

The automated enterprise

Unify your people, processes, and technology through IT automation

See what's inside

01 Modernize for a digital world

03 Transform your organization through enterprise-wide automation adoption

05 Create a strategy for adopting automation across your organization

07 Automation use cases

- Infrastructure automation
- Network automation
- Security automation
- DevOps automation
- Hybrid and multicloud automation
- Automation at the edge

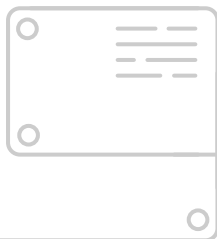
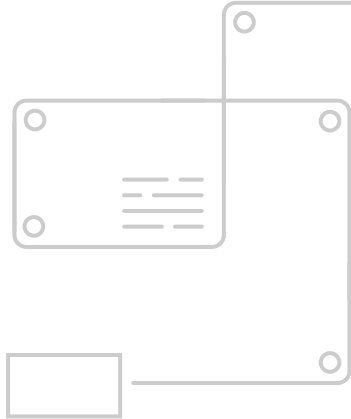
13 Ensure success with Red Hat Consulting

14 A platform for the entire automation team

18 Customer success highlights

- Blue Cross and Blue Shield of North Carolina
- AIA Group
- Cepso

21 Ready to start your automation journey?



Modernize for a digital world

Change is upon us

The pace and scale of modern business innovation is increasing. Many industries are experiencing widespread disruption. Digitally connected customers demand more at a faster pace. New competition comes from outside of traditional market segments. These trends place competitive pressures on businesses.

IT complexity can inhibit innovation

IT modernization is all about finding smarter ways to do business. However, IT operations teams manage ever-changing, complex IT architectures built on multiple platforms and complicated technology stacks. Many organizations struggle to deploy a modern infrastructure due to the maintenance cost and management complexity of their existing systems. Combined with the need to innovate at a faster pace, this complexity places a burden on IT operations teams. They are now asked to move more rapidly, manage increasingly complex IT environments, and accommodate new development approaches and technologies.

Automation can help

No matter the complexity of your environment or where you are on your IT modernization journey, an IT operations automation strategy can help you improve existing processes. With automation, you can save time, increase quality, improve employee satisfaction, and reduce costs throughout your organization.

Benefits of IT automation

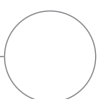
IT automation can help your organization:

- Speed operations and development.
- Improve agility and responsiveness.
- Boost productivity and efficiency.
- Increase consistency and availability.
- Improve security and compliance.
- Free up staff time to focus on high-value, strategic initiatives and more interesting projects.

Automation is for everyone

Automation can help you mitigate key issues across roles.

- **CIOs** need to reduce costs and risks across infrastructure, network, and engineering organizations.
- **IT operations leaders** need to ensure IT efficiency and resilience while reducing risk and delivering return on IT investments.
- **IT architects** need team-based solutions that work consistently and rapidly across technologies.
- **Engineering directors** need to control all aspects of the delivery chain while maintaining compliance.
- **DevOps practitioners** need a zero-downtime continuous integration and deployment platform.
- **Systems administrators** need tools that help them keep pace with increasing infrastructure scale.
- **Security analysts** need efficient ways to evaluate events and streamline remediation processes.



Move business forward with IT automation

What is automation?

Automation is the use of software to perform tasks to reduce cost, complexity, and errors. It is prevalent in IT systems and business decision software and can also be found in other industries like manufacturing, robotics, and vehicle control.

IT automation uses repeatable instructions to replace high-volume manual work. This could be a single task, groups of tasks, or even a complex orchestration of tasks. Its key purpose is to help overburdened staff regain control and shift their focus from tedious day-to-day matters to strategic initiatives and more interesting and rewarding challenges. IT automation can help staff better perform their roles, advance their knowledge and skills, and increase job satisfaction.

What can you automate?

You can automate anything that you can configure or manage yourself.

Automate:

- Applications
- Clouds
- Edge
- Containers
- Infrastructure
- Network devices
- Servers and storage
- IT services



Accomplish:

- Security and compliance
- Configuration
- Deployment
- Delivery
- Orchestration
- Provisioning
- Scalability
- Ticket resolution

How can automation help?

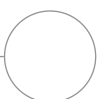
Automation serves as a force multiplier for your teams, making work less complicated and more repeatable. You can address a variety of common IT challenges with automation:

- Errors, risks, and high costs associated with routine tasks and manual processes
- Difficulty performing operations at scale
- Slow time to value for applications and services
- Inefficient workflows and operations
- Trouble keeping pace with increasing changes, demand, and infrastructure size
- Lack of time to focus on high-value initiatives
- Disconnects between teams using multistep processes to solve common issues

Do more with event-driven automation

Event-driven automation is the next step in the journey to end-to-end IT automation. It responds automatically when specific events or conditions occur in your IT environment. Event-driven automation receives information from third-party observability and other tools, decides which actions to take, and initiates predefined actions based on conditional rules.

By automating responses to events like network or system slowdowns, configuration drift, changing infrastructure conditions, and new service ticket entries, you gain the flexibility to create innovative, complex workflows across your environment. With a more proactive and responsive approach to complex IT challenges, you can achieve greater consistency, accuracy, and resiliency while re-envisioning the IT workday.



Transform your organization through enterprise-wide automation adoption

Many organizations already automate IT operations in discrete areas using inflexible ad hoc scripts, proprietary and device-specific legacy tools, or an array of single-function and vendor-specific management tools. While these approaches may speed specific tasks, they do not scale across diverse, multivendor environments or cross-domain processes and can make it difficult to share automation expertise throughout your organization. Additionally, it's often difficult to update and extend these types of automation as technologies evolve and new requirements emerge.

