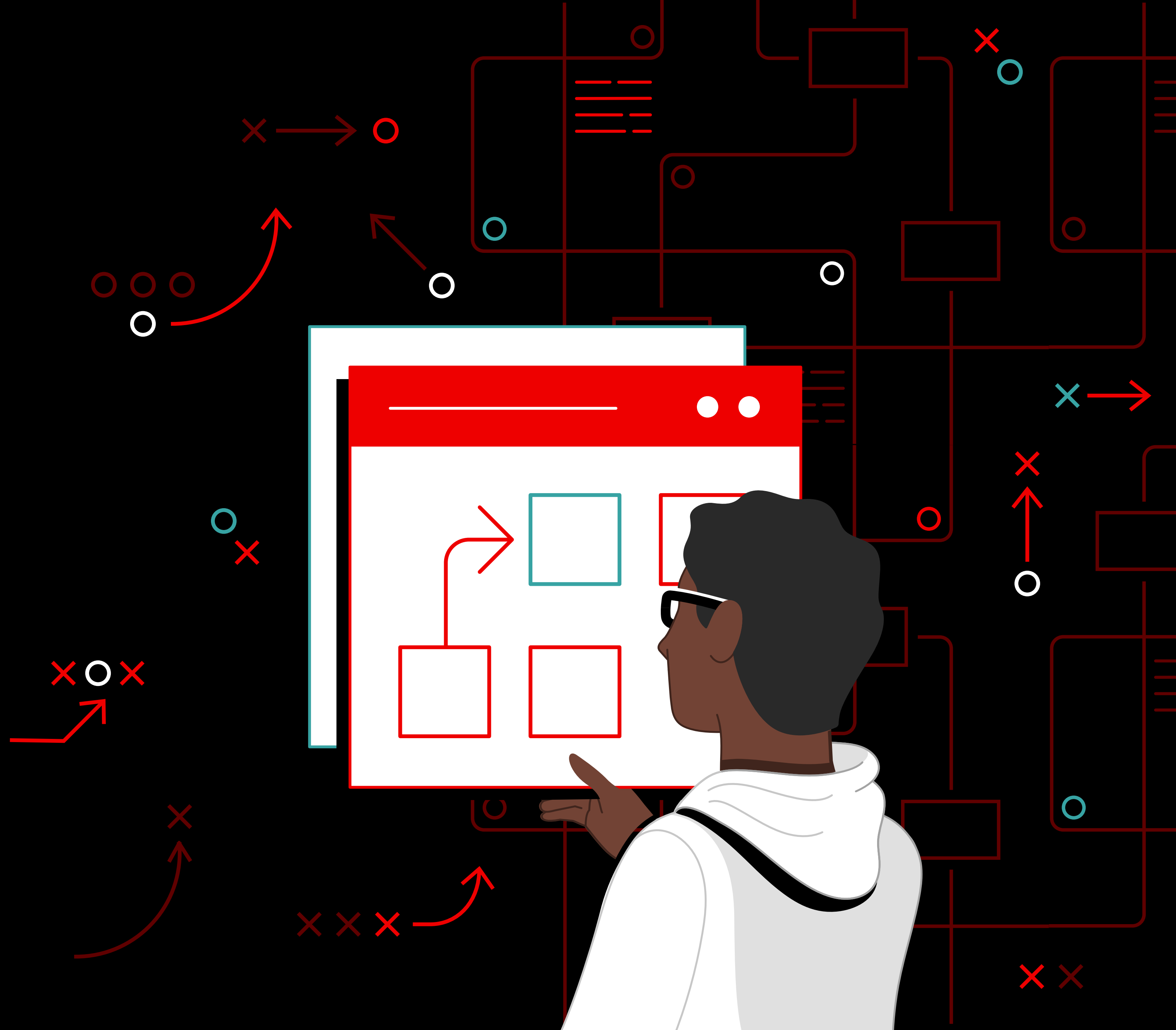


Partner Practice Accelerator

GTM playbook

OpenShift Virtualization

Get started



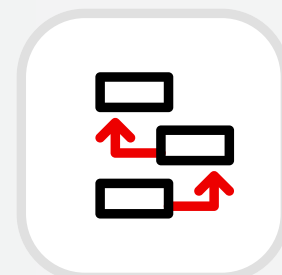


Playbook overview

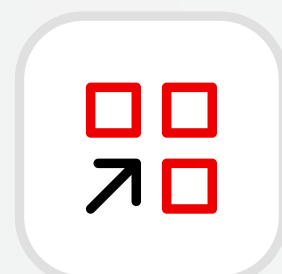
This playbook is an easy-to-use, one-stop-shop to help Red Hat PPA partners sell OpenShift Virtualization. In addition to resources that will help you understand and position OpenShift Virtualization, you'll find:



Campaign information that explains key details of this OpenShift Virtualization effort.



Prescriptive buyer journeys, organized by customer challenge, that include both customer-facing assets and the outreach you'll need to lead customers through their decision-making process.



Information on three distinct GTM modules that will help you entice customers to learn more and drive them into our funnel.

The playbook is intended to be a living document and will be updated as new assets and modules become available.





Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

Get smart on OpenShift Virtualization

OpenShift Virtualization, a key feature of OpenShift, provides an enterprise-ready, unified, scalable platform for migrating traditional virtual machines, ensuring consistent management across hybrid cloud environments.

Key messages, best practices, and more



Take a look at [this video](#) for information about OpenShift Virtualization and how to position it to potential customers.



Check out [this overview](#) to understand more about your audience and how to discover opportunity with OpenShift Virtualization.



Read our [FAQ](#) to learn about key features, use cases, and more.



Download our [messaging guide](#) to get up to speed with competitive differentiators, customer value, and more.



Watch [this video](#) from the *Ask an OpenShift Admin* series for insight into OpenShift Virtualization and its role in cloud-native environments. Catch the full series on demand [here](#).





Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

Target audiences

Our audiences are both the C-Suite and hands-on-keyboard experts.

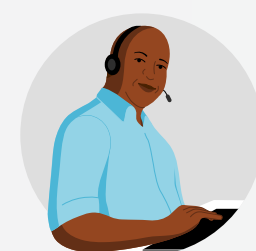
Decision makers



C-level/LoB

(CIO, CTO, CRO, CISO, CDO, COO)

Owens the budget, has wide influence over technology purchases, and makes the final decisions



IT Operations Leader

(VP, Director or Manager of IT; Infrastructure Manager)

Oversees IT infrastructure and the IT systems operations; own the budget for technology purchases for IT, Operations, and Administration

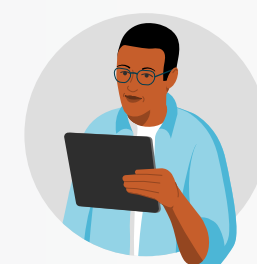
Technical influencers



Infra Architects/VMware Admins

(Cloud Platform Engineer, Application Architect)

Responsible for the company's software infrastructure, tools implementations, and operations. Not a budget owner but influences IT purchases



Automation Architect

(Director/Head of Automation, Head of IT Architecture)

Tasked with helping teams understand how automation can improve a work task or process then implement the solution

Goals

This campaign provides the resources necessary for PPA partners to:

- ▶ **Reach target audiences** with OpenShift Virtualization messaging
- ▶ **Generate leads**
- ▶ **Drive sales growth**



Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

The path of virtualization: navigating customer challenges and opportunities

Customers facing volatility in the virtualization market often face multiple decision points and similar challenges along the way.

