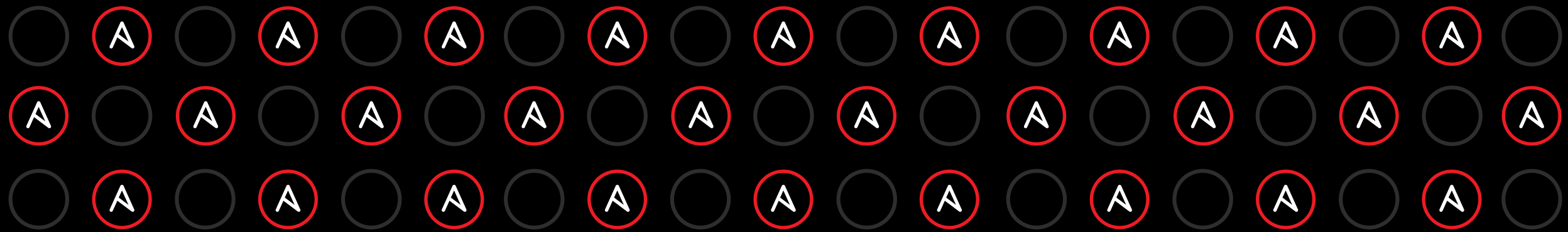




# Thriving through change with **enterprise-wide IT automation**

A REPORT FROM RED HAT



# This report's purpose



## Who is this report for?

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- IT leaders (IT Managers, IT Directors, Chief Technology Officers [CTOs], and Chief Information Officers [CIOs])
- Larger businesses with 500+ employees, but businesses of all sizes can benefit from the uptake of enterprise-wide IT automation.



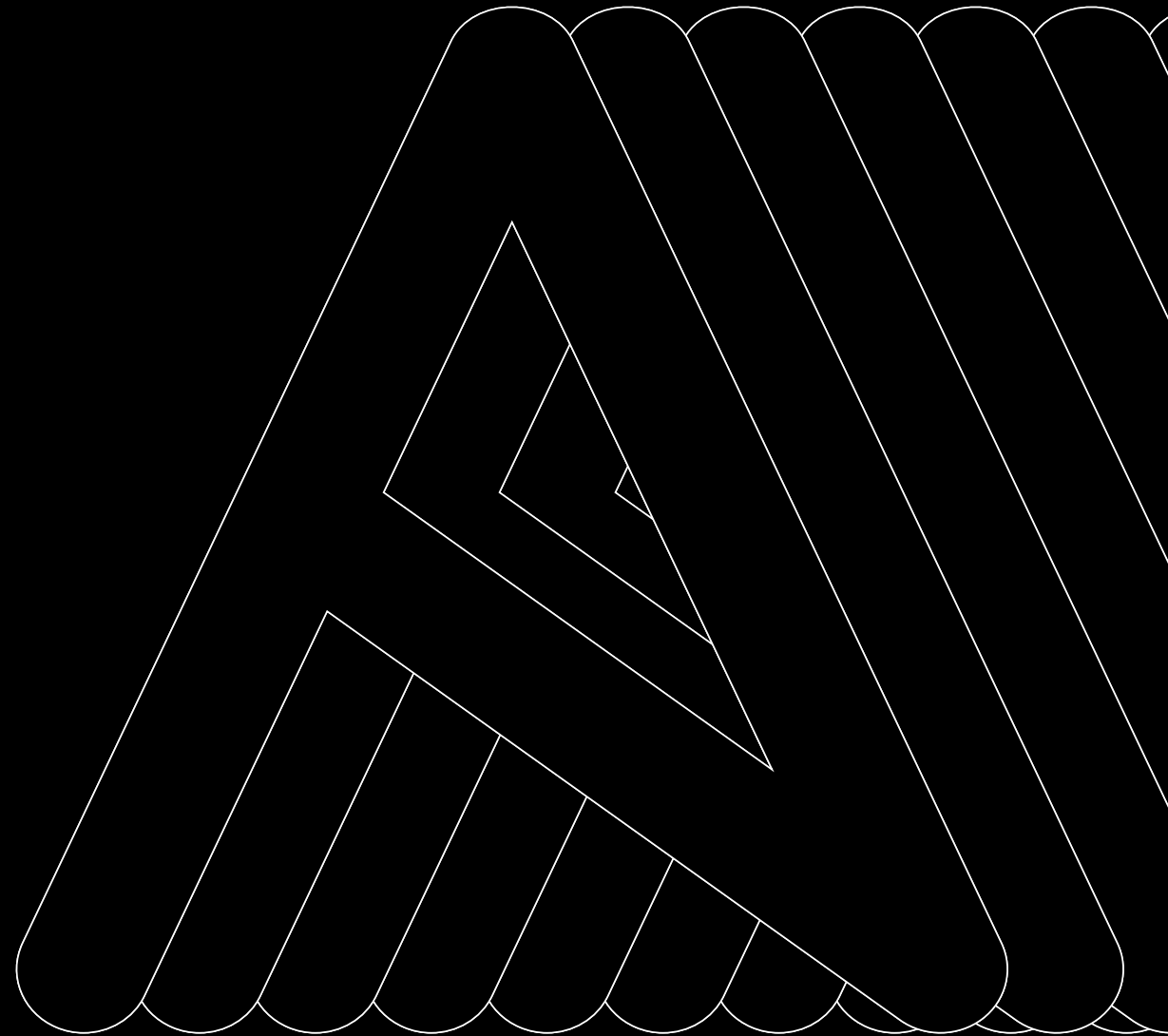
## What will you learn?


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- What enterprise-wide IT automation is and the benefits it can bring to your business in the present and future
- Best practices for overcoming the people, process, and technology challenges currently preventing uptake of enterprise-wide IT automation
- How Red Hat® Ansible® Automation Platform empowers businesses to reap the benefits of enterprise-wide IT automation, supports cultural evolution, and allows you to take the next step of your digital transformation journey.

# Story in numbers

Overcoming the barriers to enterprise-wide IT automation will let businesses enjoy significant benefits and manage present and future challenges, according to IT leaders surveyed across the UK, France, Germany, and Spain.



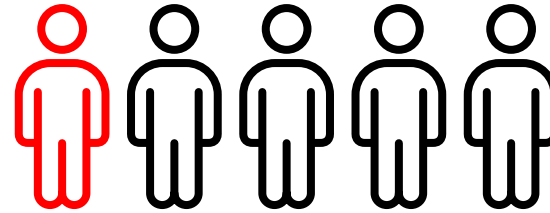


“Enterprise-wide IT automation is defined as when relevant IT processes across teams within an organization are automated. This looks different depending on the organization and its priorities. It does not necessarily mean all processes are automated, just that the most valuable processes are automated.”

**Richard Henshall, Director of Product Management for Ansible with Red Hat**



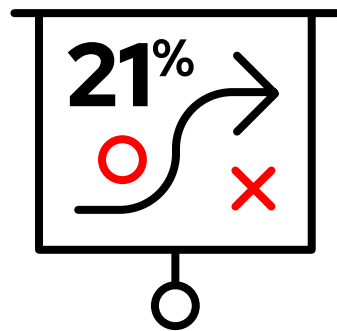
**99%** - of IT leaders surveyed say a combination of technology, business, and macro economic and political challenges are impacting their business in 2023, primarily cybersecurity threats (26%) and business silos causing inefficiencies (23%).



**More than 1 in 5** - 22% are worried about a decrease in sales and customers, and budget cuts, impacting their business in the future.



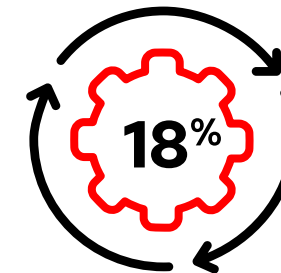
**100%** - recognize the benefits of enterprise-wide IT automation and its ability to help solve these challenges.



**21%** - of those who do not have an automation strategy worry their business will fail if they do not adopt enterprise-wide IT automation in the future.

The key benefits of enterprise-wide IT automation are:

- Easier collaboration between teams (22%).
- The business will be better equipped to manage climate change's impact (22%).
- The business will be better able to keep pace with tech development (21%).
- The business will be better protected against cybercrime (21%).



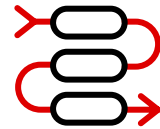
Just **18%** - of IT leaders surveyed have achieved enterprise-wide IT automation, but 75% have an automation strategy in place.

The biggest hurdles to achieving enterprise-wide IT automation can be grouped into 3 buckets:



People

- **29%** of IT leaders surveyed who do not have an automation strategy said a lack of skills is the biggest barrier to automation.
- **45%** also said people are reluctant to change because they feel they “do not have time”.
- Just **6%** of organizations’ people are open to change.



Process

- Complying with government regulations (**31%**) was cited as the biggest challenge preventing enterprise-wide automation by those who do not have an automation strategy.



Technology

- **28%** of IT leaders surveyed who do not have an automation strategy said the business’ tech is not mature enough to implement automation.

**Ansible Automation Platform** helps overcome these challenges, empowering your business to reap the benefits of enterprise-wide automation, supporting cultural evolution, and allowing you to take the next step of your digital transformation journey.

It is an end-to-end automation platform that gives you the power to configure systems, deploy software, and orchestrate advanced workflows. The platform includes resources to create, manage, and scale across the entire enterprise. According to IDC research from 2022, customers using Ansible Automation Platform could see:

**667%**

**667%** - 5-year return on investment (ROI).

**\$1.9**

**US\$1.9 million** - annual revenue increase (around £1.53 million/€1.78 million).

**10**

**10-month** - payback on investment.



"Our obsession at Red Hat is supporting the uptake of automation across an organization's people and processes, including with nontechnical teams. This can help solve the biggest challenges businesses are currently facing, like addressing the skills gap, promoting better collaboration, successfully adopting new tech, and having more consistent governance in place."

**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat**

# Contributors



**Richard Henshall, Director of Product Management for Ansible, Red Hat**

Richard Henshall is responsible for the Ansible Automation Platform strategy. He has more than 16 years of experience in financial services IT across a range of operational, design, and architecture roles. Before joining Red Hat, Richard was an Ansible customer, so he brings a customer-focused viewpoint to complement the strong engineering capabilities of one of the most popular open source projects.



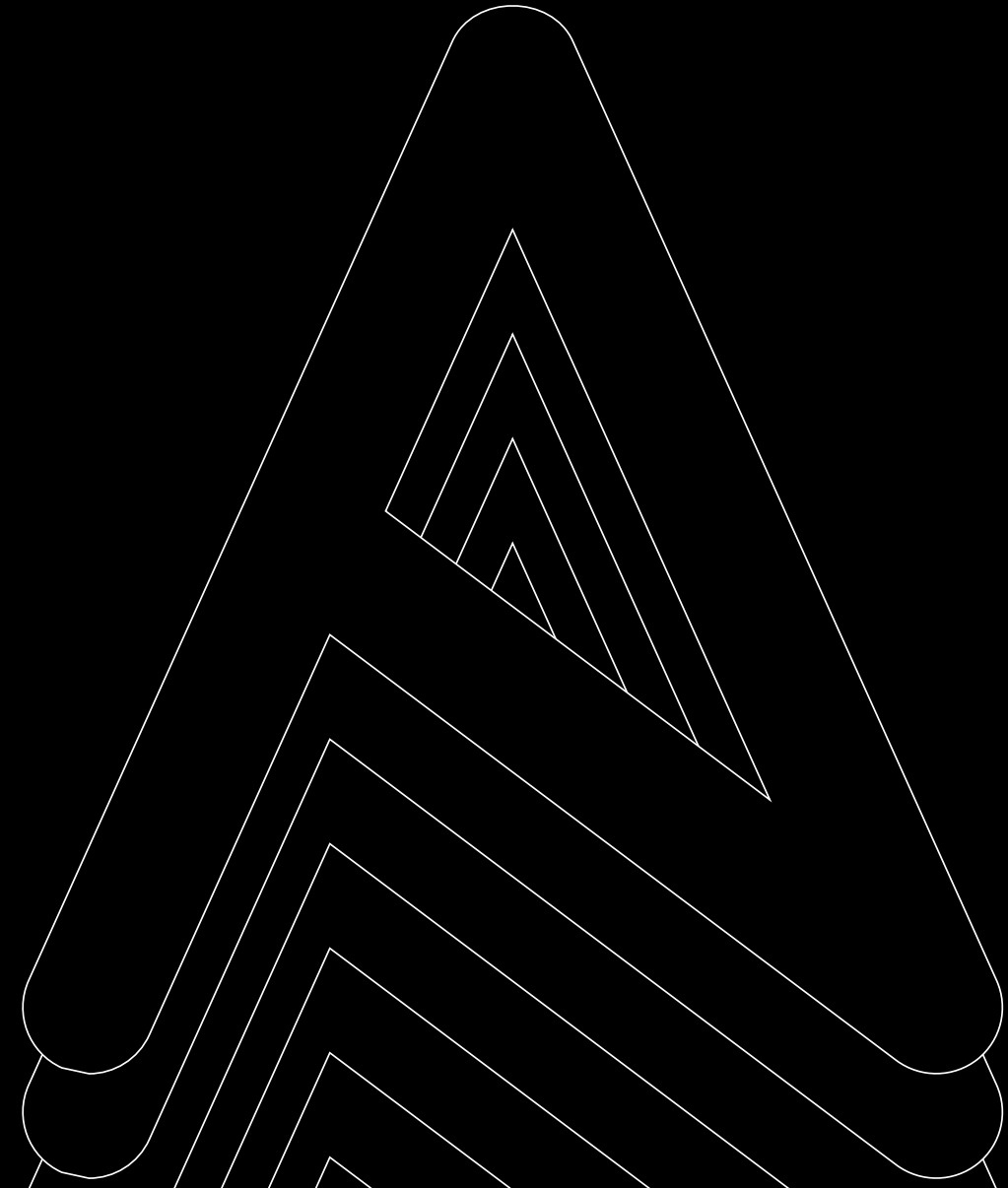
**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat**

Belkacem Moussouni is a business development advocate with an international outlook. He has been improving the business life of users for more than a decade by helping organizations of all kinds move and scale their IT automation strategies to fuel innovation. He is currently focused on advising organizations across all industries to further unleash the power of automation and combine that with a collaborative culture to accelerate and succeed in their digital transformation journey.