An enterprise-wide approach can help you realize the full value of automation for modern, digital operations. Enterprise-wide automation allows your organization to manage complex environments more readily, gain visibility into your operations, rapidly respond to changing conditions in your IT environment, and integrate new technology and processes more effectively. This supports increased business agility, resilience, innovation, and value.

Enterprise-wide automation involves your people, processes, and platform

Automating across your organization requires more than just tools—you also need to consider your people, processes, and platform.

Transformation requires automation

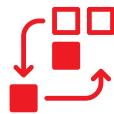
Deploying automation across your organization can help you transform to support modern, fast-changing, digital business. No other IT technology can impact all aspects of transformation:

- Maintenance and change management
- Skills and talent
- Standardization and scale
- Continuous delivery
- Operational complexity and costs



People

People are at the core of any enterprise-wide initiative, and automation is no different. To adopt automation across your organization, all teams—including line of business, network, security, operations, development, and infrastructure—must be on board and ready to learn new concepts and skills.



Processes

Processes move projects within your organization from start to finish. Clear processes for creating, deploying, managing, and adapting automation are essential for broad adoption and ongoing use.

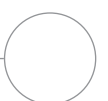


Platform

An automation platform provides the capabilities for building, running, and managing your automation. In contrast to simple automation tools, an automation platform gives your organization a unified foundation for creating, deploying, and sharing consistent automation content and knowledge at scale.

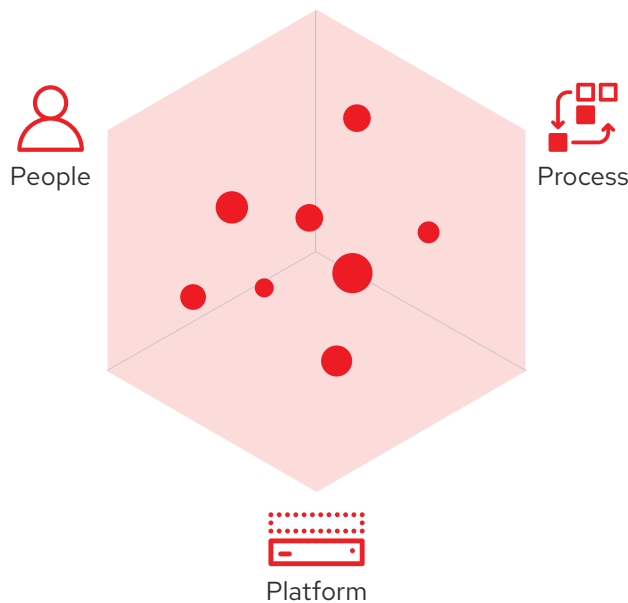


Explore [Red Hat Ansible Automation Platform: A beginner's guide](#) to help your organization solve enterprise IT challenges across hybrid cloud infrastructure.



Success = people + processes + platform

Enterprise-wide automation relies on a combination of people, processes, and a platform. Each factor has a significant effect on your automation outcomes. Successful automation requires you to address each element.



Automation tool or automation platform?

Though they may seem like the same thing, automation platforms and tools have contrasting characteristics that can be the difference between efficient enterprise-wide adoption and unorganized, disparate automation efforts.



Tools are effective only for individual and point automation. They do not provide the connection and management capabilities needed for enterprise-wide automation.



Platforms provide a unified foundation for multiple people to automate consistently. They deliver a means for efficiently managing and sharing automation content across an organization.

Automation by the numbers

Red Hat® Ansible® Automation Platform unites people and processes on a flexible foundation to deliver value across your organization:¹

667%

5-year return on investment (ROI)

10 months

to payback

\$1.9 million

total new revenue gained per year

76%

reduction in unplanned downtime

39%

more applications developed per year

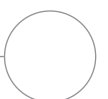
30%

more efficient IT security teams

30%

more efficient IT infrastructure management

¹ IDC White Paper, sponsored by Red Hat. "The business value of Red Hat Ansible Automation Platform." Document #US48678022, March 2022.



Create a strategy for adopting automation across your organization

Enterprise-wide automation does not happen instantly, and automation is not an all-or-nothing proposition. You need a sustainable automation strategy to guide your journey. Building your strategy requires assessment, planning, and adaptation.



Identify your business objectives

Connect automation efforts with business challenges and goals. This helps you identify where to automate and create top-down requirements for success. For example, you could automate patching to boost system security and stability and meet business needs for higher uptime.



Encourage cross-team collaboration and coordination

Use incentives to promote collaboration across your organization. Coordination allows teams to create complete automation workflows that deliver more value. Working with others also helps to cultivate shared ownership and accountability for automation.



Build trust throughout your organization

Build a centralized repository for trusted automation content. Each team should create automation content in their area of expertise and contribute it to the repository for use by other teams. Staff can include boundaries that allow others to use their content more confidently.



Share knowledge and success

Create a core team of stakeholders—often called a community of practice (CoP) or center of excellence (CoE)—that share automation best practices, experiences, and accomplishments across your organization. These teams should also help others along their automation journey.



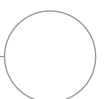
Centralize your automation content

Choose an automation platform that provides a unified foundation for collaboration, tools, and content across your organization. Sharing tools and content in a single, trusted location allows teams to automate more efficiently and avoid duplicate efforts.