Decision point 1: Whether to migrate

In the face of factors like costs that have increased as much as 3x-12x or more, customers first make a binary decision whether to move from their current virtualization solution. Often, they decide to move because

- They've lost confidence due to unreasonable price increases and concerns over long-term price stability
- They've lost purchasing flexibility and are feeling the sting of lock in

Decision point 2: Choosing a new direction

Once they've made the decision to migrate, customers take a broader look to determine whether to move to a direct alternative to their current option or to something that offers more long-term flexibility.

- Direct alternatives: Offer similar administration but lack flexibility for future needs and create lock-in, impacting related investments (e.g., storage, networking)
- Strategic solutions: Require significant admin skill changes but offer better long-term value
- Transition costs: Unavoidable for any alternative; Important to prioritize getting the most value from a migration investment

Decision point 3: What's next

Now that they know the kind of solution they're looking for, customers are looking for strategic partners to help them on their journey. They need a partner who:

- Works with them to build a plan
- Accounts for their challenges (such as skills gaps)
- Positions them for success today and into the future

Customers need enterprise-scale, flexible, proven solutions. They need virtualization with Red Hat.





Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

What's in it for my customers?

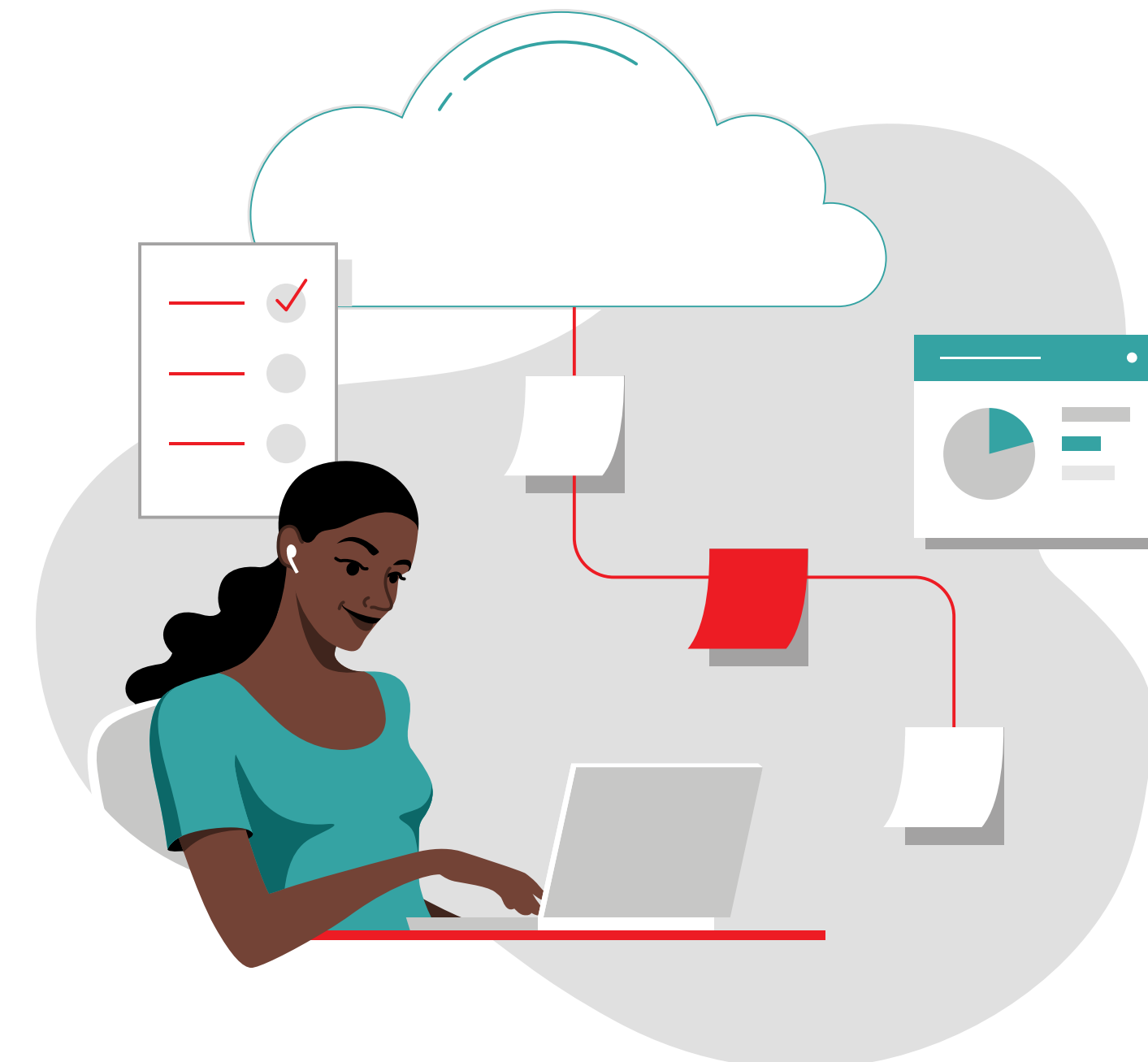
With OpenShift Virtualization, customers can overcome their challenges today while also preparing for future growth and modernization. It's a one-time move to a platform that grows with their business needs. While they're taking care of business today, they're preparing for a more innovative and prosperous future with:

- Optimize costs
- Lower risk
- Modern skill development
- Deployment flexibility
- Strategic modernization timing
- Operational efficiency
- Cloud elasticity and scalability
- Agility

Red Hat is offering **valuable incentives** for customers making the switch to OpenShift Virtualization:*

- \$59,000 migration assessment, creditable upon purchase of subscription
- 70% off virtualization training and certification bundle through September 30, 2025
- Firm fixed price for proof of value and migration factory

*Conditions apply. See [Virtualization migration promotion data sheet](#) for more information.





Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

What's in it for me?

Virtualization solutions from Red Hat are much more than a profitable, one-time sale; thanks to the possibilities generated by Red Hat OpenShift, virtualization sales open doors to lucrative, long-term engagement with customers.

Selling virtualization

+\$1.1B

Serviceable Addressable
Market (subs)
(+\$5B TAM)



Supporting migration

\$3-5B

Serviceable Addressable
Market (services)



Upselling services

\$32.8B

Market worth of application
modernization services by
2027

According to Forrester, for every \$100 in Red Hat OpenShift subscription, revenue partners had, on average, the opportunity to receive an additional \$415 by providing value-added services and subscriptions.¹

5.2x growth revenue multiplier¹

39% blended gross margin on all software and services¹

60% gross margins on managed services¹

¹ Forrester Consulting, sponsored by Red Hat. "The Partner Opportunity For Red Hat OpenShift: A Total Economic Impact Partner Opportunity Analysis," June 2023



Playbook overview

Campaign overview

Get smart on OpenShift Virtualization

Target audiences

Goals

Challenges

What's in it for my customers?

What's in it for me?

PPA partner incentives

Buyer journeys

Go-to-market modules

Contact information

Campaign overview

PPA partner incentives

We're continuing to invest in you to ensure that you have the skills and incentives you need to successfully sell Red Hat solutions and drive the business outcomes our joint customers seek.