# Chapter one: **The present**

**Key insight:** European IT leaders surveyed are struggling with people-(the skills gap and collaboration), process-(government regulation compliance), and technology (cybercrime resilience and the speed of technology advancement)-focused issues. Enterprise-wide automation, which has only been achieved by 18% of organizations, is key to overcoming these challenges.



## Who we mean by European IT leaders

To gather the insights for this report, Red Hat partnered with research company Censuswide, to survey 1,200 IT leaders in large businesses with 500+ employees across the UK, France, Germany, and Spain.

### Number of respondents per country

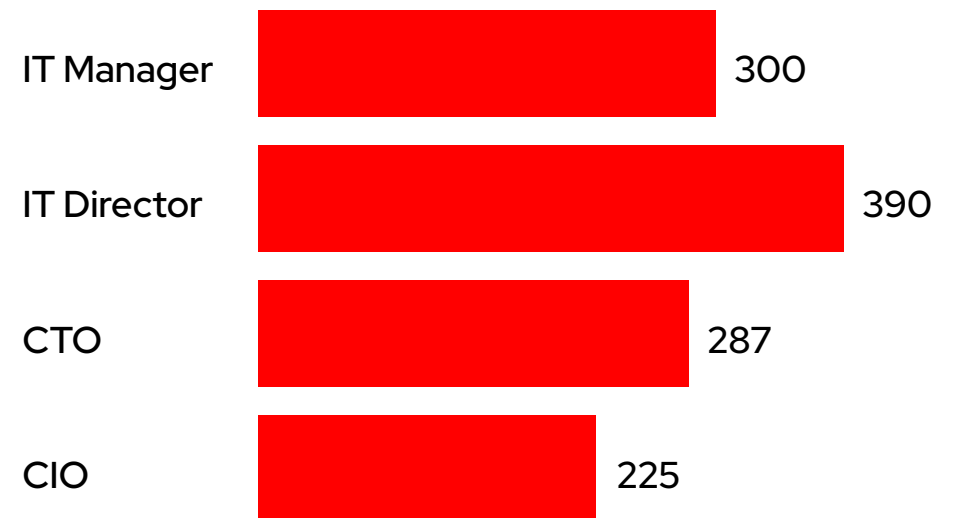
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The IT leaders surveyed work across sectors, including IT, banking and finance, engineering, logistics and shipping, retail, media (including telecommunications), and the public sector.

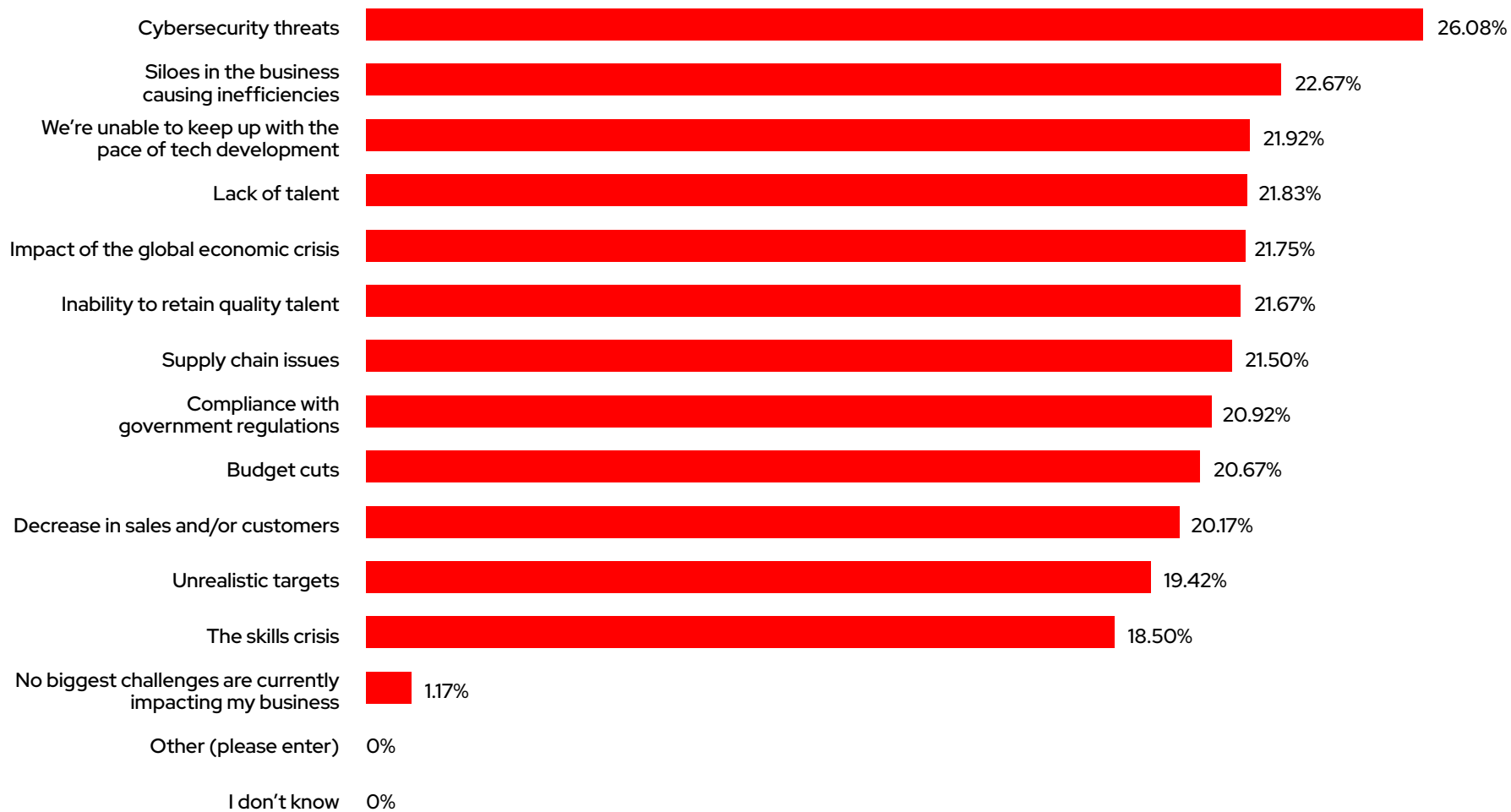
### Job titles

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## IT leaders' biggest challenges

What, if any, are the biggest challenges currently affecting your business? (Q1)





The top challenges  
pers region (Q1)

**27%** **UK** - Lack of talent

**42%** **France** - Cybersecurity threats

**29%** **Germany** - Silos in the business causing inefficiencies

**23%** **Spain** - Compliance with government regulations



The top challenges  
per job title (Q1)

**28%** **IT manager** - Cybersecurity threats

**25%** **IT director** - A lack of talent, cybersecurity threats, and siloes in the business causing inefficiencies

**28%** **CTO** - Cybersecurity threats

**30%** **CIO** - Budget cuts

**Despite ongoing economic challenges affecting businesses, the biggest issues recognized by IT leaders surveyed across all 4 regions can be filed into people, process, and technology categories.**

The impact of the global economic crisis was still the 5th biggest challenge impacting IT leaders surveyed (21% selected it as a key challenge), but according to Gartner, this lower ranking could be because EMEA IT investment was forecasted to increase by US\$1.3 trillion in 2023 – 3.7% more than in 2022.

## People challenges

**Richard Henshall, Director of Product Management for Ansible, Red Hat:**

“The big challenge we see affecting organizations at the moment is the skills shortage. There is a lack of the knowledge businesses need to grow in a period of rapid tech evolution. At our 2023 Red Hat Summit, “people” were the basis of **95%** of the conversations taking place: Where do I find the right people? How do I upskill them within my organization? And how do I motivate wider teams to embrace change?”

A lack of talent (**22%**) and an inability to retain quality talent (**22%**) were ranked as the 4th and 6th biggest challenges, respectively, by IT leaders surveyed. UK respondents said this is the biggest challenge they currently experience, (**27%**) which is backed up by data from recruiter Hays saying **95%** of UK employers seeking tech talent have encountered a skills shortage over the last year.

The EU also recognizes the IT skills shortage as “severe”, with software and applications developers and analysts listed alongside doctors, nurses, and midwives as occupations with a persistent labor shortage.

## Process challenges

Silos in the business causing inefficiencies is the 2nd biggest issue recognized by IT leaders surveyed (**23%**), with German IT leaders indicating this is their biggest challenge (**29%**). Breaking down isolated team structures to foster better collaboration and information sharing is recognized as one of the most important aspects of digital transformation, but this is challenging when enterprises can have hundreds of teams all over the world.

While compliance with government regulations was ranked quite low by the overall sample, it was the top challenge for Spanish IT leaders surveyed (**23%**).

## Technology challenges

Cybersecurity threats (**26%**) were flagged by IT leaders surveyed as the leading challenge impacting their business in 2023. The cyber threat landscape continues to grow in mass and sophistication and, according to Check Point Research, Europe saw a **26%** increase in cyberattacks in 2022, and the UK saw a massive **77%** increase.

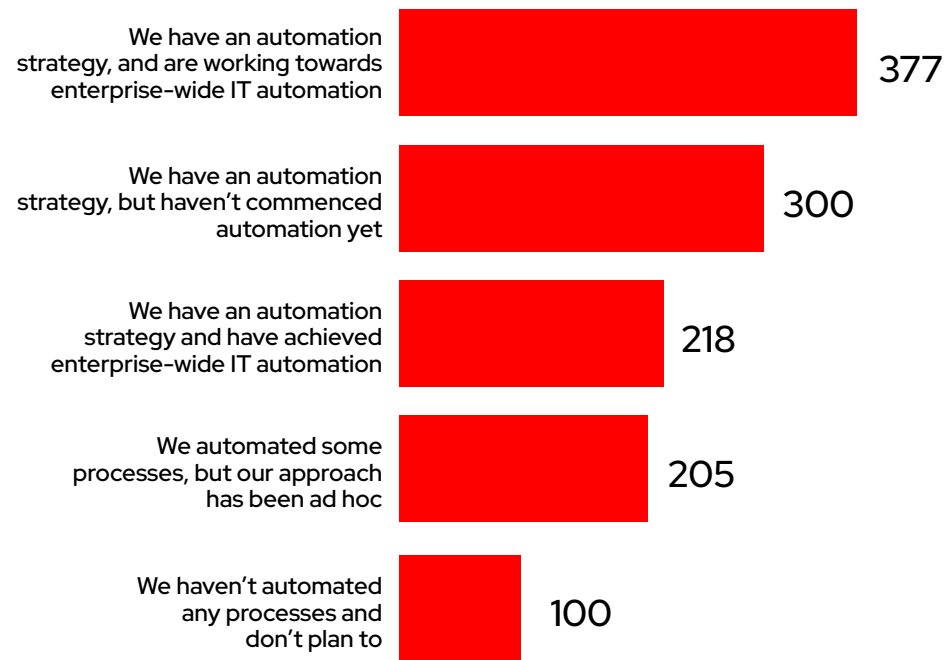
Red Hat supports customers from all sectors to protect themselves against cybercrime by helping identify risks alongside providing mitigation advice to ensure security forms the basis of everything we do.

