

Grow Your Business with Red Hat Sales Conversations



Red Hat has designed partner sales plays that help you develop, deliver, and integrate faster – creating more modern solutions built for today's customer demands. As you explore our partner sales plays, you'll find information on how to approach customers in a way that will lead to sales opportunities.

Cloud-Native Application Development

In today's business world, it's important to be able to create, maintain, and manage applications that run across complex hybrid cloud environments without modification. Innovative technologies like containers and microservices, as well as gamechanging practices like agile DevOps, and continuous integration and deployment (CI/CD) can help. Explore our Cloud-Native Application Development sales conversation to find information on application modernisation, building cloud-native applications, and how to accelerate application delivery.

IT Optimisation

Your customers have invested heavily in their infrastructure, applications, and processes. As IT advances, they can't simply abandon these investments. Help your customers to more efficiently use existing resources, modernise where possible, and reduce time and money spent on maintenance. Explore our IT Optimisation sales conversation to find information on how to present enhancements to operating environments, virtualisation, software-defined storage, business processes, and existing applications.

Hybrid Cloud Infrastructure

Today's hybrid cloud infrastructure results in a collection of computing power, storage, and network systems that provide resources to users on demand. A well-designed cloud infrastructure is elastic and supports tasks like big-batch processing or disaster recovery that might tax traditional, on-premises datacentre resources. Explore our Hybrid Cloud Infrastructure sales conversation and find information on private clouds, container use in clouds, and hybrid cloud management.

Agile integration

To improve process efficiency, customers will need to simplify how different software applications, services, application programming interfaces (APIs), data, and devices connect. Help them automate business processes and deliver timely, accurate information to their users and customers. Explore our Agile Integration sales conversation to learn about the omnichannel experience, cloud-native application integration, API-led collaboration, and Software-as-a-Service (SaaS) integration.

Automation

Help your customers deploy, optimise, and secure their Red Hat software across traditional IT environments, enabling them to accelerate innovation and growth with automation that spans the entirety of their enterprise IT environment. Cloud-ready, agentless management and automation solutions help standardise processes, accelerate IT service delivery, and ensure compliance with policy-driven IT. Explore our Automation sales conversation and discover the Red Hat management solutions that span across hybrid cloud as well as advances in network automation.

Red Hat Enterprise Linux 8

The latest release of Red Hat's flagship product is engineered to help enterprises reach new horizons.

Modern IT is hybrid IT. But turning a sprawling ecosystem – from traditional datacenters to public cloud services – into a true hybrid environment requires a few things. Scaling as needed. Moving workloads seamlessly. Developing and managing applications that run anywhere. There's an operating system that makes those things possible. And now it gives you predictive analytics and remediation with the availability of Red Hat Insights for all active subscriptions. That's Red Hat® Enterprise Linux® 8.

For further information please call your account manager or visit InTouch at uk.techdata.com

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