PPA learning challenges

- We're here to empower you to lead the full customer lifecycle—from identifying opportunities and driving discovery to proposals, adoption, and implementation
- We'll cover 50% of the cost for your team to complete required delivery certifications across 6 Red Hat solutions. *2 available immediately; full range expected July 2025*

GTM MDFs

- We've launched two campaigns: 1) OpenShift Virtualization and 2) network automation with Cisco to help you identify, qualify, and pursue opportunities
- We're aiming to provide MDF support via custom playbooks or shared IP to back your key GTM efforts

2x multiplier

- To build trust and drive adoption, we're offering double quota and commission credit to team members who engage early with PPA partners offering qualifying services
- This approach has doubled the Red Hat services attach rate, and we're aiming for 100% partner services attached on commercial deals—delivering 25–35% margins for you

PPA Partner-led customer success pilot*

- We're shifting toward enabling partners to lead holistic strategies that align with customers' long-term vision, ROI goals, and full lifecycle needs—from planning to adoption
- In 2H 2025, we'll pilot this customer success approach with 5–8 partners, aiming to scale across the full PPA program in 2026. Let us know if you'd like to be part of it!

* Requires PPA integration into RHPP



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

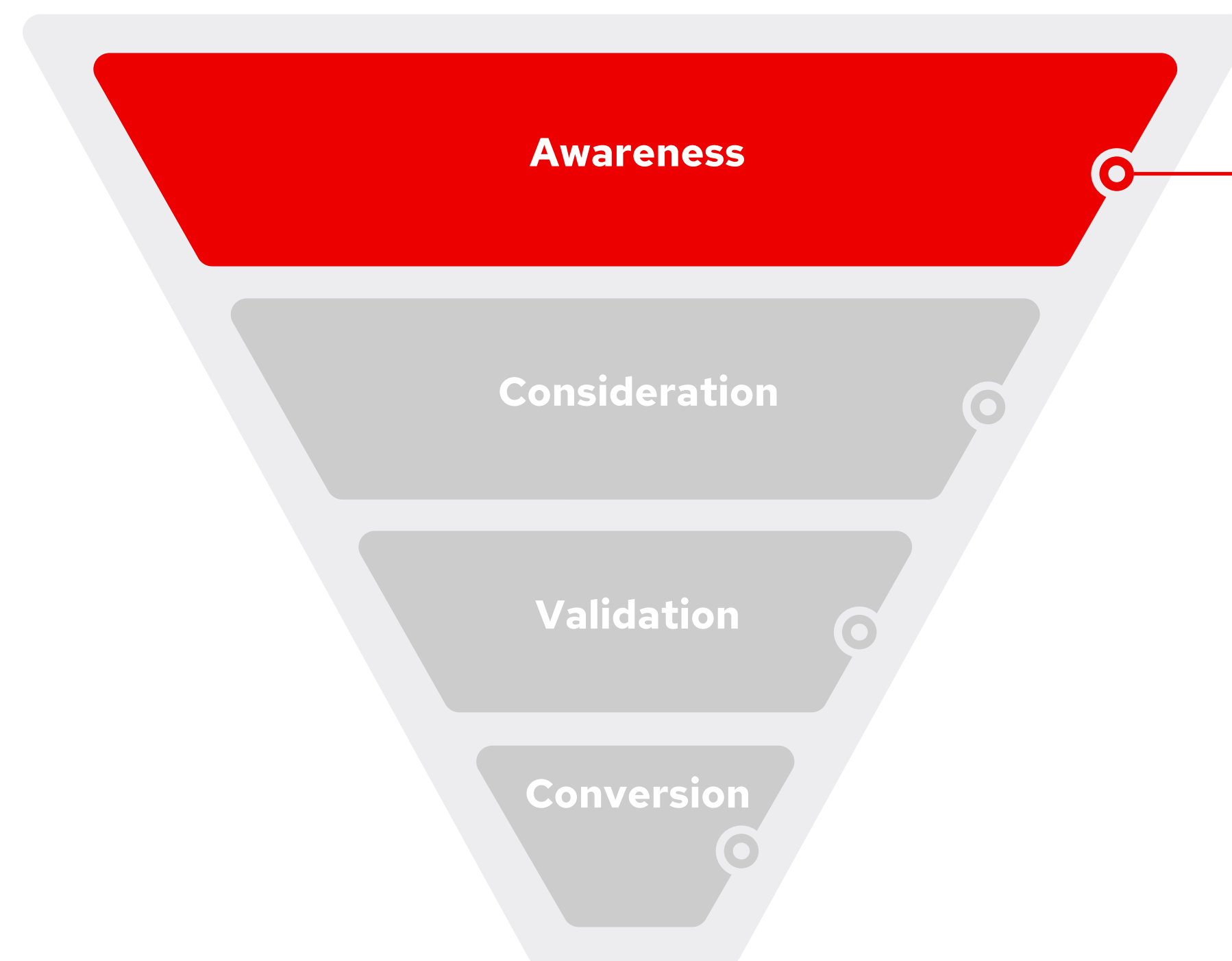
- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer journeys

It is estimated that B2B buyers do as much as 70% of their research before they want to have a discussion with sales. For that reason, we've developed buyer journeys with multiple assets at each stage⁴:



What is the challenge?

This stage highlights the challenges our customers face and offers high-level thought leadership assets. These pieces may mention OpenShift Virtualization, but they are not a hard sell. The goal is to position ourselves as experts who understand and are knowledgeable about the broad issue.

⁴ Worldwide Business Research



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

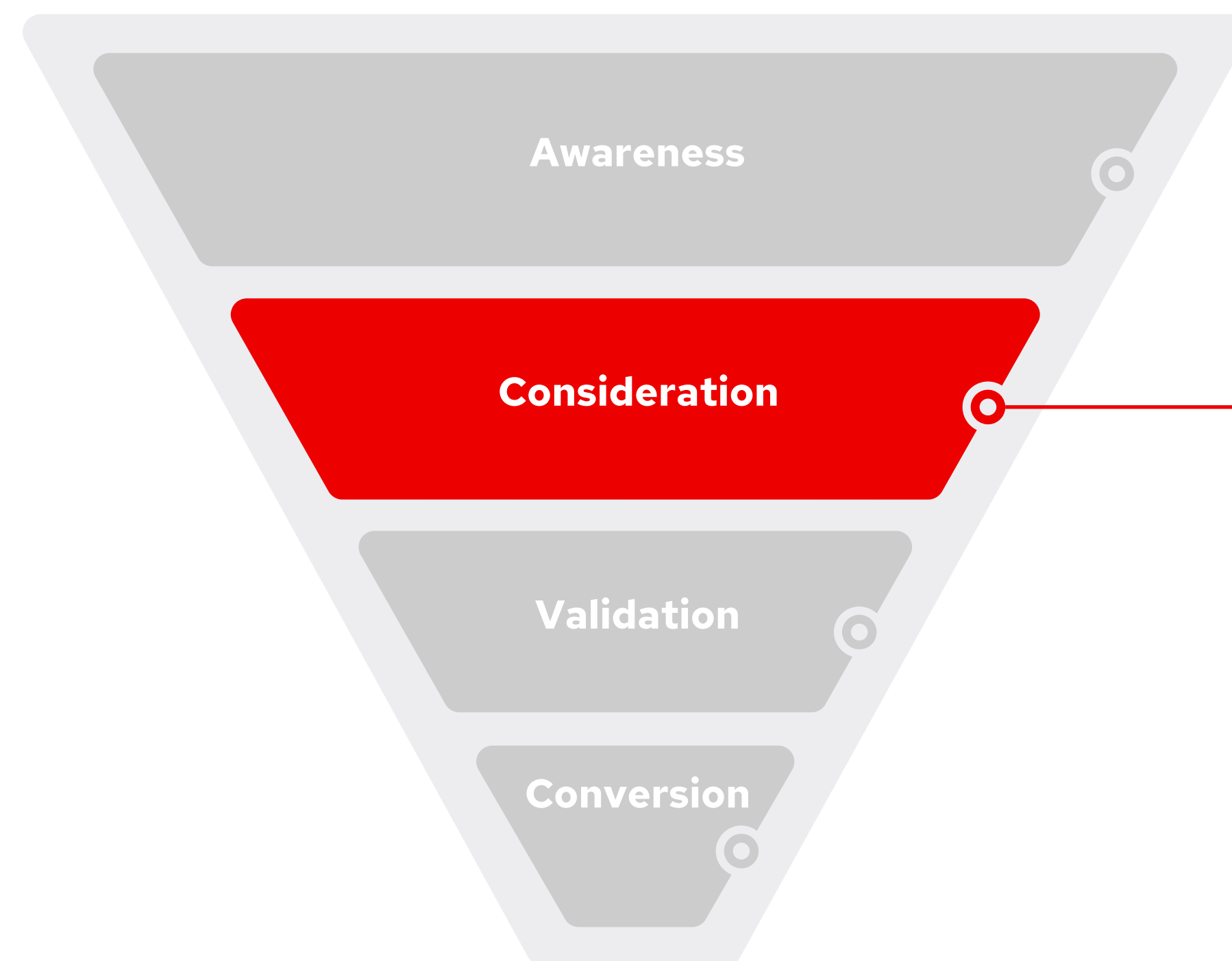
- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer journeys