We have been promoting CNI (Critical National Infrastructure) over the past few months in response to an alert from the UK's National Cyber Security Centre (NCSC). Check out our 3-part webinar series or blog for more insight on how to defend against the CNI cybercrime threat.

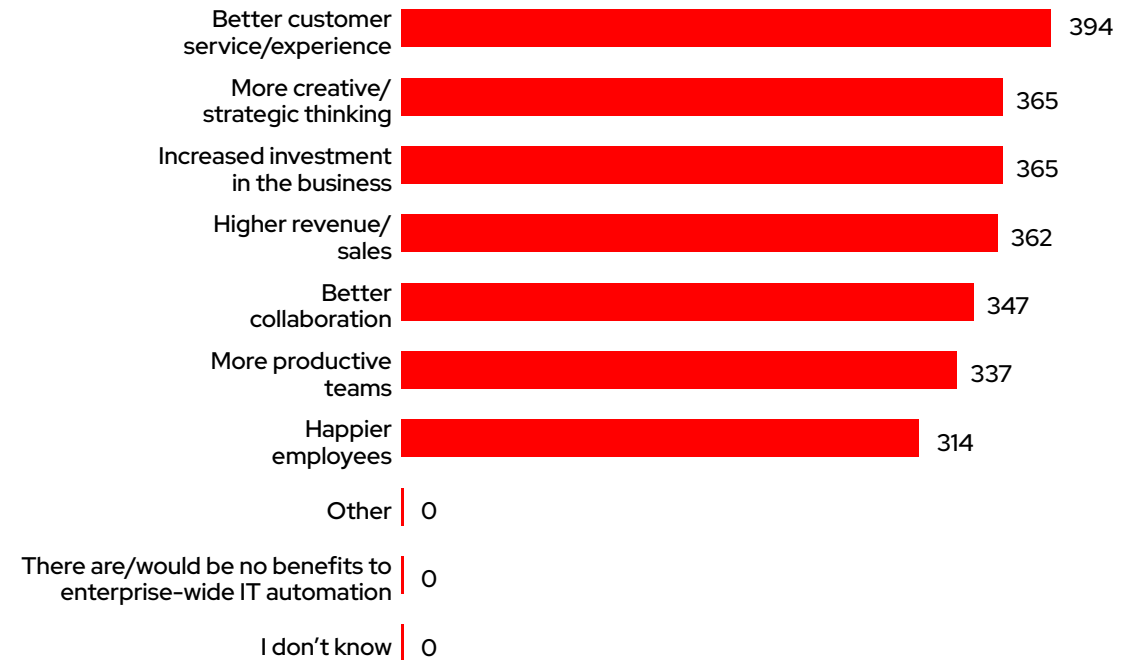
The other key technology-focused challenge recognized by respondents is an inability to keep pace with the speed of tech development (**22%**). MGI Research says global tech spending will increase from **US\$8.51 trillion** in 2022 to **US\$11.47 trillion** by 2026, representing a 5-year compound annual growth rate (CAGR) of **7.75%**. IT leaders are under significant pressure to adopt new innovations but many are lacking the infrastructure, skills, and processes to do so effectively.

## The state of enterprise-wide IT automation across the UK, France, Germany, and Spain in 2023

What level of automation has been implemented by your organization? (Q2)

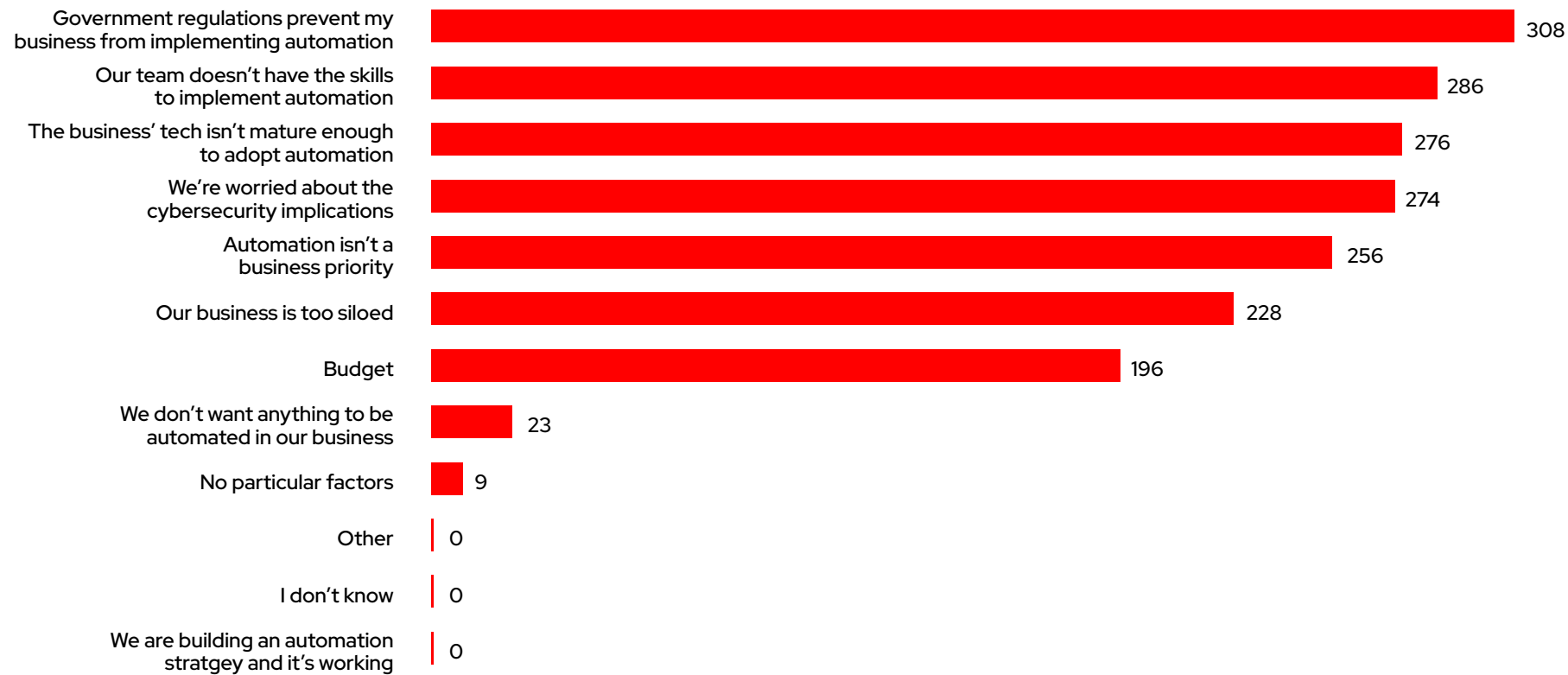


What, if anything, do you believe the benefits of enterprise-wide IT automation are? (Q4)

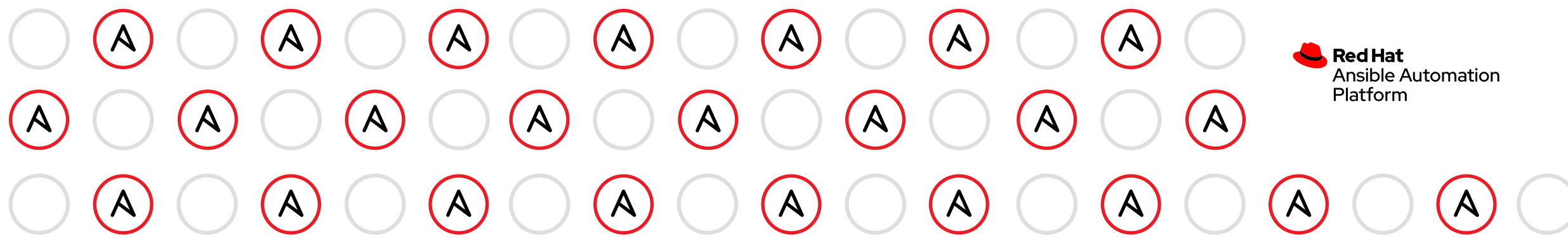


## If you do not have a full automation strategy or your automation strategy is not working, what factors, if any, are behind this? (Q3)

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“We classify automation adoption maturity into 2 levels. There are organizations that are taking an opportunistic approach and automate processes as an afterthought when bringing in new solutions and those that embrace automation as a more strategic movement.”

**Belkacem Moussouni, Head of Business Development, EMEA - Automation, Red Hat**

More than half of IT leaders surveyed (**56%**) have an automation strategy, and are working towards enterprise-wide IT automation or have an automation strategy, but haven't commenced automation yet. Another **27%** of IT leaders surveyed in the UK claim to have already achieved enterprise-wide automation, compared to organizations in Germany (**18%**), Spain (**16%**), and France (**12%**).

In our sample of 1,200 IT leaders, not one respondent argued that enterprise-wide IT automation has no benefits, but the chosen benefits differ between countries and job titles. While better customer service and experience is the benefit acknowledged by the majority (**33%**) of respondents, UK IT leaders surveyed said the top benefit is

more creative and strategic thinking (**36%**), and French IT leaders surveyed answered that it is better collaboration (**34%**). CTOs surveyed agreed that better collaboration is the top benefit (**34%**), and CIOs surveyed said enterprise-wide IT automation supports increased investment into the business (**36%**).

While enterprise-wide IT automation has significant benefits, less than 1% of IT leaders who have not yet achieved it said they are not experiencing hurdles. These hurdles once again fall into people, process, and technology buckets – namely, teams do not have the skills to implement automation (**29%**), government regulations prevent the implementation of automation (**31%**), and the business' tech is not mature enough to adopt it (**28%**).

## Why we published this report

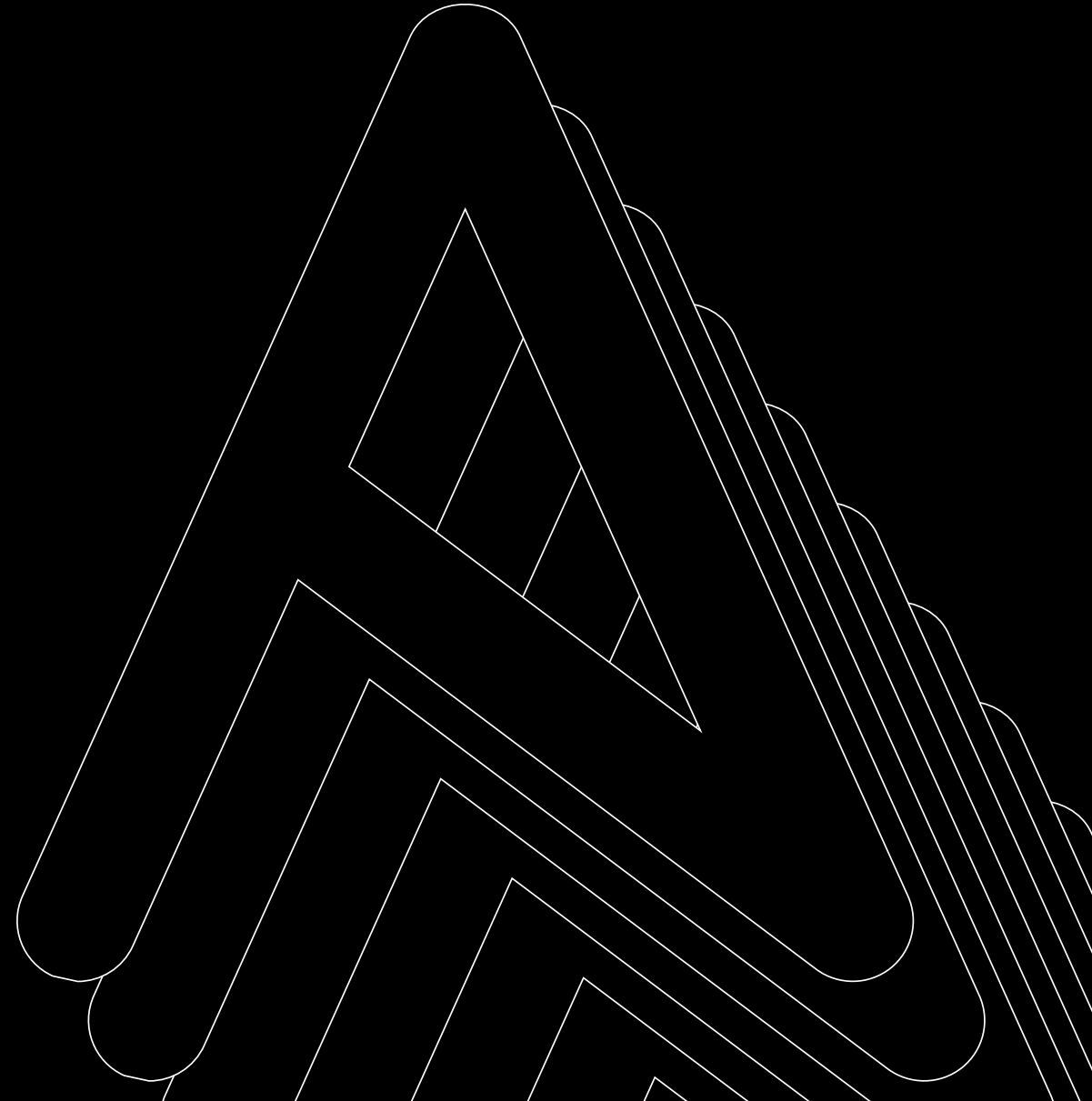
**From working with our customers globally, we identified that large enterprises were taking an ad hoc approach to automation in the face of people, process, and technology barriers. This report provides insights on how to overcome these barriers, supporting organizations to achieve enterprise-wide IT automation.**

