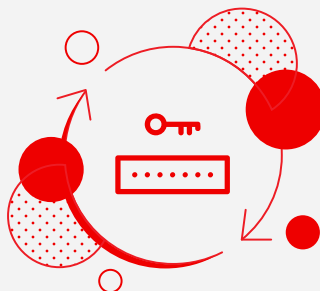
Schwarz IT can now deploy applications to decentralized environments like Storeservers faster than before. After deployment, country administrators can automate and deploy services without needing to manage or access the Storeserver for their location.



### **Boost in-house automation expertise**

Working closely with Red Hat has helped Schwarz IT’s teams verify the new automation architecture and enhance their expertise to operate Ansible Automation Platform in-house. For example, Schwarz IT’s teams have successfully used their new knowledge to replace custom, team-specific installation and update scripts with a centralized, automated approach for tasks like operating system updates.

“We have a clear escalation path with Red Hat Support, and we meet and communicate with each other on a regular basis,” said Kuehner.



### **Improved risk management with role-based system access**

With Ansible Automation Platform, Schwarz IT can more effectively balance controlling system access by authorized application and development with desired self-service capabilities. Role-based access control means application teams can automate deployments as regular users—without requiring root access to critical core business systems.

“This feature provides high-level consistency while letting individuals be proactive in working on new and existing projects,” said Kuehner.



### **Finding new opportunities for efficient application development**

After its initial success with Ansible Automation Platform, Schwarz IT plans to continue exploring ways to help The Schwarz Group achieve consistent yet responsive store operations.

“We’ve valued working with Red Hat and hope to continue using Ansible to find new ways to make our business more modern and efficient,” said Kuehner.

**[Download](#)  
The Schwarz success story**

# con-clusion

## Expand your automation possibilities with Red Hat Ansible Automation Platform

Through these stories we aim to highlight how businesses that depend on automation can benefit from a hardened platform that integrates with the tools and technologies your teams are already using. Ansible Automation Platform frees your teams from managing multiple components and curating a library of content across each component's life cycle.

If there is a customer story in this collection that applies to your use case, or is of particular interest, be sure to download the complete case study for more detail.

Learn how your teams can use automation to work more efficiently with the speed and agility that delivers business value. Discover Ansible Automation Platform and how it can help teams run complex, multidomain automation projects at scale.

Learn how you can get more from your infrastructure automation investment with a powerful, agentless, and simple to use solution.

Get started at [redhat.com/ansible](https://redhat.com/ansible)

### About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. A trusted adviser to the Fortune 500, Red Hat provides award-winning support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.

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