It is estimated that B2B buyers do as much as 70% of their research before they want to have a discussion with sales. For that reason, we've developed buyer journeys with multiple assets at each stage⁴:



How can Red Hat and I solve it?

This stage includes assets that tell the story of OpenShift Virtualization. Through snackable assets, in-depth guides, solution briefs, etc., we help customers understand what OpenShift Virtualization is, how it works, and the business and technical benefits of adoption.

⁴ Worldwide Business Research



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

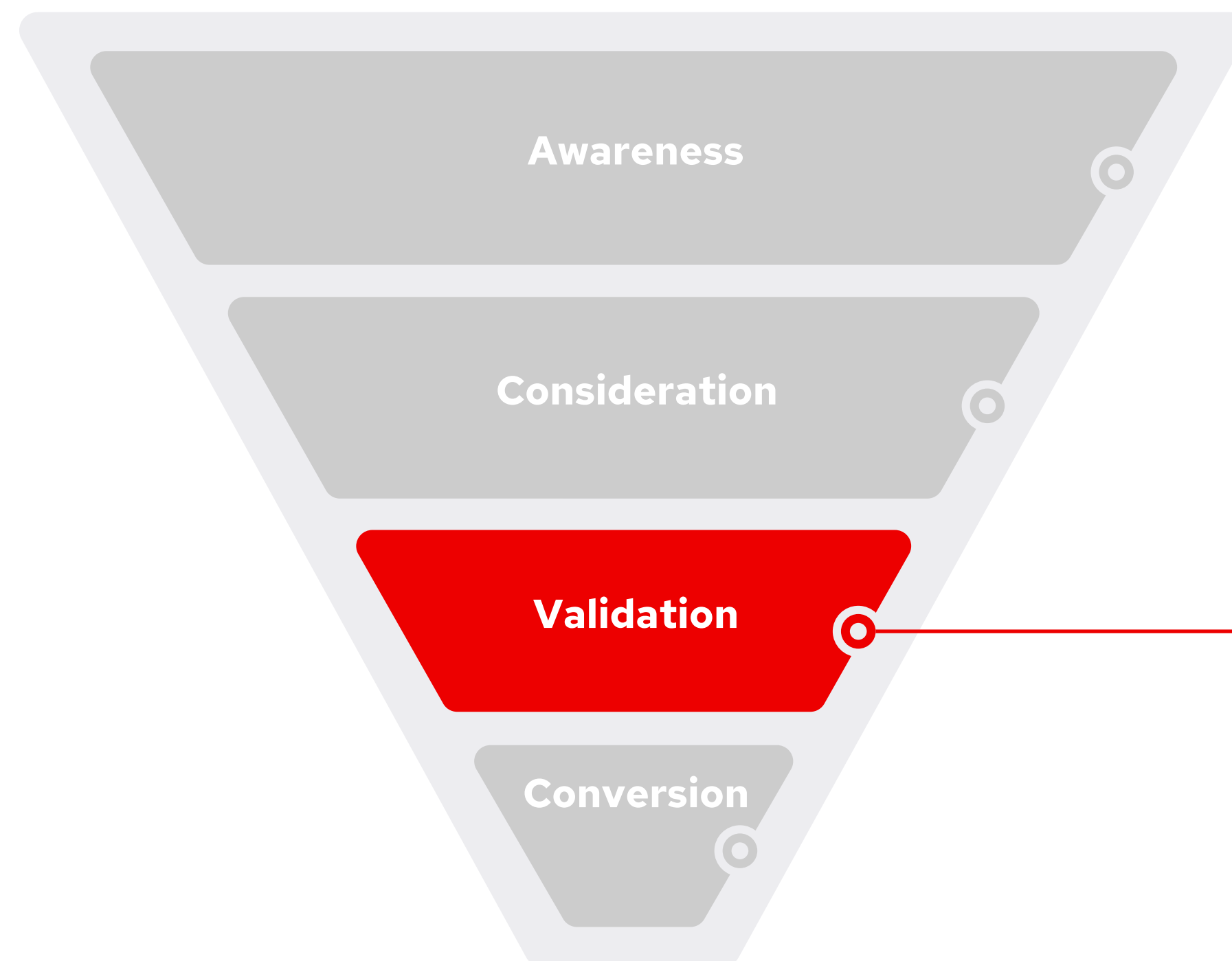
- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer journeys

It is estimated that B2B buyers do as much as 70% of their research before they want to have a discussion with sales. For that reason, we've developed buyer journeys with multiple assets at each stage⁴:



Prove it.

In our previous stages, we've shown ourselves to be experts and claimed that we have the technology to solve our customers' challenges. In this third stage, we prove our claims through case studies, use cases, third-party reports, and demos/interactive walkthroughs.