Defining automation success

There is no single way to measure automation success—each team has unique characteristics and ambitions. Create realistic goals that align with your organization's current skills while encouraging teams to learn and expand their abilities. Examples of long-term automation success include:

- **Adoption** across your enterprise, from vision to execution, with an emphasis on simplicity and shared knowledge.
- **Accountability** with each staff member taking responsibility for their individual goals.
- **Governance** through prescriptive processes that accomplish automation goals and produce repeatable results.
- **Security** with a simplified pipeline, repeatable and reusable practices, proactive vulnerability resolution, and automated investigation and response to incidents.
- **Standards** that provide the foundation and extensibility needed to achieve organizational and team goals.



Start your journey to automation success

Once you have your automation strategy defined, it's time to get started. Start small, show value, expand conservatively, and repeat. Work to accomplish incremental successes over short periods of time. For each win, promote the value of automation and share your experience across your organization. This establishes a base for others to build upon your experiences and deliver even more value.

Identify and celebrate success

Successful automation delivers measurable business value by moving your organization from operational efficiency to organizational effectiveness. Save time and free up staff to focus on strategic work. Increase productivity and employee satisfaction. Improve the quality of infrastructure, applications, and products. Reduce costs and overcome complexity.

The specifics of automation success will look different for each organization, but the common themes are:

- Multiple teams within your organization create and share automation content in a consistent, standardized manner.
- Teams can manage their resources more effectively and focus on key priorities with their existing staffing level.
- Expertise across your organization is codified in your automation library.
- Responses to common events and changing conditions can be handled automatically without manual intervention via advanced techniques like event-driven automation.

Prerequisites for starting your automation journey

Before you begin automating, prepare your organization for success with the following steps.



Understand your inventory

How are your IT assets organized and managed? Identify which assets you have, how they are configured, and how you will keep track of them over time.



Define a source control repository

How will you track changes to your automation content? Create consistent, security-focused methods for recording and controlling changes to your assets.



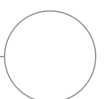
Train your staff

Does your staff have the skills they need to automate successfully? **Train staff** on concepts like source control, testing protocols, and best practices.

Where can you start automating?

Common places to start your automation journey include:

1. Read-only tasks.
2. Inventory creation.
3. Tedious manual tasks.
4. Frequently requested tasks.



Use case

Infrastructure automation

Most IT organizations face growing infrastructure size and complexity. Teams are managing a mix of operating systems, databases, storage, IT service management (ITSM) platforms, and more. With limited time and staff, IT teams often struggle to keep pace with this growth, resulting in delayed updates, patching, and resource delivery. Applying automation to common management tasks—like provisioning, configuring, deploying, and decommissioning—simplifies operations at scale, allowing you to regain visibility into and control over your infrastructure.



Manage IT infrastructure configurations

Your IT environment contains a variety of hardware and software. Consistently managing all of these by hand can lead to lost productivity, higher maintenance costs, and the inability to meet strict service level agreements (SLAs).

How can automation help?

Automation gives you predictable and repeatable processes for managing configurations, performing tasks across systems to improve consistency, speed changes, and increase uptime.

Do more with event-driven automation

Using infrastructure performance data, event-driven automation can constantly adjust allocated resources and scale storage and processing to meet user and application demand.

Automation in action

The **British Army Information Application Services (IAS) Branch** used automation to simplify infrastructure management, deploy changes faster and more efficiently, and reduce manual errors and unplanned downtime.

75% less time to deliver infrastructure changes

Read the [success story](#).



Maintain more systems with your existing staff

IT teams do not usually grow in size at the same pace as the infrastructure they manage. Teams often struggle to maintain increasing responsibilities with their existing staffing levels.

How can automation help?

Automation helps teams manage large, complex IT infrastructures with their current staff. It can free your staff from tedious, time-consuming tasks and allow them to focus on more rewarding and strategic projects.

Do more with event-driven automation

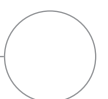
Event-driven automation can respond instantly—and in compliance with policies—to events like new service ticket entries, user administration requests, identified security threats, resources reaching capacity thresholds, and high network latency. It can also proactively automate tasks like creating backups, gathering facts, and provisioning and scaling resources to free staff time.

Automation in action

Cepsa automated their deployment of SAP S/4HANA®, then transformed their entire business culture with expert automation guidance and best practices.

More than 6,000 work hours saved through automation

Read the [success story](#).



Use case

Network automation

Even as underlying technologies have evolved, network management has remained largely the same. Networks are typically built, operated, and maintained by hand. However, traditional, manual approaches to network configuration and updates are too slow and error-prone to effectively support the needs of rapidly shifting workload requirements. Automating network resource and service management allows network operations teams to become more agile and flexible and effectively support modern business demands.



Ensure network configuration consistency

Manual network configuration can result in inconsistencies, misconfigurations, and network instabilities, making it difficult to deliver the high level of service needed for digital business operations.

How can automation help?

Automation helps you standardize network management processes to enforce best practices. Network operations teams can promptly and efficiently deliver services at scale and reduce mean time to recovery (MTTR) for service interruptions.

Do more with event-driven automation

Event-driven automation can combat configuration drift by aligning network resources to the latest released configurations and policies. By proactively fixing potential issues, you can prevent many of the outages that result in after-hours calls.

Automation in action

Swisscom automated management of around 15,000 network and IT components to shift focus to more valuable development projects and accelerate response times for resource requests.

3,000 hours saved on manual tasks (anticipated)

Read the [success story](#).



Streamline application load balancing and failover

Application loads must be balanced across infrastructure to optimize performance and costs. Manually balancing loads can lead to poor application performance and delay failover when system problems arise.

How can automation help?