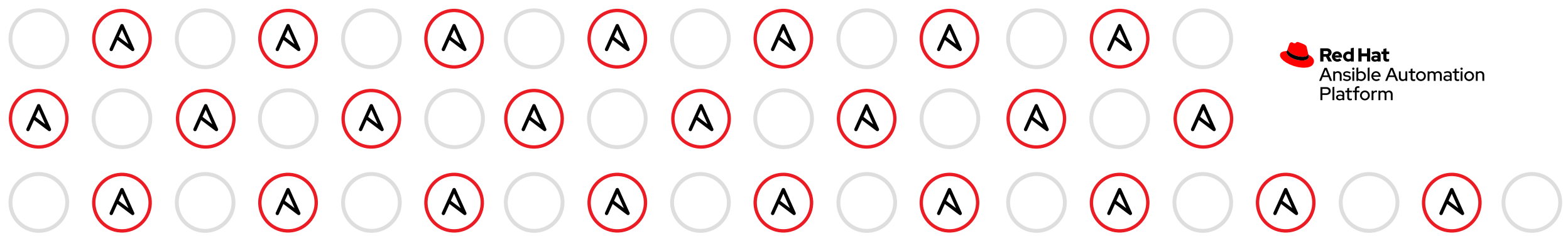
**Richard Henshall, Director of Product Management for Ansible, Red Hat:**

“Ad hoc, small-scale automation may seem easier than enterprise-wide IT automation at first, but it is not sustainable or strategic. This approach can over-rely on certain individuals, meaning knowledge is trapped in 1 person. If they leave, the knowledge is lost and the business needs to start from scratch. Automation should be a collaborative, agile, and efficient process that the business’ people are excited about because they are bought into it.”

# Chapter two: People

**Key insight:** Employee buy-in and collaboration between teams is critical to achieving enterprise-wide automation, but just 6% of organizations' people are open to tech and process change. IT leaders surveyed claim the solutions include constant communication of changes' benefits and the right training and skills.





## Why “people” barriers must be overcome to achieve enterprise-wide IT automation

**Belkacem Moussouni, Head of Business Development, EMEA - Automation & Management, Red Hat:**

“People-focused challenges are often the hardest for organizations to solve. Humans are critical to the success of an organization; no matter how solid your strategy or technology is, if there is resistance to change or you do not bring people along the journey, it will not work.”

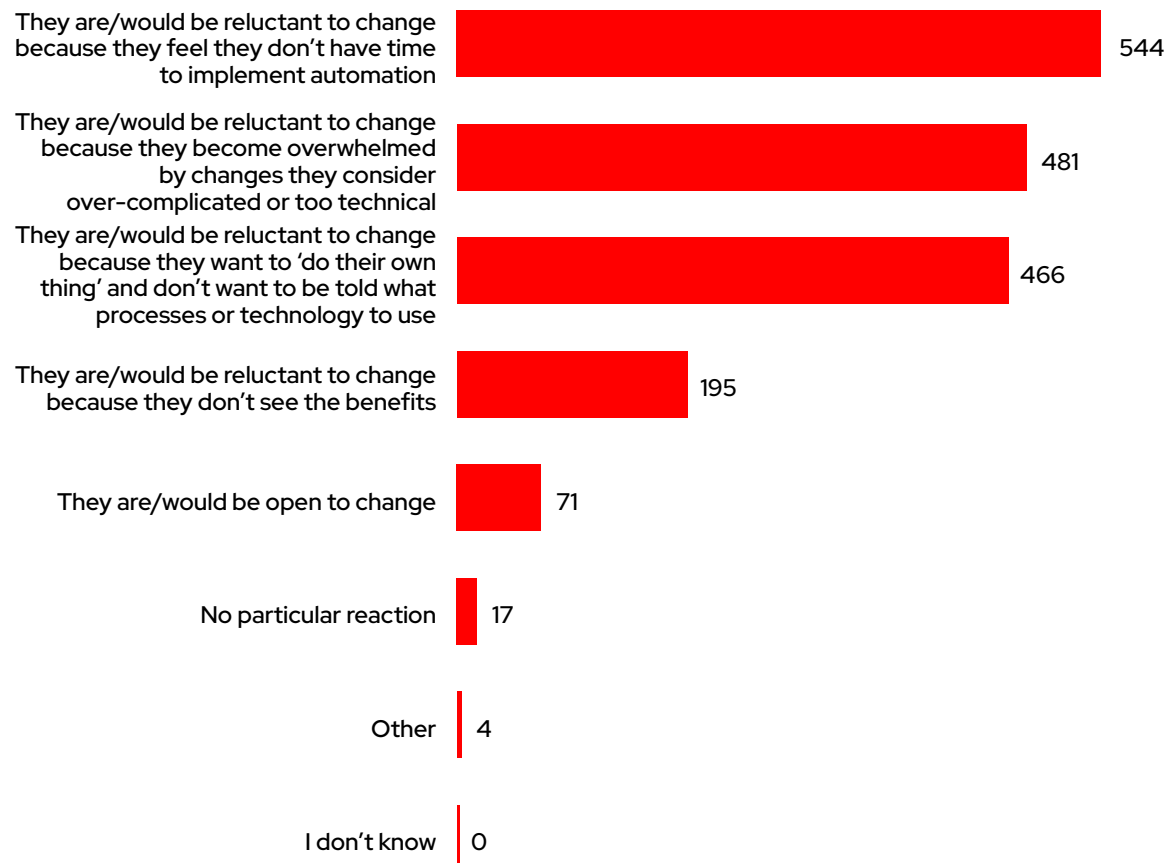
The “people” barriers we discuss in this section are some of the leading reasons IT leaders across the UK, France, Germany, and Spain have yet to achieve enterprise-wide IT automation. Process- and technology-focused solutions “often work only if and when “people” barriers have been overcome.

## The top “people” barriers IT leaders are facing

**Richard Henshall, Head of Product Management for Ansible, Red Hat:**

“There are many challenges organizations can experience, including that they do not have the people—or the people with the right skills—they need to achieve their IT and business goals. To achieve enterprise-wide IT automation, people need to be enabled and motivated from the start and continuously engaged so they do not hit inertia during transformation, change is hard.”

When it comes to adopting new technology or processes, how, if in any way, do teams in your organization react? (Q5)



In the last section, data from our IT leader respondents showed that teams not having the skills to implement automation (29%) the top barriers to enterprise-wide IT automation.

Our research also uncovered that just 6% of organizations' people are open to change, which significantly hinders automation adoption. This reluctance stems from a variety of factors, including that people feel they "do not have time" to implement automation (45%), that they are overwhelmed by changes considered over-complicated or too technical (40%), and they would rather "do their own thing" than be told what processes or technology to use (39%).

Interestingly, just 16% of IT leaders surveyed said people are reluctant to change because they do not see the benefits of enterprise-wide IT automation.

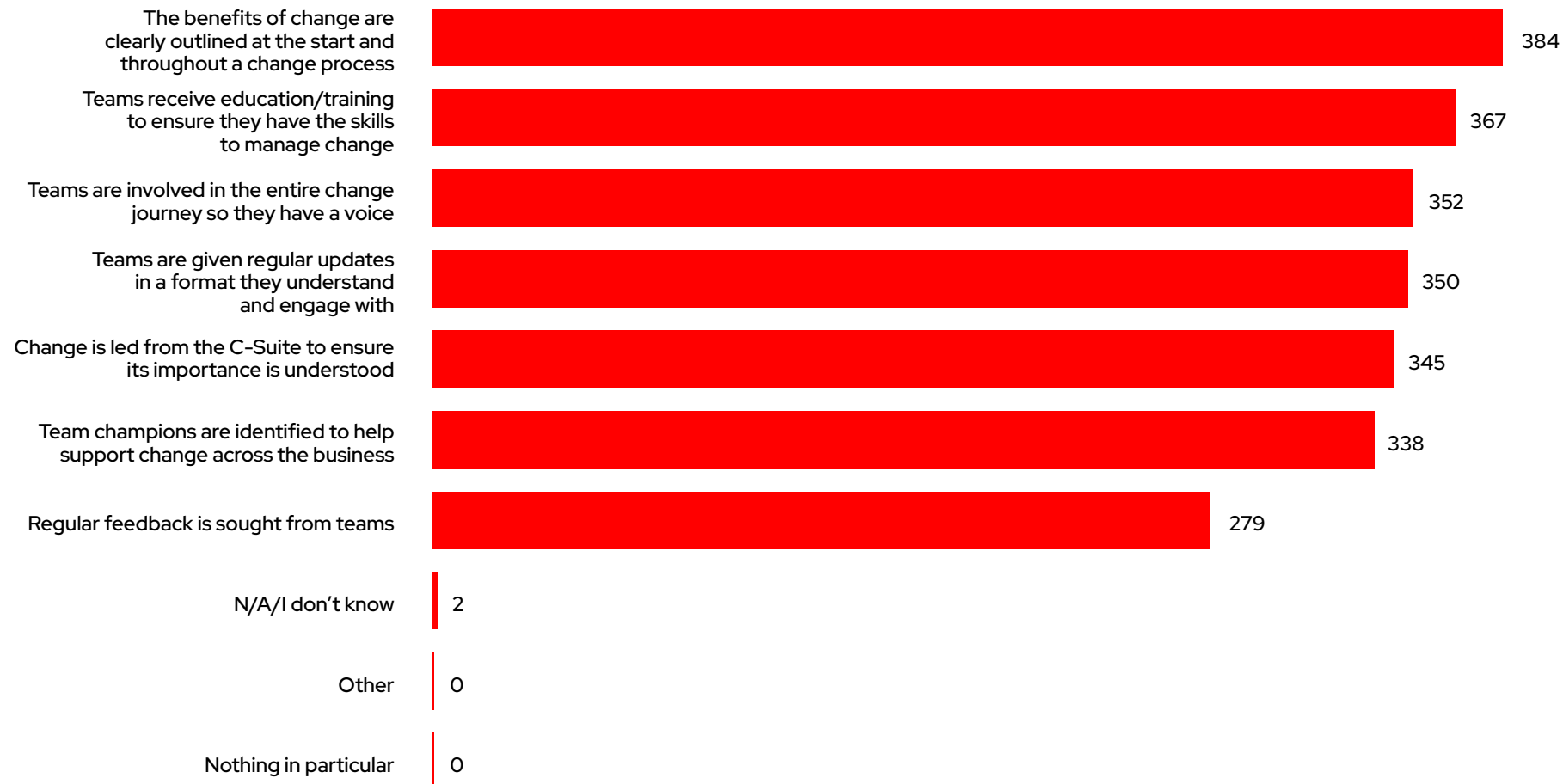
## Overcoming “people” barriers

“When working with people, it helps to think like a psychologist. Consider the reasons why people may be resistant to change: Do they think it threatens their budgets or job? Does it affect power dynamics within large teams if certain tasks get automated? To counter this, people need to be taken on the automation journey and spoken to in terms they understand.”