⁴ Worldwide Business Research



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

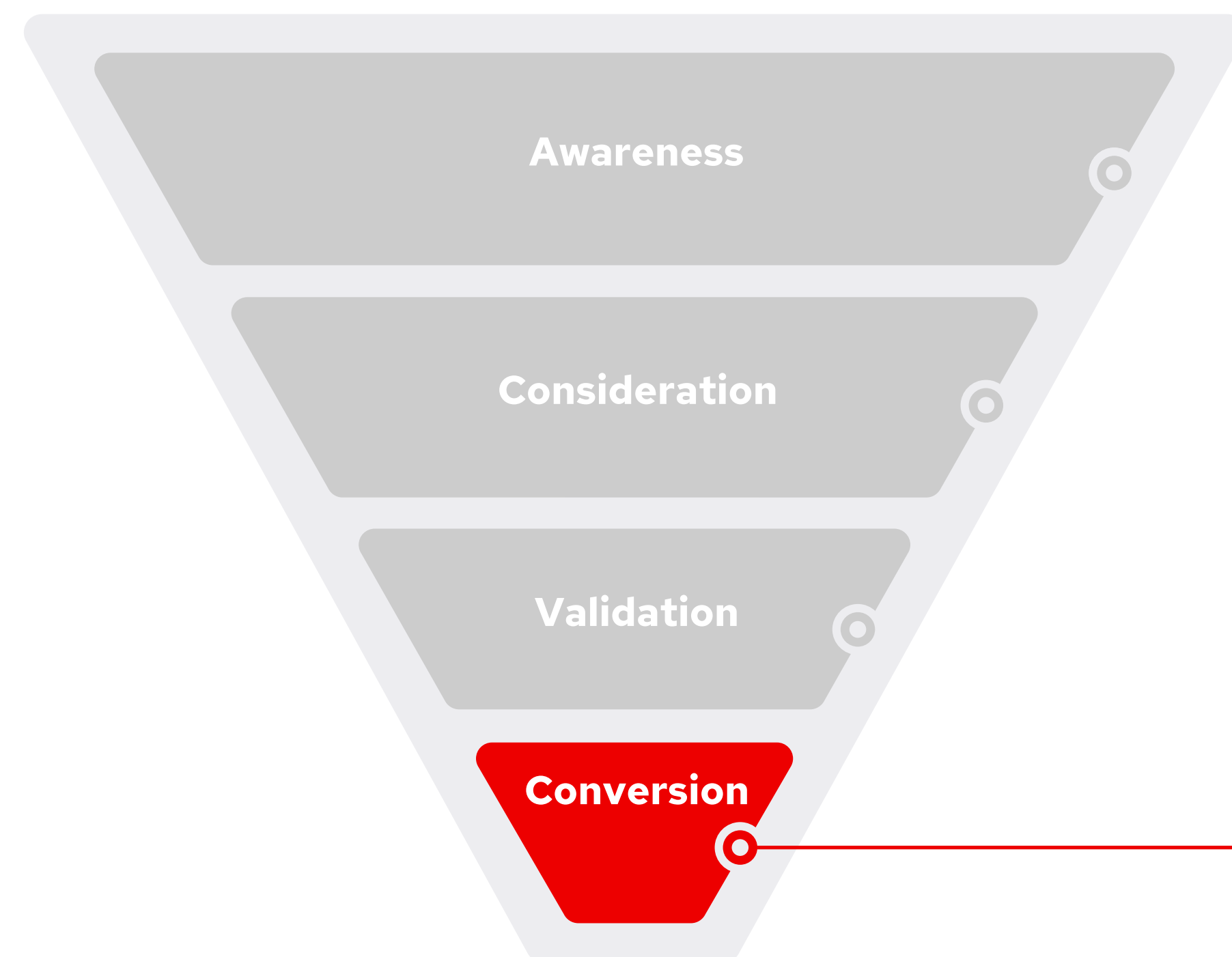
- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer journeys

It is estimated that B2B buyers do as much as 70% of their research before they want to have a discussion with sales. For that reason, we've developed buyer journeys with multiple assets at each stage⁴:



Call to action.

Now that we've gotten their attention, described our solution, and proven that it works, our last step is to make it easy and compelling for our customers to get in touch with sales.

⁴ Worldwide Business Research



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

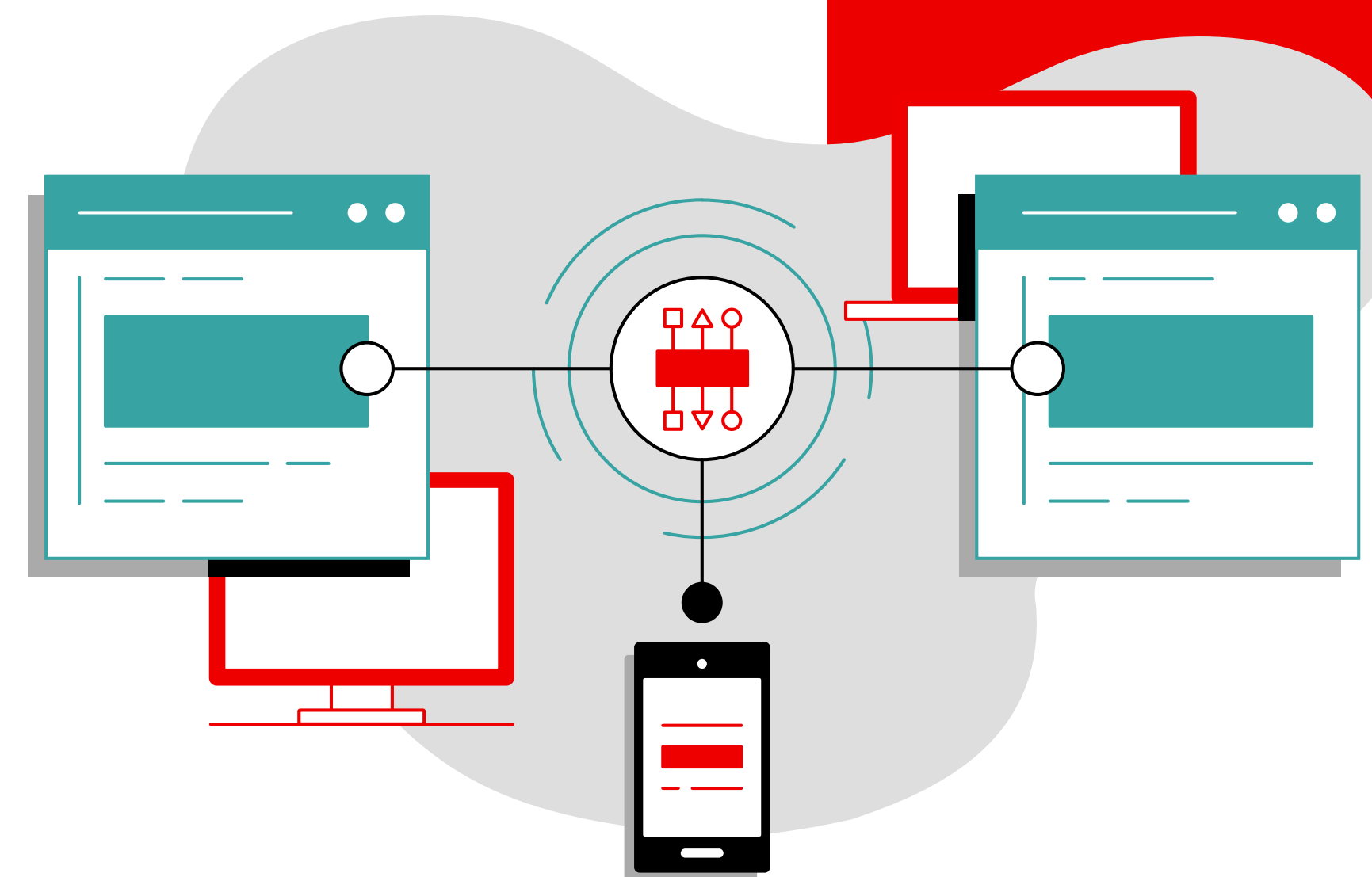
Contact information

Buyer journeys

In the buyer journeys, you will find:

- **Customer-facing assets:** High-level and more in-depth assets designed to inform and educate prospects at each phase.
- **Asset descriptions:** Overview of the format and information provided in each asset.
- **Customer outreach:** Grab-and-go emails and social media that correspond to each asset and are intended to make it easy for you to share with your lists and audiences.
- **Next steps:** Recommendation on the next steps that you could take with the customer (next asset to send, etc.).