Automating your load balancers eliminates the need for manual intervention, permitting faster ongoing adjustments and failover for improved application performance and reliability.

Do more with event-driven automation

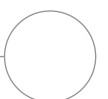
By observing metrics like bandwidth, throughput, latency, and packet loss, event-driven automation can optimize network and workload resource performance to help applications deliver the best possible user experience. You can also ensure that revenue-generating applications are aligned with needs and demand.

Automation in action

Surescripts automated IT processes and failover operations to speed network appliance and server deployment, issue resolution, and launch new applications to customers.

2 hours per service saved during failover incidents

Read the [success story](#).



Use case

Security automation

As both infrastructure and networks grow in size and complexity, it becomes increasingly difficult to manually manage security and compliance. Manual operations can result in slower detection and remediation of issues, errors in resource configuration, and inconsistent policy application, leaving your systems vulnerable to compliance issues and attack. Automation can help you streamline daily operations and integrate security into processes, applications, and infrastructure from the start. In fact, fully deploying security automation and artificial intelligence (AI) can reduce the average cost of a breach by 65.2%, but only 31% of organizations have done so.²



Threat hunting

45% of security professionals use more than 20 tools when investigating and responding to a cybersecurity incident.³ This can be a big problem for the identification of cybersecurity threats. Manual processes can delay threat identification in complex IT environments, leaving your business vulnerable.

How can automation help?

Applying automation to your security processes can help you identify, validate, and escalate threats faster without manual intervention.

Do more with event-driven automation

When a threat is identified, event-driven automation can quickly shut down affected resources as needed, gather log files from impacted systems, and update vulnerability reports to provide timely, complete, and accurate information for incident investigation and response.

Automation in action

The security team at **Emory University** was notified of a security vulnerability that needed to be remediated right away. They used Ansible Automation Platform to remediate a patch across 500 Red Hat Enterprise Linux® servers.

4 hours to patch 500 servers for a security vulnerability

Read the [success story](#).



Security incident response

Detecting and containing security breaches within 200 days or fewer can reduce the average cost of a breach by US\$1.12 million.² However, remediation across multiple platforms and tools can be complicated, time-consuming, and error-prone when performed manually.

How can automation help?

Security teams can use automation to connect tools and rapidly apply remediation to affected systems across your environment concurrently and respond to incidents faster.

Do more with event-driven automation

By monitoring vulnerability reports, event-driven automation can proactively isolate and remediate infrastructure and applications to protect against malicious threats and loss of confidential business information.

Automation in action

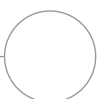
As an established leader in privileged access management and identity security capabilities, **CyberArk** partnered to build Red Hat certified integrations, which offer end-to-end security for Red Hat OpenShift® and Ansible Automation Platform.

More than 10 integrations to enhance security and protect automation environments

Read the [success story](#).

² IBM Security. "Cost of a Data Breach Report 2022," July 2022.

³ IBM Security. "Cyber Resilient Organization Study 2021," October 2021.



Use case

DevOps automation

DevOps brings development and operations teams together to move ideas and projects from development to production in less time and more efficiently. This involves more frequent changes to code and more dynamic infrastructure use. Traditional, manual management strategies cannot keep up with this increased demand. Automation helps you accelerate your processes, continuously scale environments, and build continuous integration and continuous deployment workflows to support rapid, agile application and service development and launch.



Provision environments

DevOps environments encompass a variety of technologies. Provisioning and deploying changes to these complex environments can be time-consuming and requires expert knowledge for each component.

How can automation help?

Applying infrastructure as code (IaC) approaches with automation allows your IT team to provide self-service capabilities and rapidly deliver preapproved resources and configurations without manual intervention.

Do more with event-driven automation

When a member of your team encounters an issue, event-driven automation can take immediate action—like adding configuration information to service tickets or parsing log files for critical messages—to simplify and speed the troubleshooting process and keep development and deployment activities on track.

Automation in action

The **City and County of Denver, Colorado**, automated provisioning, application deployment, and configuration management for its Microsoft Teams deployment to support more than 15,000 employees working from home.

514% increase in Microsoft Teams use supported

Read the [success story](#).



Accelerate development

Developers require IT resources to create, test, and deploy new applications and services. Manual IT operations can delay resource and service delivery and impede proof-of-concept performance, ultimately resulting in slower development.

How can automation help?

Combining application programming interface (API)-centric design with automation reduces the time it takes your IT team to deliver resources, supporting rapid proofs of concept, development, testing, and deployment into production.

Do more with event-driven automation

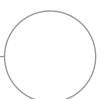
Event-driven automation lets you incorporate more tasks like automatic, self-service resource provisioning and workload deployment in your CI/CD pipeline to further speed application development and deployment workflows.

Automation in action

Elo Serviços S.A. automated its IT environment to deploy, manage, and update its customer service and applications faster and stay ahead of traditional and fintech competition.

More than 97% faster service time to market

Read the [success story](#).



Use case

Hybrid and multicloud automation

Hybrid and multicloud environments add an additional layer of complexity to infrastructure, network, application, and user administration. IT teams need to manage both on-site and cloud-based environments, often using specialized management tools for each. As a result, it can be nearly impossible to effectively maintain, track, scale, and safely manage resources and applications by hand. Automation can unite hybrid and multicloud management under a single set of processes and policies to improve consistency, scalability, and speed.



Scale multicloud environments

Each cloud provider offers specific tools for operating and managing their own cloud resources. These tools rarely interoperate directly with each other, requiring IT teams to provision, administer, and maintain each cloud differently.

How can automation help?

