Executive Summary:
The Business Value of Red Hat Ansible Automation Platform

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IDC conducted customer research to explore organizations' business benefits and value using Red Hat Ansible Automation Platform. Customers used Ansible Automation Platform to automate IT operations across multiple hybrid cloud environments. These environments included public, private, hybrid clouds, on-premises datacenters, and company-owned edge locations. Many customers had standardized their operations around Ansible Automation Platform so that IT teams could operate in a consistent and repeatable model. The research found that these organizations significantly improved IT operational efficiency, enhanced business speed, and gained more scalability. IT operational benefits were found across several areas, including network, cloud, storage, and security teams. Many companies used Ansible Automation Platform across multiple use cases and personas. By collaborating across teams such as IT Operations, DevOps, and site reliability engineering (SRE), companies found additional business value through the elimination of silos. Expanding use cases beyond just day 1 infrastructure provisioning into day 2 support was reported by many companies. These use cases included cybersecurity remediation, software deployment, and other value-added use cases.

Additionally, with Ansible Automation Platform, software developers delivered more business benefits and did so faster. These improvements often led to cost reductions, improved team collaboration, and more secure operations. For example, companies saved money by finding and resolving configuration drift, over-provisioning of cloud resources, quickly identifying and removing unused IT assets, and improving license management. Additionally, DevOps teams increased speed and execution with consistent automation alignment across all teams and fewer manual processes, thereby reducing the time to value for new application development. Resiliency is a significant benefit reported to IDC, with savings from reduced unplanned downtime.

Business Value Highlights

- ⬆ **668%** three-year ROI

- ➡ **8 months** to payback

- ⬇ **61%** less unplanned downtime, better resiliency

- ⬆ **38%** increase in network management team efficiencies

- ⬆ **28%** increase in public cloud management efficiencies

- ⬆ **36%** development team productivity gains

- ⬆ **68%** faster to deploy new compute resources

- ⬆ **23%** faster to market for new products and services

- ⬆ **$8.54 million** higher revenue per organization per year

Ansible Automation Platform aims to simplify and streamline enterprisewide automation and provisioning. An IT Operations team can, for example, provision new hybrid or public cloud resources in minutes instead of hours when done manually. The platform enables large enterprises to scale application and configuration deployment through an agentless architecture. IT and cybersecurity teams can quickly monitor and push configuration and patches when vulnerabilities are identified. This approach to configuration ensures consistent enterprisewide security and performance. Enterprises created reusable playbooks to centralize and control their infrastructure. Ansible playbooks offer reusable, simple configuration management for multiple deployment technologies (cloud, on premises, etc.), which can be especially useful when deploying complex applications. Companies benefit from playbooks in many ways. One method is enabling staff from all support teams to reuse approved and tested playbooks to resolve common incidents, quickly reducing downtime. Another example is consistently deploying new resources or automation without starting from scratch each time.

Additional capabilities include dashboards, role-based access control, and analytics about the IT landscape. Red Hat customers gain access to certified and supported content from leading infrastructure vendors. Red Hat has continued adding new capabilities that were unavailable at the time of IDC's interview. New innovations include advanced event-driven automation and generative AI for content creation. Customers in this study reported substantial operational value with Ansible Automation Platform across both IT Operational and DevOps/development teams. These software teams were able to deliver higher business value faster, all while optimizing their IT environments. The Red Hat customers interviewed in this study detailed their ability to achieve substantial returns with Ansible Automation Platform.

Based on interviews with current Red Hat customers, IDC calculates that they will realize benefits worth an annual average of $14.81 million per organization ($24,300 per 100 employees) through robust automation with Ansible Automation Platform by:

- **Instilling more agility and flexibility in IT operations** by reducing the time required for provisioning, configuration, and security and supporting more effective development activities

- **Ensuring improved IT and systems reliability, quality, and scalability** so that it is a better user and customer experience with more limited business risk

- **Providing significant day 2 efficiencies for IT teams,** thereby freeing up staff time to support other innovative and business-impacting activities

- **Improving business outcomes,** including capturing more revenue, moving faster to address and win more business opportunities, and better serving existing customers

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