It is recommended that you share multiple assets during the buyer's journey, but it is not necessary to share every asset with every target.





Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

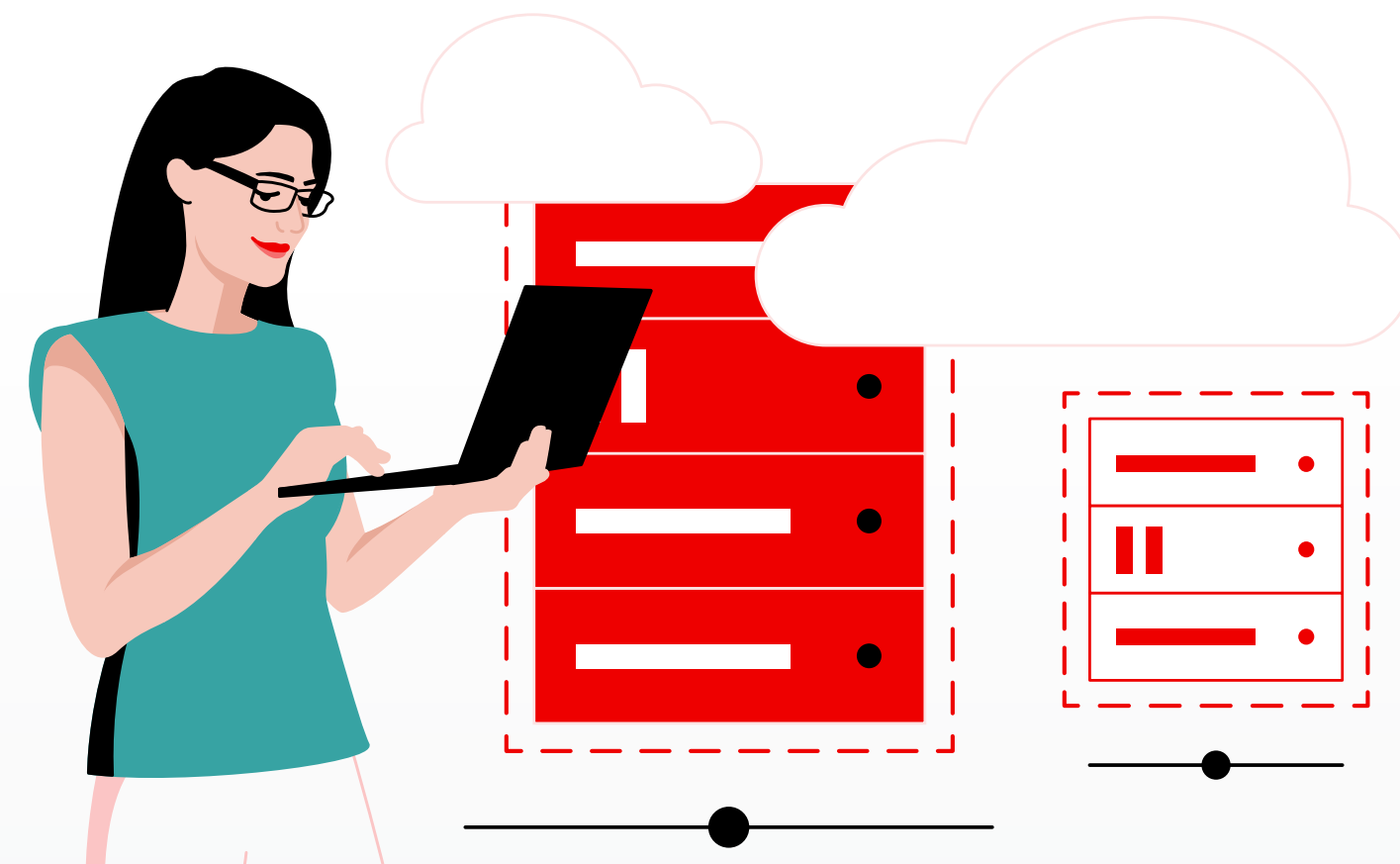
- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