Automation can help you manage multicloud environments more consistently. You can create automation assets that codify resources across all of your clouds and offer a single API for a given operation, regardless of the cloud involved.

Do more with event-driven automation

Event-driven automation can observe and analyze hybrid and multicloud resource use to help manage public cloud spending and ensure that cloud resource consumption complies with corporate policies.

Automation in action

Datacom transformed its service offerings with automation, streamlining internal operations and providing customers a flexible, swift, and efficient platform that can adapt over time.

20% higher operational efficiency

Read the [success story](#).



Integrate private cloud environments

Hybrid cloud environments combine both on-site and cloud platforms, resources, and tools. This variety can make it difficult for IT teams to integrate and support both infrastructures consistently.

How can automation help?

A flexible automation platform lets you apply the same automation code to existing on-site systems, current cloud resources, and future assets, ensuring consistency and providing a layer of operational integration.

Do more with event-driven automation

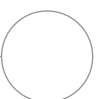
Event-driven automation can manage cloud-native workloads from deployment to retirement and help optimize resource use across hybrid cloud environments.

Automation in action

AIA Group migrated 90% of its workloads to the cloud using Ansible Automation Platform to eliminate manual processes while improving security and compliance.

18 months to migrate 50% of IT infrastructure to the cloud

Read the [success story](#).



Use case

Automation at the edge

Edge solutions will prompt the next wave of innovation as organizations execute digital transformation initiatives. Whether to automate operations, deliver rich customer experiences, or introduce new business models, edge solutions hold many benefits for enterprises.⁴ Organizations are doing more at the edge of the network, closer to where data is generated, services are used, and end users interact with systems and devices.

Automation at the edge helps organizations respond to business needs by automating processes to discover, decide, and take action. Ansible Automation Platform uses containerization to distribute and run automation across environments. This design makes running automation in environments with limited resources possible—letting you automate better at the edge.

Automation at the edge can help your organization:



Increase scalability.

Apply configurations consistently across your infrastructure and scale edge devices more quickly.



Boost agility.

Adapt to changing customer demands using edge resources only as needed.



Focus on security and safety.

Run updates, patches, and required maintenance automatically without sending a technician to the site.



Reduce downtime.

Simplify network management, reduce network failure, and boost your bottom line.



Improve efficiency.

Increase performance and reduce human error with automated analysis, monitoring, and alerting.

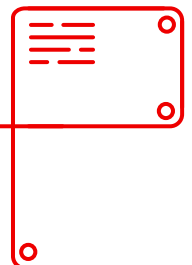


Respond faster.

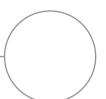
Deliver optimized user experiences with automated workflows based on real-time data and events.



Discover more about how automation at the edge can help different industries



⁴ IDC Spotlight, sponsored by Red Hat. "Automating the Last Mile: Ensuring Consistency and Scalability at the Edge." Doc #US49051022, May 2022.



Ensure success with Red Hat Consulting

Red Hat Consulting can help you automate your enterprise more efficiently and in less time. Our experts will provide you with a framework for managing an organization-wide automation adoption journey. Red Hat Consulting works with you in all stages of automation adoption, from introducing techniques and technology, to aligning teams on standard practices, to orchestrating powerful workflows aligned to your evolving business objectives.

Steps for automation success

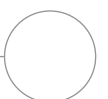
- 1 Discover your quick-win opportunities**
Define an overarching strategy to identify organizational objectives and address process, tooling, and skills gaps with measurable outcomes. Select a single process or area to automate and showcase.
- 2 Build a pilot that gets noticed**
Automate and deploy into production an initial set of workflows, managed by a select team using Ansible Automation Platform. Use your pilot to demonstrate the meaningful impact on your business and IT.
- 3 Integrate your initial success**
Based on your experience with your pilot, integrate a set of standardized workflows with additional operational or business support systems for increased oversight, orchestration, or other benefits.
- 4 Accelerate your automation adoption**
Create a center of excellence (CoE) or community of practice (CoP), based on your adoption core team, to guide other teams in applying standardized automation approaches across projects and processes.
- 5 Optimize and move toward an automation-first culture**
Continually evaluate your automation practices and rapidly launch, combine, and enhance workflows and orchestrations to meet changing requirements as your organization introduces new technologies and solutions.



“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.”⁵

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

⁵ Red Hat case study. “Crédit Agricole Group Infrastructure Platform (CA-GIP) scales automation with Red Hat,” May 2022.



A platform for the entire automation team

Automating at scale requires a top-down strategy that includes investments in time, technology, and people. Make the most of that investment and stay ahead of the competition with Ansible Automation Platform. It will help your organization operate more efficiently, reduce costs, and free up more time for innovation.

Ansible Automation Platform helps organizations adopt a culture of collaborative automation by delivering a consistent experience everywhere, based on features tailored to the needs of the entire IT team.

With Ansible Automation Platform:



IT managers and architects can more readily expand automation across their enterprise, while managing policies and governance with the automation services catalog. They can also plan, measure, and track automation performance with automation analytics and Red Hat Insights.