**Richard Henshall, Director of Product Management for Ansible, Red Hat**

## What, if anything, have you used to support successful change management within your organization? (Q6)

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## How IT leaders surveyed are supporting successful change management within their organization across regions



UK

36%

Teams are given regular updates in a format they understand and engage with



France

34%

The benefits of change are clearly outlined at the start and throughout a change process



Germany

35%

The benefits of change are clearly outlined at the start and throughout a change process



Spain

28%

The benefits of change are clearly outlined at the start and throughout a change process and teams receive education/training to ensure they have the skills to manage change

Our research establishes that IT leader respondents have used a variety of strategies to achieve successful change management. These strategies can also be used to support the organization's enterprise-wide IT automation journey.



## Constant communication

Clearly communicating the benefits of change from the outset and on an ongoing basis was the top way IT leaders surveyed said they have supported successful change management **(32%)**.

Communication requires leaders to listen, as well as talk, to employees. **29%** of respondents said that successful change management was supported when teams were involved in the whole journey and had a voice. To help achieve this, companies can involve employees in automation planning from the beginning. This can help showcase the benefits automation can bring to their daily work, from speeding up manual tasks to improving team collaboration.

Employee advocacy is also one of the linchpins of successful automation. People's existing knowledge helps adapt company-specific processes to align with automation strategies. Advocates are also more willing to accept new processes, moving away from routine tasks toward more value-adding activities.

## Fostering an open culture

Open cultures encourage knowledge and information sharing across departments. IT leaders surveyed said success can be realized through team champions supporting change across the business **(28%)** and regular feedback being sought from teams **(23%)**, both of which are key parts of an open culture. Setting output metrics early on and defining realistic intermediate goals is essential for gauging the success of the program, and rewarding achievements.

As the world's leading provider of enterprise open source solutions, Red Hat has learned a lot from the open source community, which by nature collaborates openly and transparently, iterating on and improving each others' contributions. Organizations can take inspiration from this, encouraging an open dynamic that helps employees feel comfortable sharing ideas and trying new things.

## Nurturing the right skills

Education and training to manage change **(31%)** was another top driver of successful change management according to IT leader respondents. When hiring new tech talent is challenging, organizations can invest in modernizing the skills of their existing teams (in automation or AI, for instance), taking maximum advantage of the relevant transferable skills they may have.

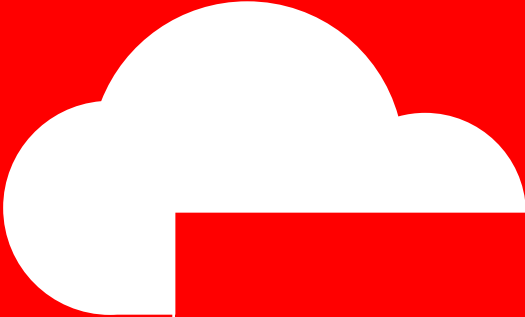
Organizations can also help fuel the tech skill pipeline by working with schools to encourage tech education, in addition to casting the recruitment net beyond the STEM fields—by hiring veterans or running tech-focused apprenticeships, to name a few examples. Managing the skills crisis lies requires openness to a broader range of skills and experience that will help IT cater to the diverse customer base that organizations serve.

Consider the role that AI can play. Through Ansible Automation Platform, [Ansible Lightspeed with IBM watsonx Code Assistant](#) makes the most of generative AI to simplify and augment the building and deployment of Ansible Playbooks. This allows for entry-level automation admins to create playbooks without difficulty, accelerating business ability to reduce costs and improve security and compliance.

## C-Suite buy-in

More than a quarter of respondents **(29%)** have supported successful change management when change was led by the C-Suite, ensuring its importance is understood. Senior leaders have to play an active role in bringing automation enlightenment to the wider organization.

Clear reporting and measurement helps to raise awareness of the benefits of automation within the C-Suite, creating this all-important advocacy. But it is a two-way street: Executives who take time to understand the potential of enterprise-wide IT automation are best positioned to innovate faster, impact the bottom line, and navigate uncertainty.



**“Supporting IT leaders to nurture change in their organization is something we have been doing for 30 years, using applied and proven practices. The most important thing to recognize is that nothing can be imposed on people. There needs to be an understanding of people and culture, and the automation strategy should be built to complement that.”**

**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat**

# SIEMENS

## Case Study: How Siemens upskilled its team to support ongoing automation

Siemens worked closely with Red Hat Consulting to replace its legacy communication security automation solution with Red Hat Ansible Automation. A key element of this focused on enhancing Siemens' in-house expertise by running in-person workshops that upskilled the PKI team to independently use Ansible Playbooks to deploy and dismantle development environments as needed. The team can also create its own playbooks, with Red Hat available to check technical details or troubleshoot if needed.

**Rufus Buschart, Head of PKI at Siemens, said:** "The in-person workshops were very important to our technicians gaining a thorough understanding of Ansible to deploy faster and better... [And] whenever we need Red Hat, they are there."

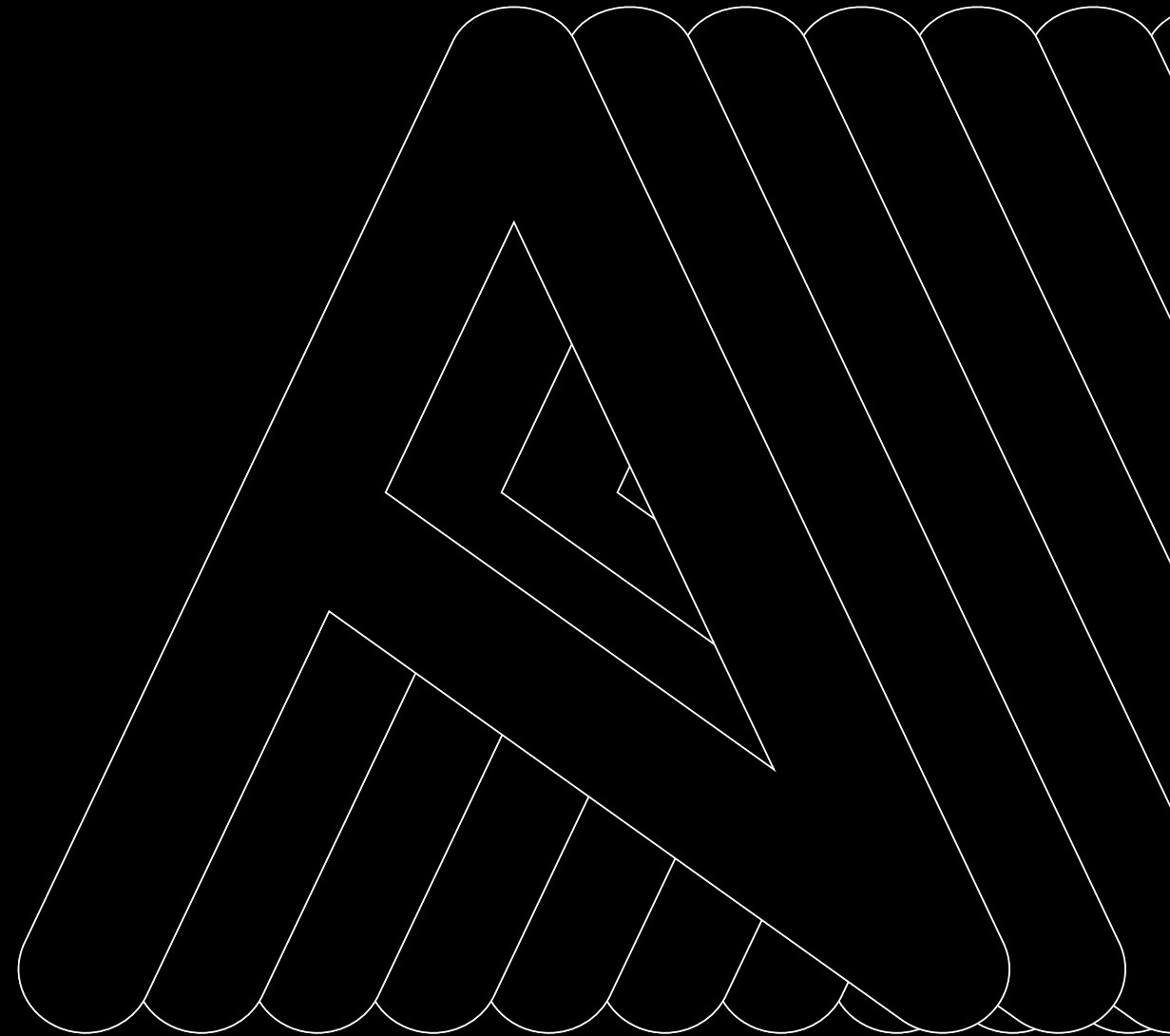
[Read the full case study here.](#)



# Chapter three:

## Process

**Key insight:** Process-focused challenges like silos (23%) and adhering to government regulations (31%) are likely to be preventing the adoption or successful achievement of enterprise-wide IT automation and overall business progress for respondents; these are critical hindrances to overcome.



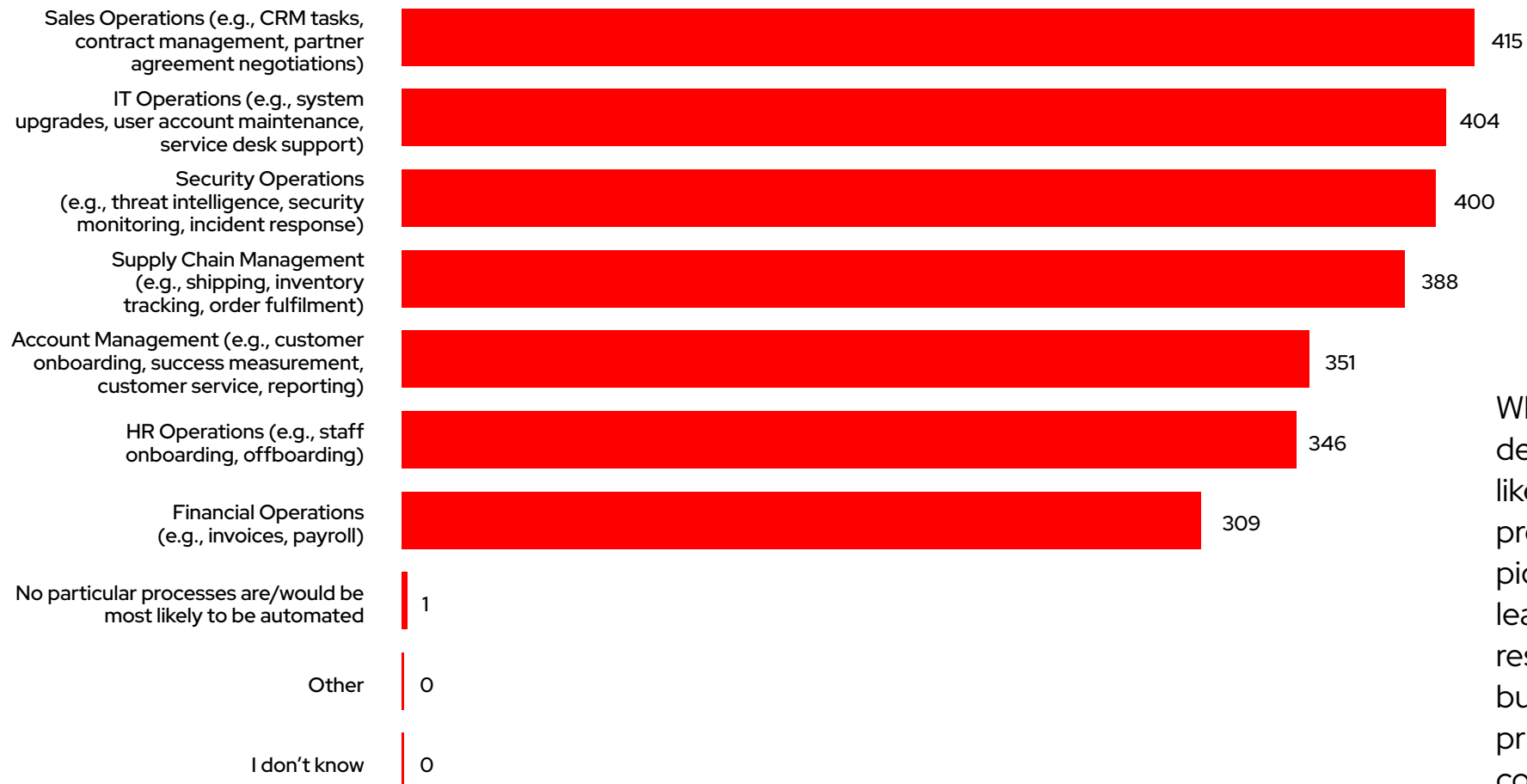


The top “process” barriers IT leaders are facing

“Automation has existed since the beginning of IT, but its adoption is very isolated, happening across multiple teams with different maturity levels. This means any existing automation is underpinned by clashing processes, which can reduce collaboration. These silos cannot be broken, but they can be bridged. Teams need to understand their existing processes are not being replaced; they are being complemented with new features and capabilities.”