Contact information

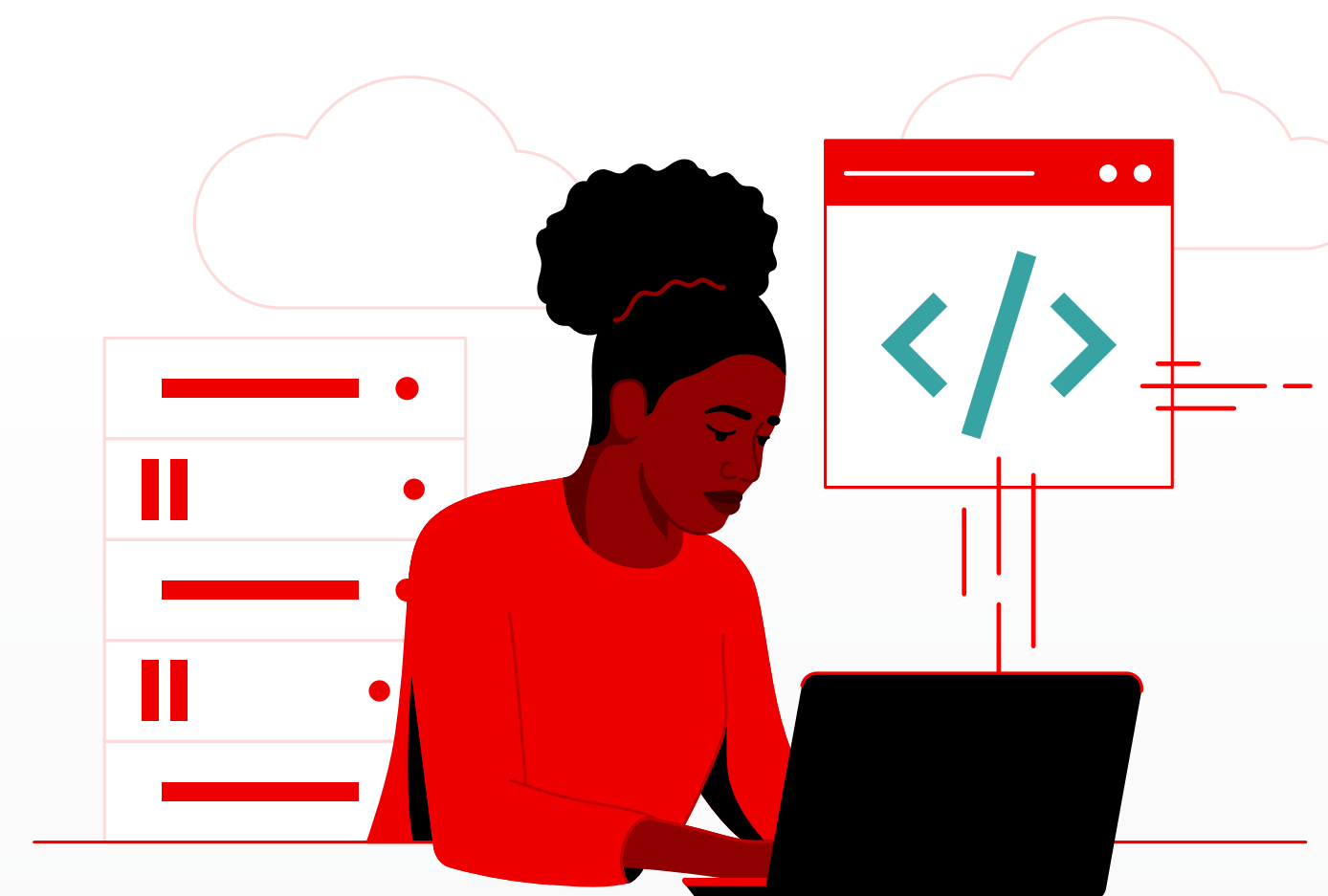


Buyer's journey 1: Migrate workloads

*Primary considerations:
Cost efficiency and risk mitigation*

Decision makers ▶

Technical influencers ▶



Buyer's journey 2: Modernization

*Primary considerations:
Operational efficiency and
revenue growth*

Decision makers ▶

Technical influencers ▶



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

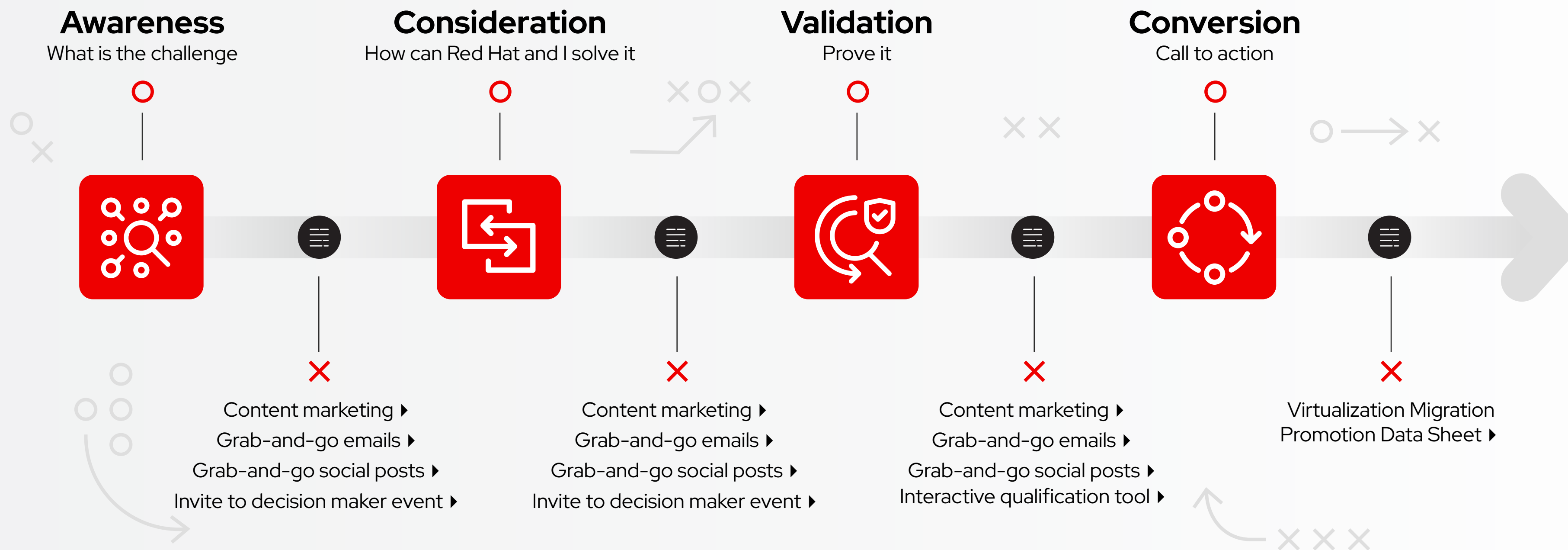
Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers





- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 1: Awareness (*What is the challenge?*)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Changes in the virtualization market lead to disruption - and opportunity</u>	Thought leadership blog that highlights catalysts to migration and modernization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show how Red Hat and I can help ▶

Invite to decision maker event ▶

- Migrate workloads
- Decision makers

• Technical influencers
- Modernization
- Decision makers

• Technical influencers

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 2: Consideration (How can Red Hat and I help?)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>15 Reasons to Adopt OpenShift Virtualization</u>	Ebook with 15 relatively concise value props with explanation. Also includes customer story.	<div><div>• <u>Email copy</u> to share this asset</div><div>• <u>Social media post</u> to promote this asset</div></div>
<u>Red Hat OpenShift Virtualization: 101</u>	~90 second video overview of OpenShift Virtualization	<div><div>• <u>Email copy</u> to share this asset</div><div>• <u>Social media post</u> to promote this asset</div></div>
<u>Is OpenShift Virtualization right for your VMs?</u>	<2 minute video overview of migration with OpenShift Virtualization	<div><div>• <u>Email copy</u> to share this asset</div><div>• <u>Social media post</u> to promote this asset</div></div>
<u>Straightforward migration. Lasting Modernization.</u>	Overview of OpenShift Virtualization, including key value propositions	<div><div>• <u>Email copy</u> to share this asset</div><div>• <u>Social media post</u> to promote this asset</div></div>

Recommended next steps:

Show proof ▶

Invite to decision maker event ▶

- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 3: Validation (*Prove it.*)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
sahibinden.com delivers reliable retail services faster with Red Hat OpenShift	4pp case study showing real-world results	<ul style="list-style-type: none">• Email copy to share this asset• Social media post to promote this asset
MultiChoice modernizes video streaming with Red Hat	4pp case study showing real-world results	<ul style="list-style-type: none">• Email copy to share this asset• Social media post to promote this asset

Recommended next steps:

Drive conversion ▶

Share interactive qualification tool ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 4: Conversion (CTA)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Virtualization migration promotion data sheet</u>	Asset shows what incentives are available to customers	• <u>Email copy</u> to share this asset