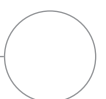
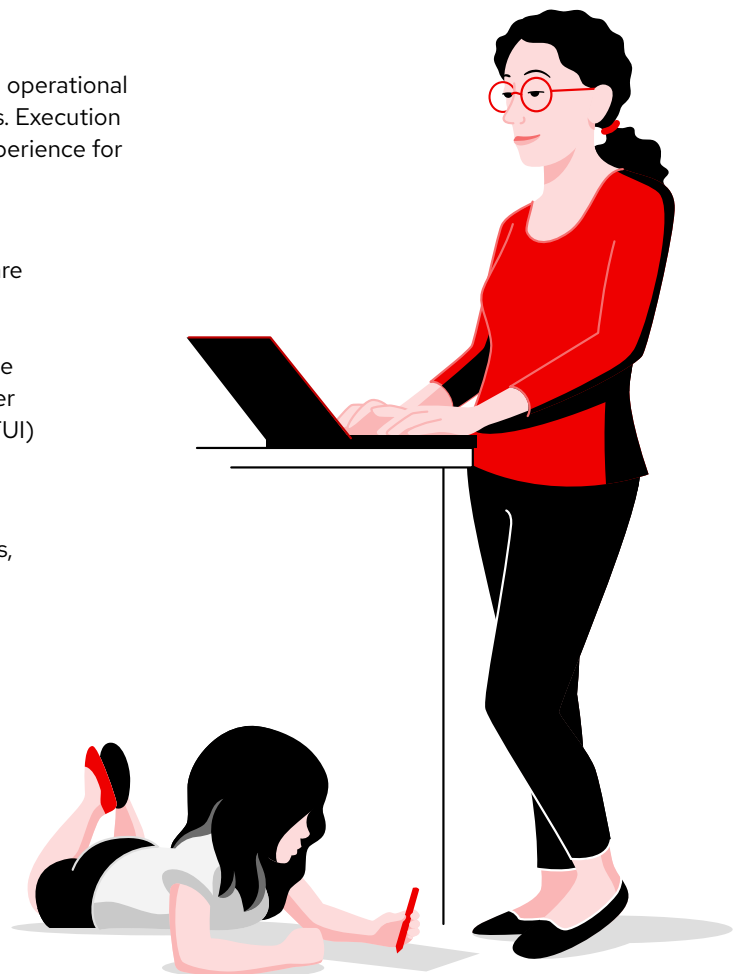
Developers retain the freedom to build, without the operational overhead of maintaining many tools and frameworks. Execution environments deliver a consistent, container-like experience for building, managing, and scaling automation.



Administrators and operators can manage and share automation projects more efficiently using powerful tools in automation controller and automation hub, including a common language and broadly accessible mix of command line interfaces (CLIs), graphical user interfaces (GUIs), and text-based user interfaces (TUI) across endpoints.



Your organization can tackle automation challenges, including network and security automation, cloud infrastructure provisioning, configuration management, CI/CD, containers, and beyond.



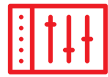
Move your business forward with Red Hat Ansible Automation Platform

As a foundation for building and operating automation services at scale, **Ansible Automation Platform** delivers all of the tools and features you need to implement enterprise-wide automation. It's engineered to help you **create**, **manage**, and **scale** your 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.



Create

Get started in less time by accessing Ansible's massive open source community and prebuilt Ansible roles, plug-ins, and modules. Codify your infrastructure and share automation assets across teams and individuals to deploy and manage infrastructure on site or in a cloud environment.



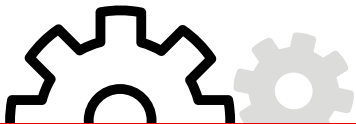
Manage

Standardize how automation is deployed, initiated, delegated, and audited. With automation controller (formerly Ansible Tower), users from multiple teams can reliably and consistently scale automation on demand, taking a systematic approach to standardizing automation practices while helping to reduce automation irregularities across your enterprise.

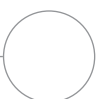


Scale

Transfer your automation to multiple domains and across different use cases. Stakeholders on developer, operator, and line-of-business teams can engage with automation in ways that work best for them and make sense for their individual roles without slowing development time.



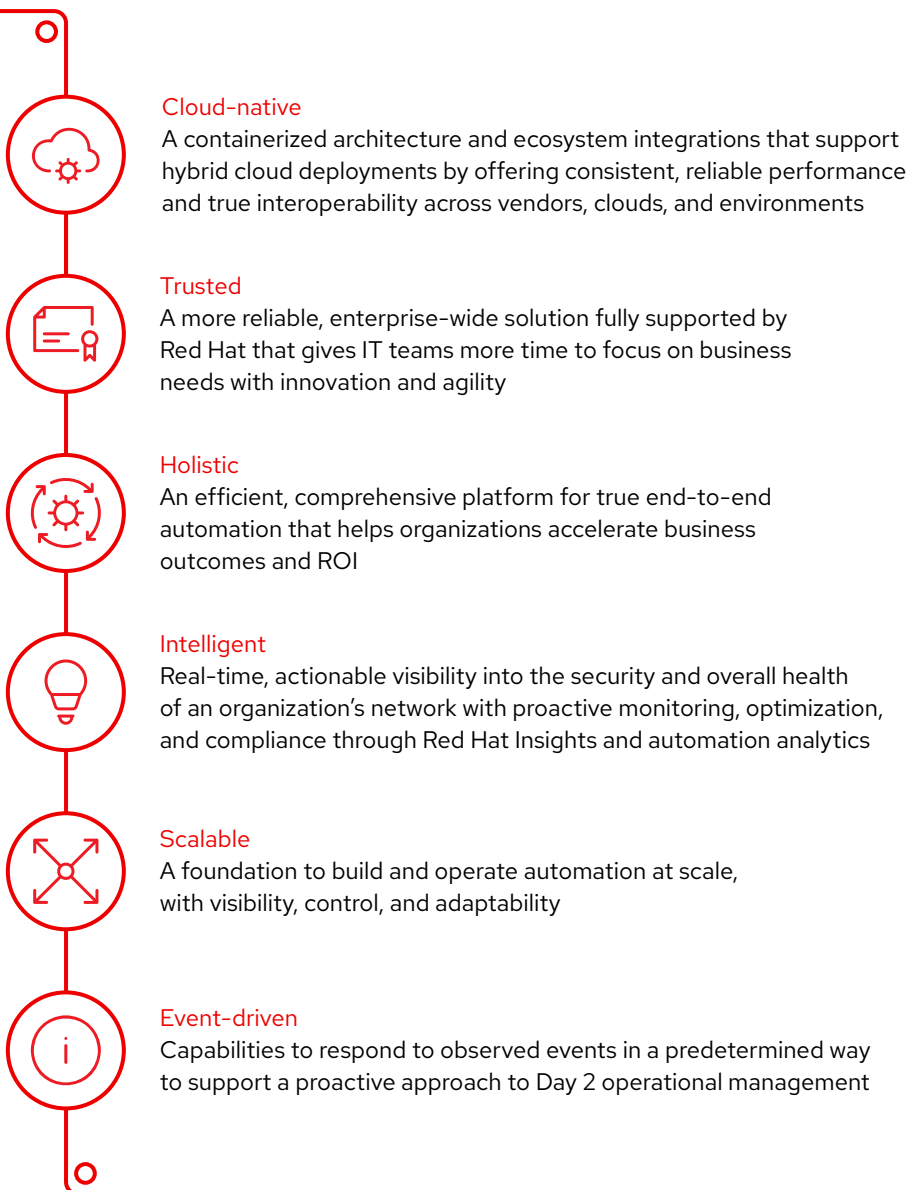
No matter where you are in your automation journey, Red Hat Ansible Automation Platform can help you increase agility, improve productivity, and get to market faster.