**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat**

## What kind of processes, if any, would be/are most likely to be automated within your organization? (Q7)



When exploring which departments are most likely to have automated processes, a complex picture came back from IT leader respondents. The responses also indicate businesses' automation priorities differ between countries and even job roles.

## The processes most likely to be automated within the organization by region (Q7)



UK

37%

Security operations



France

37%

Sales operations



Germany

39%

Supply chain management



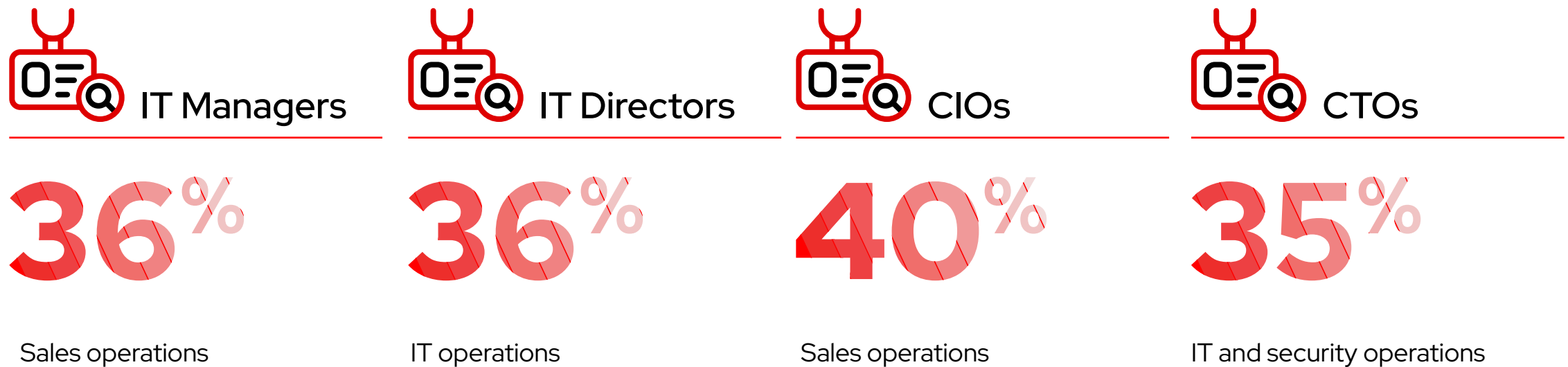
Spain

33%

Security operations



The processes most likely to be automated within the organization, according to different IT leader job roles (Q7)



This muddled view of automation levels across departments demonstrates how different every organization is and a potential lack of visibility into exactly what each team is automating. This reinforces the finding that isolated environments between teams are one of the critical challenges affecting businesses (23%).

The percentage of respondents per country that have yet to achieve enterprise-wide IT automation and believe government regulations are a factor behind this (Q3)



UK



France



Germany



Spain

36%

33%

35%

22%

The other key process-focused challenge is that the majority of respondents said government regulations are preventing the business from implementing full automation (**31%**), despite automation simplifying compliance.

## Overcoming the “process” barriers

### Bridging silos

**Richard Henshall, Head of Product Management for Ansible, Red Hat:** “It is often the most process-heavy teams that create the biggest blockers to automation. It is important to bring these teams along the journey from the start, be transparent and thorough with them about how changes are secure and compliant, and agree on KPIs that will benefit them.”

Solving “process” challenges preventing enterprise-wide IT automation is simplified when “people” challenges are tackled. Open cultures welcoming collaboration and celebrating transformation help bridge process siloes. The right platform, or technology, is an integral part of achieving this as well.

For example, when financial services company Discover implemented organization-wide automation, it set up a regular meeting across the leadership team to showcase progress. These meetings can be on dedicated “automation days” each week or month. IT will take time to outline suggested changes, listen to how this could impact existing processes, and provide solutions that take these challenges into consideration.

Cross-department meetings also encourage smarter automation through knowledge sharing; those responsible for infrastructure automation, for example, can learn a lot from the application developers when adopting an infrastructure as code approach.

### Rethinking regulation as a barrier

**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat:** “Regulations may cause challenges, but we actually see that more heavily regulated verticals tend to be more mature when it comes to automation. For example, FSI and telecommunications on average are further along their automation journeys; we are also seeing rapid transformation in retail in response to the shift to e-commerce and increased regulation.”

When adopting an automation platform, it is critical to work with a vendor that not only ensures compliance at the start of your journey, but that keeps compliance up to date as long as you use that software and as your business evolves.

IT automation is also essential in helping organizations to remain compliant with strict and complex regulatory environments. Automation can simplify compliance processes and ensure any required monitoring is consistent and continuous. This helps organizations like those in the financial services industry (FSI) report back on existing regulations, such as Sarbanes-Oxley Act (SOX), Payment Card Industry Data Security Standard (PCI DSS), Federal Information Processing Standards (FIPS), and Center for Internet Security (CIS).

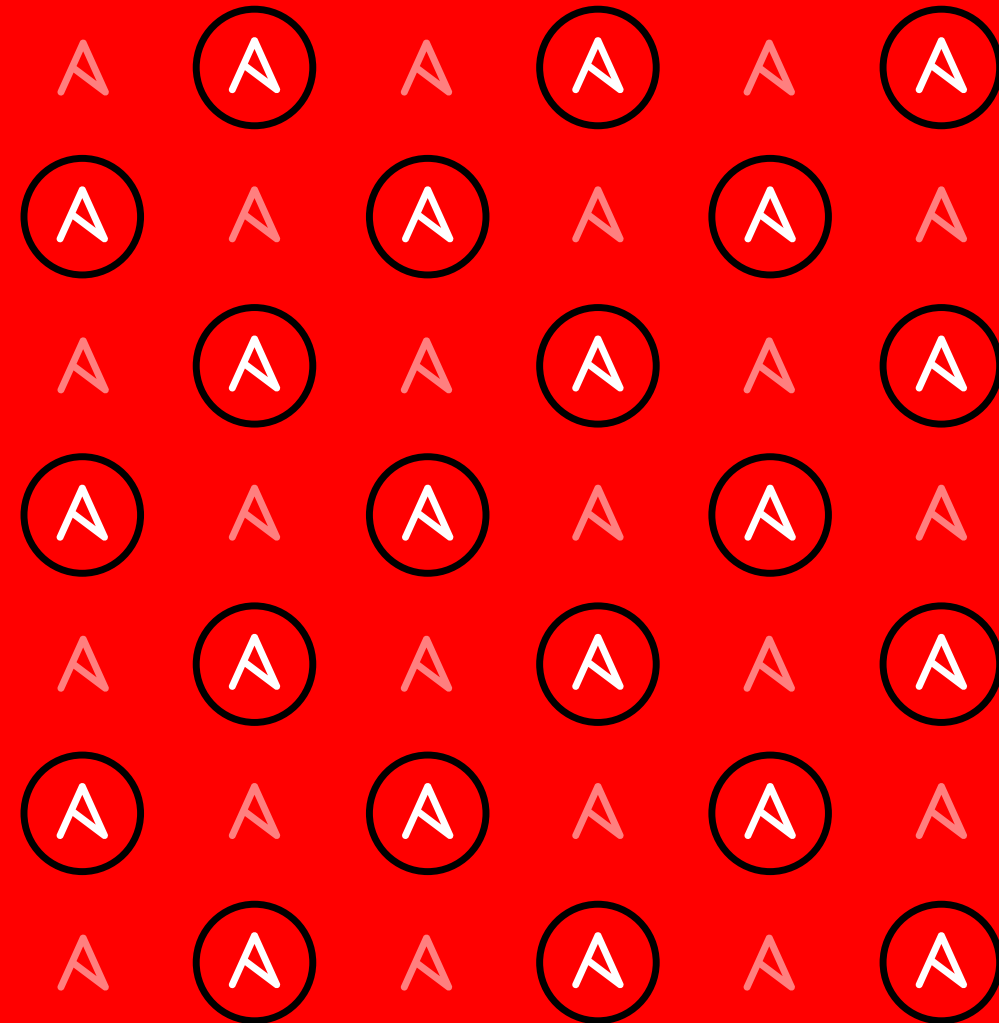
# SCHWARZ

## Case Study: How Schwarz Group centralized and controlled a complex IT infrastructure across thousands of stores worldwide

Schwarz Group operates more than 12,500 stores in 33 countries under the Lidl and Kaufland brands. To manage these stores consistently while flexibly adapting to local demand, the group migrated from its existing Puppet management to Red Hat Ansible Automation Platform. With a consistent operational foundation, the group can use self-service capabilities to quickly deploy innovative digital services and stay competitive; it now runs over 5,000 Ansible Automation Platform jobs daily to manage centralized operational servers across each store.

Felix Kuehner, Head of Storeserver, Core Infrastructure Services, Schwarz IT, said: "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. Automation is a critical component of our business operations, and enterprise support was a key reason we decided to use Red Hat's solution."

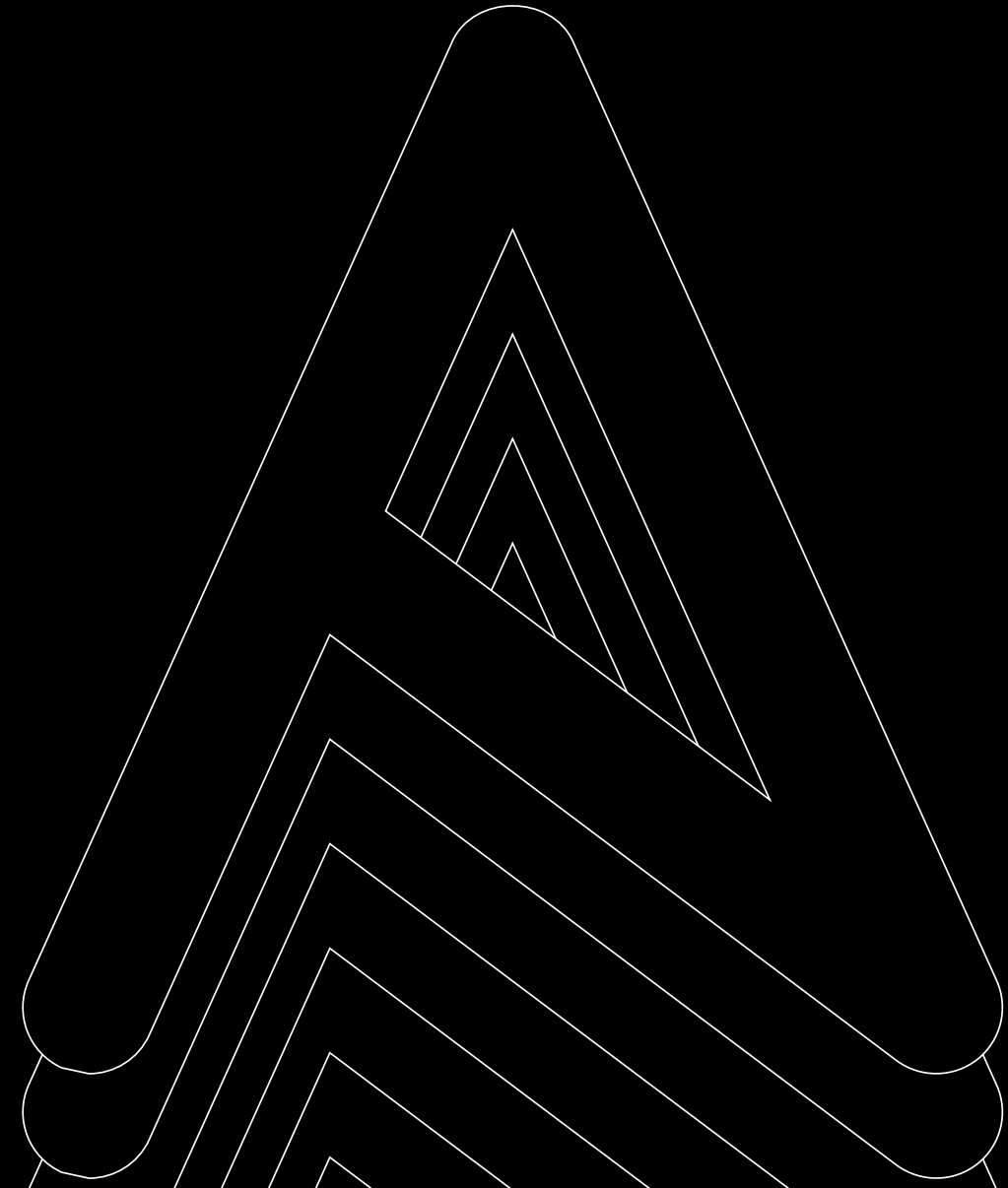
[Read the full case study here.](#)



# Chapter four:

## The right platform

**Key insight:** If enterprise-wide IT automation is not adopted, IT leaders surveyed were most likely (28%) to say their business will not be able to adopt new technology, which is critical to achieving a business advantage. But technology barriers, like tech not being mature enough to adopt automation (28%) and fears of cybersecurity implications (28%), are preventing full automation from taking place.