Red Hat Ansible Automation Platform

Everything you need to deploy automation across your organization

Ansible Automation Platform makes it possible for users across an organization to share, vet, and manage automation content by means of a simple, powerful, and agentless technical implementation. IT managers can provide guidelines on how automation is applied to individual teams. Meanwhile, automation creators retain the freedom to write tasks that use existing knowledge, without the operational overhead of conforming to complex tools and frameworks. It's a more reliable and stable foundation for deploying end-to-end automation solutions, from a hybrid cloud to the edge of your infrastructure.

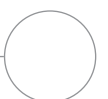


Expand your automation workflows

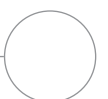
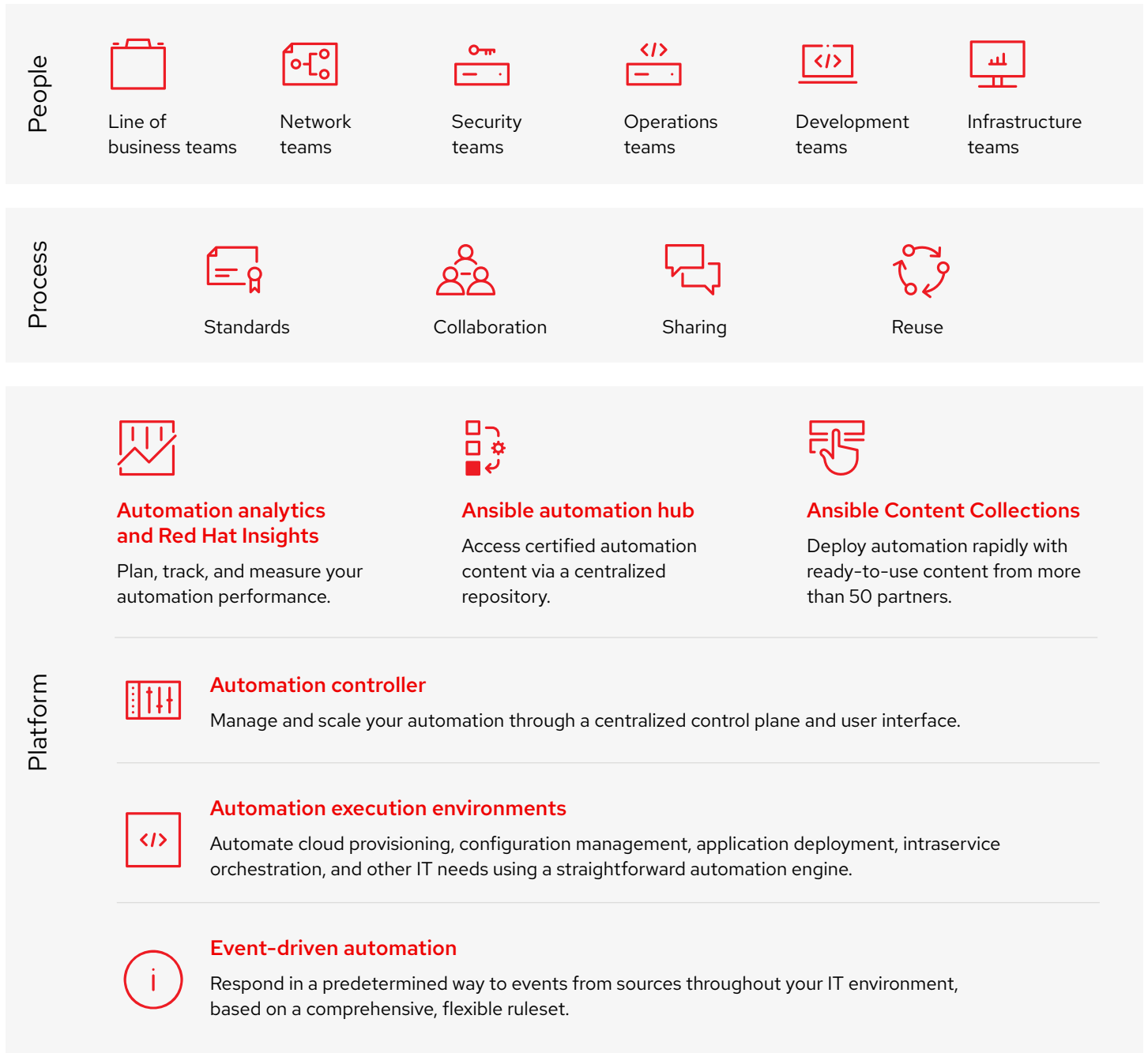
Ansible Content Collections offer more than 140 prebuilt modules, roles, and more from industry-leading partners. Red Hat Ansible Certified Content Collections help jump-start integration with these partner platforms and Ansible validated content provides an opinionated path for performing operational tasks.