“One of the biggest benefits of successful enterprise-wide IT automation powered by the right platform is that, because it enables innovation, people’s pride in their organization increases. Using AI, big data, and the cloud in a meaningful way gets people excited and helps them obtain that sparkle that comes from loving what you do, helping them to work more strategically and creatively.”

**Richard Henshall, Director of Product Management for Ansible, Red Hat**

## Overcoming the “technology” barriers

### Opening the door to new technology

**Richard Henshall, Director of Product Management for Ansible, Red Hat:** “Automation is key to modern IT, which promotes system interoperability and platform engineering, namely different technologies coming together to build a bigger, more compound story. Technology fortifies the efficiencies driven by people and process change to create more intelligent organizations that experience sustainable growth.”

IT is under significant pressure to facilitate rapid transformation, including adopting the latest technology to make the business more efficient and competitive. However, with many IT leaders’ organizations surveyed currently experiencing business silos (23%), automation in some teams and not others, and the

added complexity of legacy systems where the business’ tech is not mature enough to adopt automation (28%), bringing in new tech can seem daunting.

Instead of trying to adopt new technology sporadically while connecting different automation or process islands along the way, organizations can select a single, scalable platform that supports implementation, sharing, and management of automation across different segments of the organization. This single view means new technology can easily be adopted and managed across the departments that need it while continuously ensuring security and compliance along the way.

## Overcoming the 'technology' barriers

### Fortifying the business against cyber threats

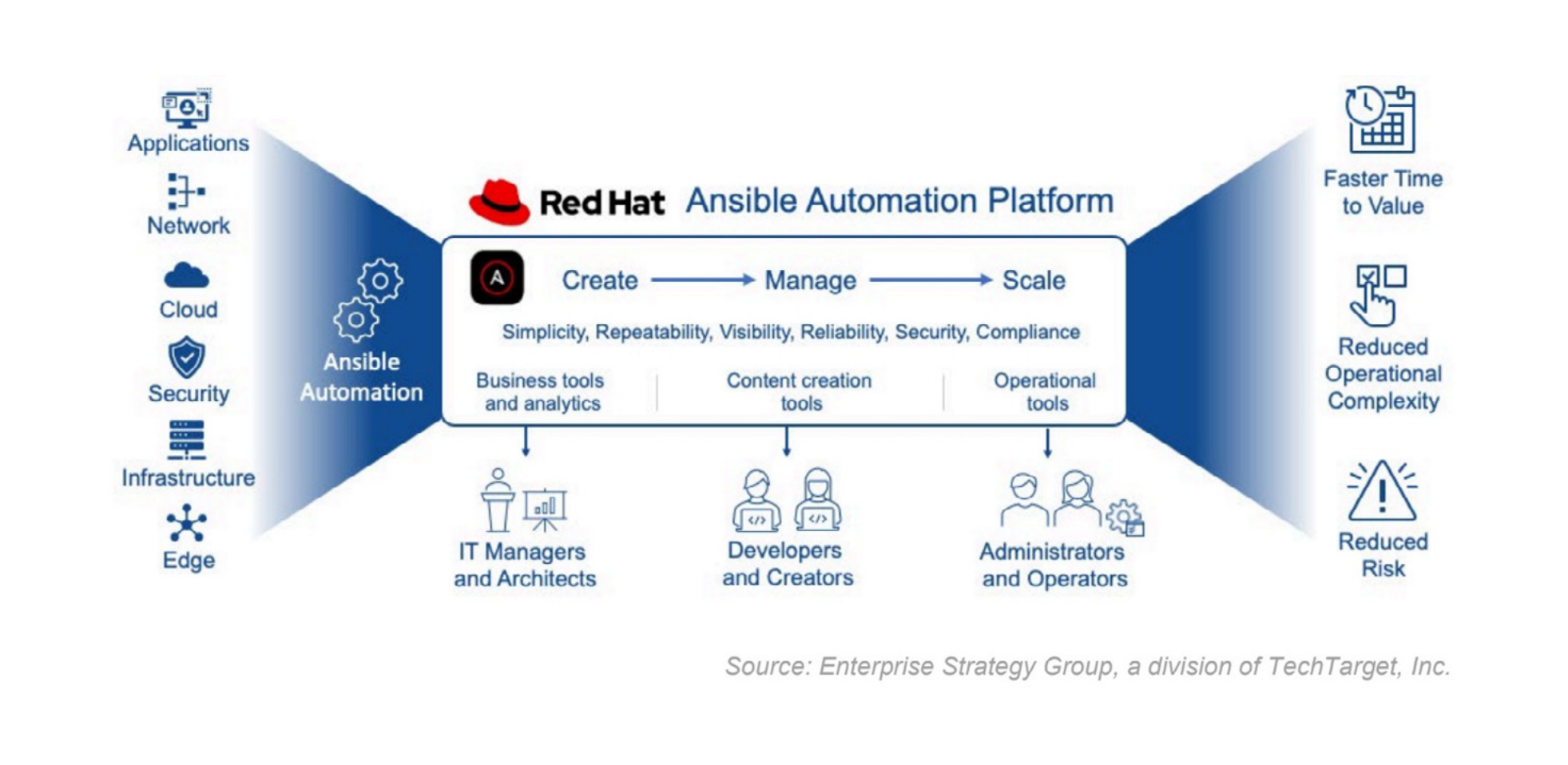
**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat:** "Cybersecurity needs to be a top priority so automation can be embedded into the organization with confidence and peace of mind. Ansible Automation Platform has 3 primary security benefits. First, it is built from open source innovation, and Red Hat assembles, tests, and certifies all content to ensure it is security-focused and stable before customers adopt it. Secondly, all partners that contribute to the automation supply chain are certified according to Red Hat's strict standards. Finally, automation itself makes the organization more secure by reducing human error across manual processes."

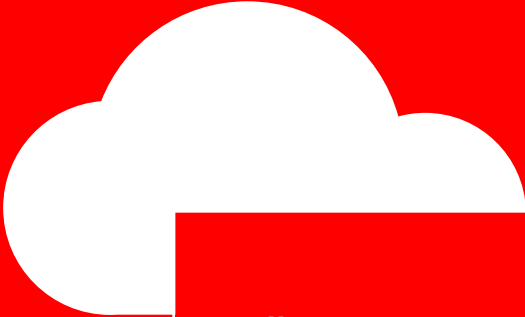
IT leaders surveyed said cybersecurity threats were the biggest challenge impacting their business (**26%**). Respondents who do not have a full automation strategy or are yet to achieve enterprise-wide IT automation also said being worried about the cybersecurity implications of establishing automation is one of the key barriers to full adoption (**28%**).

Security should be a fundamental consideration wherever technology is involved and regarded as a core component—rather than a blocker—of adopting automation. To run trusted automation, any solution should have security implemented early in the development process, taking policy as code and DevSecOps approaches. Along with being focused on security itself, the platform should have the ability to automate and integrate different security solutions across the organization. This helps streamline the process of investigating and responding to threats in a coordinated, unified way.



# Red Hat Ansible Automation Platform





**"IT automation tools are freely available through open source initiatives and are often provided by vendors to automate the functions of their solution. But these tools must be operated by experts, lack support, and are complex and difficult to scale and maintain. Enterprise Strategy Group's validation and models show that Red Hat provides a unified platform that drives automation success and efficiency across the organization, resulting in an ROI of 702%."**

**Aviv Kaufmann, Practice Director and Principal Economic Validation Analyst, Enterprise Strategy Group (Published in: 'The Economic Benefits of the Red Hat Ansible Automation Platform versus DIY Automation', June 2023)**

## What is Red Hat Ansible Automation Platform?

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Ansible Automation Platform is a simple, powerful, agentless subscription-based solution that integrates Red Hat's entire automation suite, providing a single enterprise platform for building and operating automation at scale. The platform helps engage and unify teams with simple automation language that takes the complexity out of creating, sharing, evaluating, and managing content.

**It is easy to operate and control at scale across the organization, bringing automation to more teams, functions, locations, and domains. Ansible Automation Platform is made up of:**

- Automation controller, which allows users of Ansible Automation Platform to define, operate, scale, and delegate automation across their enterprise.
- Ansible content tools for developers and operators to easily use command line interfaces (CLIs) to build and deploy containerized automation execution environments and automation, along with Ansible lint, which helps make code more consistent and maintainable.
- Red Hat Ansible Certified Content Collections and Ansible validated content, which allow creators to automate with speed and efficiency, simplifying integration with industry partner platforms and simplifying operational execution.
- Ansible automation hub, which provides easily accessible repositories to discover, use, and extend content created by Red Hat and its technology partners.
- Red Hat Insights for Ansible Automation Platform and automation analytics, which allow IT leaders to plan, measure, manage, and expand their automation strategy using actionable data.

## The benefits

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Key benefits of Ansible Automation Platform are:

# #1

**It mitigates risk:** Unlike free, ad hoc automation solutions, Red Hat rigorously tests all open source content before it reaches your organization. You gain an enterprise-hardened platform with 24x7 support, ongoing performance testing and bug fixes, and access to development practices with added security.

# #2

**ROI:** According to IDC, customers using Ansible Automation Platform could see a 5-year ROI of **667%**, a 10-month payback on investment, and an annual revenue increase of **US\$1.9million**.

# #3

**It accelerates automation:** Ansible Automation Platform offers powerful features and enterprise support to extend your investment, empowering you to remove organizational barriers across people, processes, and technology, accelerating your automation strategy.

# #4

**It allows you to share knowledge with like-minded organizations:** Ansible Automation Platform is trusted by 3,000+ global customers across every industry. You benefit from access to an ever-growing library of resources and can benefit from your peers' insights through the Red Hat Customer Portal.

Start a 60-day, no-cost trial of Red Hat Ansible Automation Platform today.



## Case Study: How the UK Department of Work & Pensions used tech to support millions who needed financial assistance during the pandemic

DWP (Department of Work & Pensions) Digital was processing more than ten times the normal traffic across its infrastructure during the pandemic, with millions relying on them for financial assistance. DWP worked with RedHat to help build a platform to host their strategic API service that enabled process automation through a series of connected APIs. With the help of Red Hat technologies, expertise, and services, DWP Digital was able to manage the sharp increase in Universal Credit benefit claims for those who had lost their job, in addition to providing retirement pensions, bereavement benefits, and Universal Credit for low-income households.

Jacqui Leggetter, Head of Integration, DWP Digital, said: "DWP and Red Hat are innovating together. We've created a co-located team to work closely in a single team. It goes beyond just a vendor and customer relationship. We're experimenting and creating the platform together. This has been groundbreaking work, and is also a key enabler to us accelerating delivering our transformation."