Key partner integrations include:

- **Amazon Web Services (AWS)**
- **CyberArk**
- **Dell Technologies**
- **Dynatrace**
- **F5 Networks**
- **IBM**
- **Microsoft**
- **Palo Alto Networks**
- **SAP**



Ansible Automation Platform brings together people, processes, and a platform to help you deploy enterprise-wide automation.



Customer success highlight

Blue Cross and Blue Shield of North Carolina

Improve efficiencies, cost savings with Red Hat automation and container technologies

Challenge

To achieve its vision of making healthcare simpler and more affordable for customers, health insurer Blue Cross and Blue Shield of North Carolina needed to change its delivery model. To shift to a more responsive IT environment, Blue Cross NC sought a platform-agnostic solution with automation capabilities in a public cloud application that also could help improve visibility and reduce costs. The health insurer was using a costly third-party managed services provider that often took weeks to provision a single virtual machine. Additionally, employees were handling various repetitive tasks instead of working on more dynamic, innovative projects.

Solution

Through an engagement with Red Hat Open Innovation Labs, Blue Cross NC built its in-house IT environment on Red Hat OpenShift running on Red Hat Enterprise Linux. With help from a Red Hat Technical Account Manager, Red Hat Consulting, and Red Hat Training, the organization replaced its managed service provider with in-house IT talent, migrated 100+ services and 250+ applications to a container-based platform, and deployed 200,000+ human-readable Ansible Automation Platform Playbooks in just 2 years.



“In the first 2 years alone, we executed 200,000 Ansible Playbooks and saved an estimated 70,000 hours of work.”

Petar Bojovic
Director of Technology Infrastructure, Blue Cross and Blue Shield of North Carolina



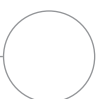
Created in-house IT team to replace costly externally managed service



Saved 70,000 work hours by automating virtual machine provisioning



Established organization-wide focus on agility



Customer success highlight

AIA Group

Accelerate cloud migration with automated IT provisioning

Challenge

With a presence in 18 markets across the Asia Pacific region, AIA Group needed to modernize its approach by migrating 90% of its business workloads to the cloud. Migrating to the cloud was fundamental to scaling the business in the face of new demands, including the COVID-19 pandemic. AIA decided the cloud should underpin the organization's goal of creating compelling propositions, providing faster distribution, and improving customer experiences.

Solution

With a focus on adhering to prevailing information security, architecture, design, and operations standards across its group activities, AIA decided to standardize on Ansible Automation Platform. The agentless technology was ideal for handling complex deployments and repetitive tasks. Easy-to-understand Ansible Playbooks allow teams across the organization to share, evaluate, and manage automation content. Working closely with Red Hat Consulting, AIA implemented the platform, which included setting up integration with its ServiceNow request tool and building several self-service catalogs.

Although the implementation was complex, support from Red Hat, ServiceNow, and AIA's security vendor helped ensure everything was successfully integrated across the organization in just 2 months.



"It is essentially a provision-on-demand model, which is quick, simple, and removes the angst people had associated with the previous manual processes. That enables us to get infrastructure out of the way so users can kick off new projects without delay."

Vikas Bhandari

Director, Group Engineering and Delivery, Cloud and Infrastructure, AIA



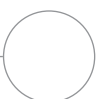
Reduced service provisioning time from 90 days to 1 hour



Improved development security and compliance while sourcing new ideas



Migrated 50% of IT infrastructure to the cloud in just 18 months



Customer success highlight

Cepsa

Improve operational efficiency with automation

Challenge

Cepsa is a leading international company, with operations on 5 continents, committed to sustainable mobility and energy with strong technical expertise after more than 90 years of activity. It also has a global chemicals business with world-leading positions and a progressive green plan. They needed to increase efficiency and stay compliant while reducing costs, risk, and downtime.

Solution

To achieve this goal, Cepsa began automating processes to save work hours, improve service response times, enhance IT security, and transform organizational culture. Working in close collaboration with Red Hat Consulting, the company established automation as a core pillar of its innovation strategy, led by an automation manager. As a result, Cepsa increased productivity by 35% and increased response times by 10–15%.



“Red Hat has helped us make automation the center of our digital transformation efforts.”

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



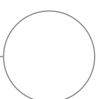
Saved more than 6,000 work hours with central automation approach



Enhanced service levels with 10–15% faster IT response times



Transformed business culture with expert automation guidance



Ready to start your automation journey?

Digital business requires automation. An enterprise-wide automation approach can help you save time, increase quality, and reduce costs. Red Hat provides an automation platform and expertise that empower your organization to boost business agility, innovation, and value.

- Get started with Ansible: ansible.com/get-started
- Learn more about IT automation: redhat.com/it-automation