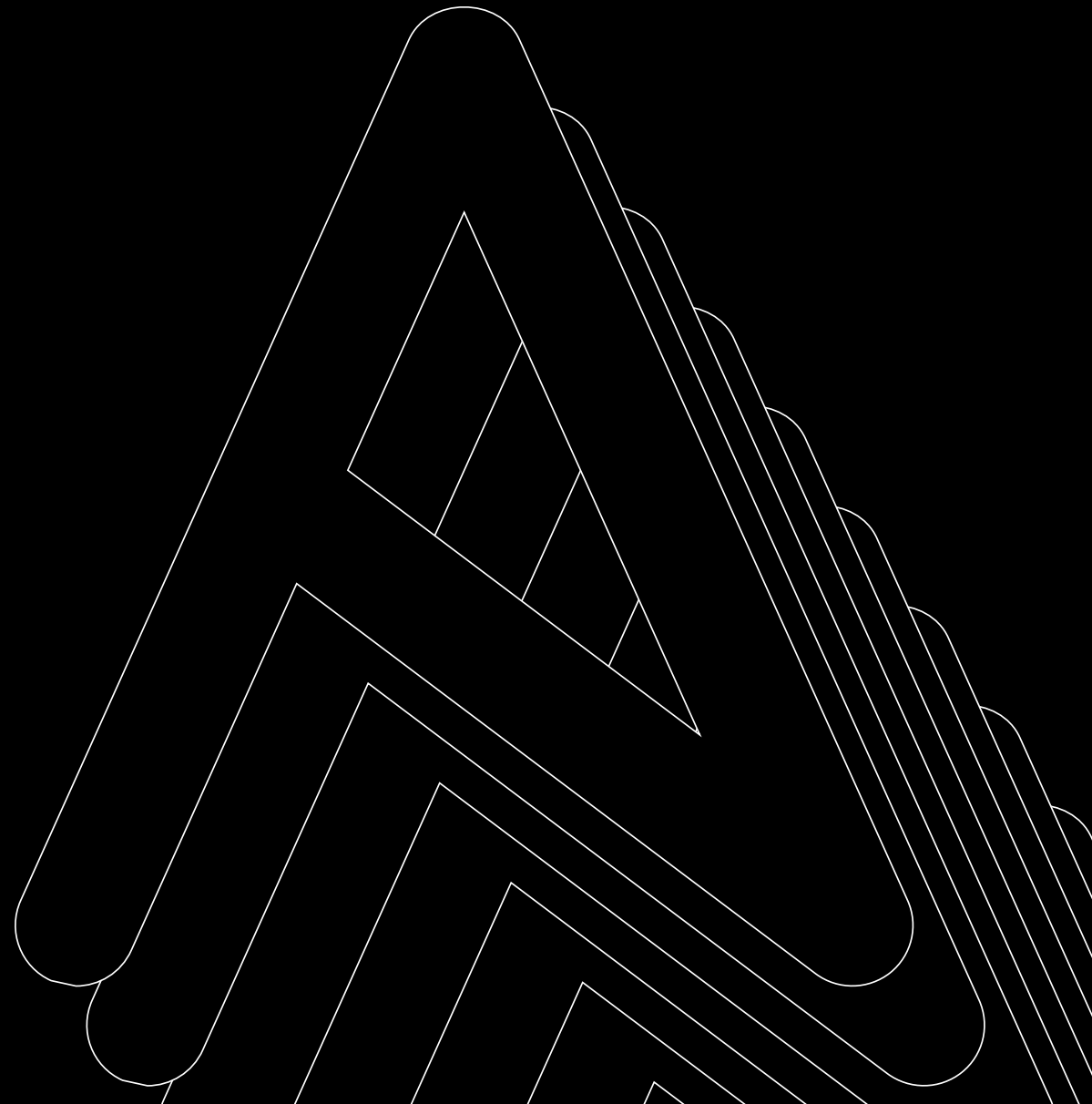
[Read the full case study here.](#)



# Chapter five:

## The future

**Key insight:** Adopting enterprise-wide IT automation would help business teams that have not yet implemented an automation strategy to more easily collaborate (22%) and be better equipped to manage the impact of climate change (22%). If enterprise-wide automation is not adopted, 21% of respondents said their businesses could fail. The future is bright, however, with 75% of IT leaders surveyed saying they have an automation strategy in place.



## IT leaders predicted future challenges

Just **1%** of IT leaders surveyed do not think any challenges will impact their business in the future. And while some challenges were selected slightly more frequently than others, respondents were roughly equally likely to select all of the challenges outlined in the survey, suggesting they are worried about challenges impacting their business in the future in general. A decrease in sales and customers and budget cuts tied as the top future challenges selected by respondents (**22%**).

### The top future challenges per region (Q8)



UK



France



Germany



Spain

**24%**

An inability to keep pace with tech development and cybersecurity threats

**27%**

A decrease in sales and/or customers

**25%**

A decrease in sales and/or customers and siloes in the business causing inefficiencies

**25%**

Budget cuts

## The top future challenges per job title (Q8)

 IT Managers

23%

An inability to keep pace with tech development

 IT Directors

23%

Budget cuts, compliance with government regulations and war (like the war in Ukraine)

 CTOs

23%

Decrease in sales and/or customers

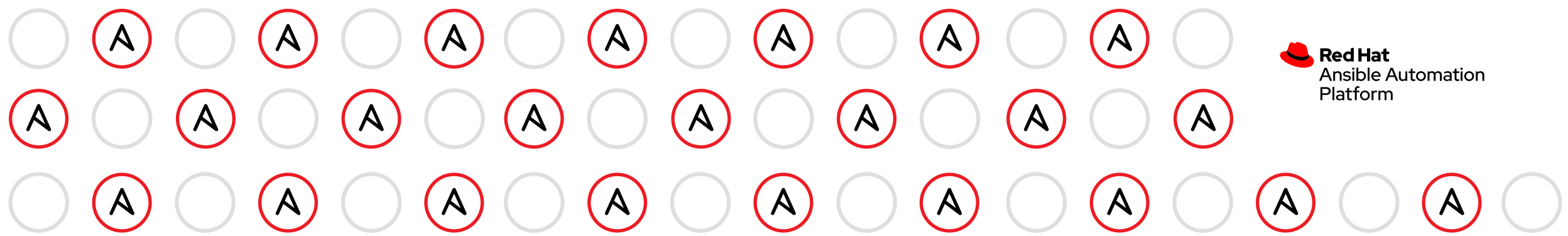
 CIOs

26%

Budget cuts

The takeaway is respondents want their business to be prepared for anything that comes their way in the years ahead, whether that is ongoing economic crises, radical new technology developments, or more sophisticated cyberattacks.





## Enterprise-wide IT automation's future benefits

**Belkacem Moussouni, Head of Business Development, EMEA - Automation & Management, Red Hat:**

“The most exciting thing I believe enterprise-wide IT automation will achieve is it will enable organizations to move from using intelligent AI to autonomous AI solutions. This will promote ongoing automation of manual tasks in line with human-designed strategies and goals. This will accelerate ROI, reduce risk, and help with auditing and regulation compliance.”

# 100%

Every IT leader surveyed (**100%**) believes enterprise-wide IT automation will, or would, bring their business future benefits—even those that do not currently have an automation plan.

# 22%

Overall, the leading benefits recognized were teams will be able to more easily collaborate and the business will be better equipped to manage the impact of climate change (**both 22%**).

Top benefits were mixed between respondents suggesting different priorities by country and position in the IT hierarchy.

## The top benefits adopting enterprise-wide IT automation will bring in the future by region (Q9)



UK



France



Germany



Spain

**28%**

Better protection  
against cybercrime

**25%**

Better prepared to  
manage climate  
changes' impact

**25%**

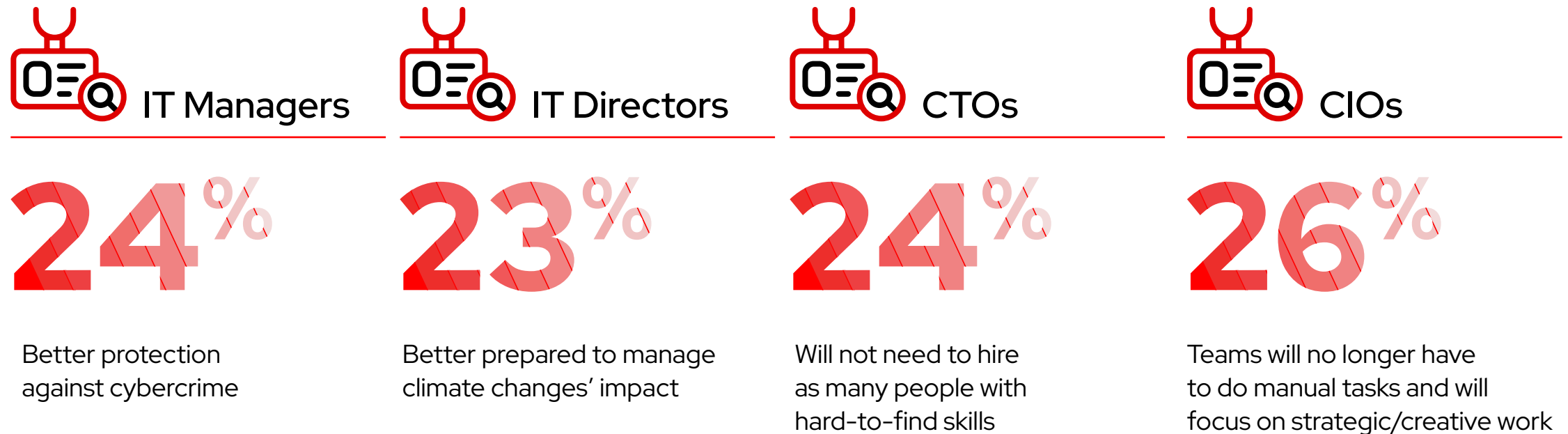
Will not need to hire  
as many people with  
hard-to-find skills

**23%**

Teams will be able to more  
easily collaborate and be  
better able to keep pace  
with tech development

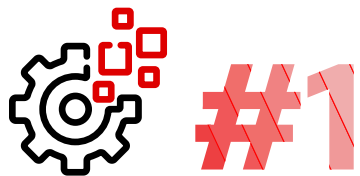
Top benefits were mixed between respondents suggesting different priorities by country and position in the IT hierarchy.

## The top benefits adopting enterprise-wide IT automation will bring in the future by job title (Q9)



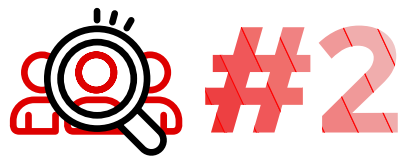
## The ramifications if enterprise-wide automation is not adopted

### The top 3 future ramifications if the business is not able to adopt enterprise-wide IT automation (Q10)



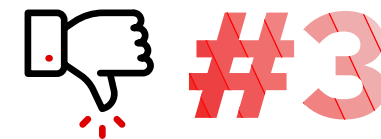
#1

The business will not be able to adopt new technology (like generative AI) **(28%)**



#2

The business will not be able to hire/retain talent, will lose money, and will not be able to comply with regulations **(all 26%)**




#3

The business will lose customers, will be more likely to fall victim to a cyberattack, and will not be able to compete **(all 25%)**

The ramifications of not adopting enterprise-wide IT automation are widely understood by IT leaders surveyed and, interestingly, many tie back to the key people, process, and technology barriers discussed in this report. Leaders recognize that once enterprise-wide IT automation's current barriers are overcome,

these will be challenges they help to solve into the future.

More than 1 in 5 **(21%)** IT leaders surveyed were even concerned their business would fail without it.



“Enterprise-wide IT automation may sound daunting, but even if 2 teams have successfully adopted automation and are collaborating, this is a huge step. The best way to adopt automation is in increments, working towards a bigger holistic strategy. Only a few organizations have reached “automation nirvana,” but many have started the journey and the outlook is positive.”

**Belkacem Moussouni, Head of Business Development, EMEA - Automation and Management, Red Hat**

## Prioritize tackling people, process, and technology barriers to automation today to ensure a successful future for your business

75% | 31%

Well above half of IT leaders (**75%**) surveyed said they already have an automation strategy, and **31%** stated they are working toward enterprise-wide IT automation.

By implementing a flexible, security-focused foundational strategy and managing employees through change, organizations will be able to deploy automation that enhances collaboration and powers innovation. Taking this approach, they will be better positioned to navigate today's challenging landscape while continuing to generate business-critical growth.

With its open source, collaborative mindset, the Red Hat team in tandem with Ansible Automation Platform can help you overcome your people, process, and technology barriers, providing your business with the foundation to adopt enterprise-wide IT automation.

**Find out why Ansible Automation Platform is the right platform for your enterprise-wide IT automation journey by starting a 60-day, no-cost trial.**

### Further reading

- [The automated enterprise](#), an e-book from Red Hat that explores how you can develop and execute an enterprise-wide automation strategy
- [The business value of Red Hat Ansible Automation](#), a report from IDC

### Methodology

The research referenced in this report was conducted by international market research consultancy [Censuswide](#), among a sample of 1,200 IT Leaders (IT Managers, IT Directors, Chief Information Officers, and Chief Technology Officers) aged 18+ in large businesses (500+ employees). The survey ran across the UK, French, German, and Spanish markets, with 300 respondents from each market. The data was collected between August 16-24, 2023. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct, which is based on the ESOMAR principles.