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

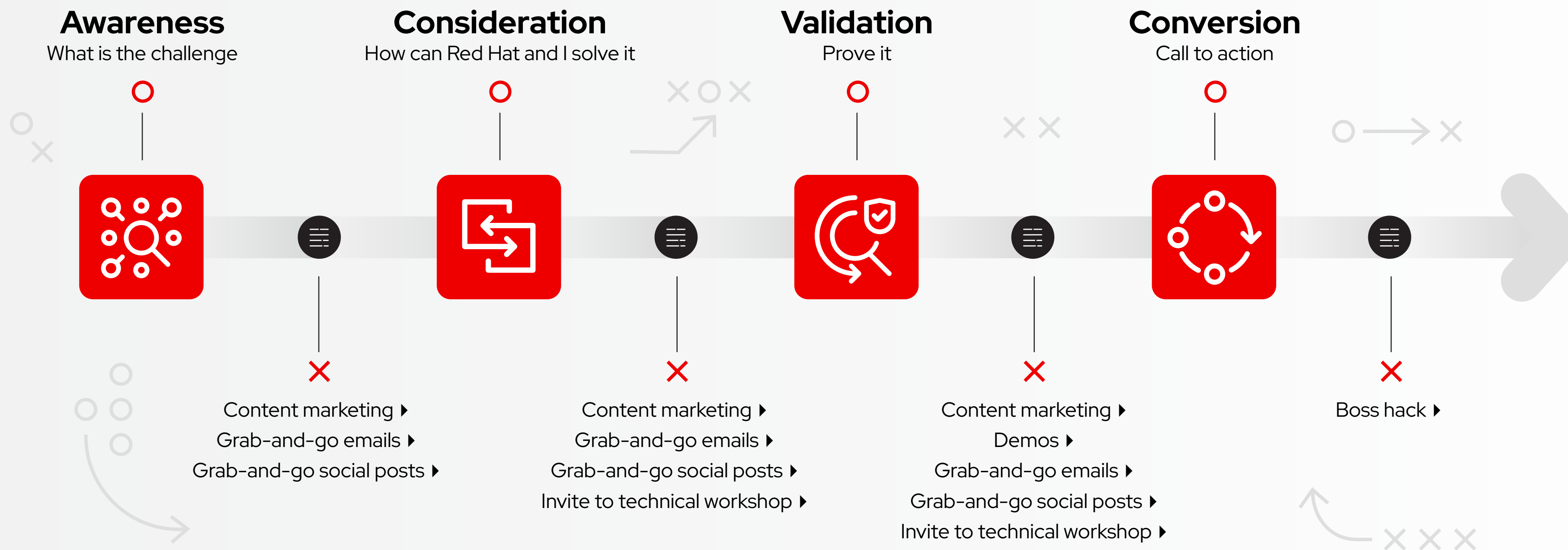
Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers





Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 1: Awareness (*What is the challenge?*)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Changes in the virtualization market lead to disruption - and opportunity</u>	Thought leadership blog that highlights catalysts to migration and modernization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show how Red Hat and I can help ▶

- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 2: Consideration (How can Red Hat and I help?)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Red Hat OpenShift Virtualization: 101</u>	~90 second video overview of OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Is OpenShift Virtualization right for your VMs?</u>	<2 minute video overview of migration with OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Straightforward migration. Lasting modernization.</u>	Overview of OpenShift Virtualization, including key value propositions	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Solution Patterns: Minimize downtime when migrating from hypervisors to OpenShift Virtualization</u>	Red Hat virtual network implementation blueprint	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show proof ▶

Invite to workshop ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 3: Validation (Prove it.)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Streamline VMware to OpenShift Virtualization Migration with Ansible Automation Platform</u>	~3-minute publicly available video tutorial on how to use Ansible to migrate VMs	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Demo: OpenShift Virtualization</u>	Hands-on technical demo of solution	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Live migration for VMs on OpenShift Virtualization</u>	Interactive, step-by-step walkthrough	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Drive conversion ▶

Invite to workshop ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 1: Migrate workloads

Primary considerations: Cost efficiency and risk mitigation



Target audience: Decision makers



Target audience: Technical influencers

Stage 4: Conversion (CTA)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Boss hack</u>	1-2pp grab-n-go asset that explains the business benefits for OpenShift Virtualization	• <u>Email copy</u> to share this asset



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

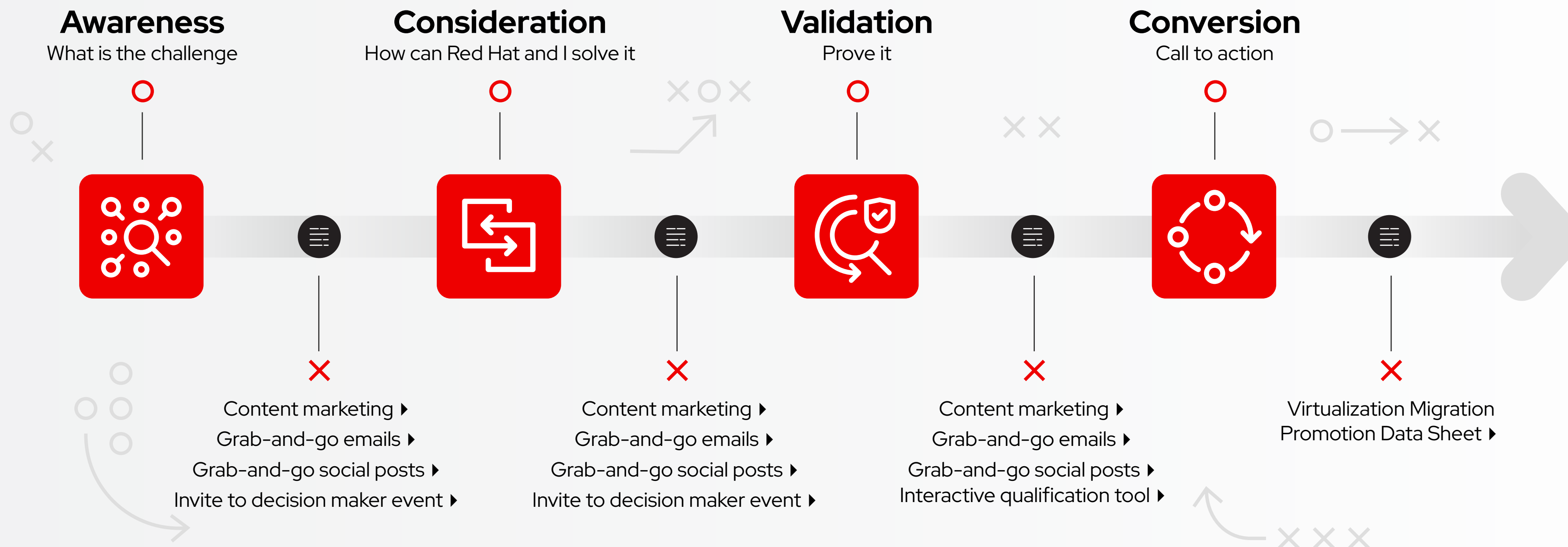
Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers





Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 1: Awareness (What is the challenge?)

1 2 3 4

Asset	Asset description	Corresponding outreach
<u>Transform your business. Expand your horizons.</u>	Thought leadership piece on why containers are the future and what they enable companies to do	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>3 ways to boost your business through virtualization modernization</u>	Snackable asset on top 3 reasons to modernize as you virtualize	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show how Red Hat and I can help ▶

Invite to decision maker event ▶

- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 2: Consideration (How can Red Hat and I help?)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>15 Reasons to adopt OpenShift Virtualization</u>	Ebook with 15 relatively concise value props with explanation. Also includes customer story.	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Red Hat OpenShift Virtualization: 101</u>	~90 second video overview of OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Is OpenShift Virtualization right for your VMs?</u>	<2 minute video overview of migration with OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Straightforward migration. Lasting modernization.</u>	Overview of OpenShift Virtualization, including key value propositions	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show proof ▶

Share interactive qualification tool ▶

- Migrate workloads
- Decision makers

• Technical influencers
- Modernization
- Decision makers

• Technical influencers

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 3: Validation (*Prove it.*)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
sahibinden.com delivers reliable retail services faster with Red Hat OpenShift	4pp case study showing real-world results	<div><div>• Email copy to share this asset</div><div>• Social media post to promote this asset</div></div>
MultiChoice modernizes video streaming with Red Hat	4pp case study showing real-world results	<div><div>• Email copy to share this asset</div><div>• Social media post to promote this asset</div></div>

Recommended next steps:

Drive conversion ▶

Share interactive qualification tool ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 4: Conversion (CTA)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Virtualization migration promotion data sheet</u>	Asset shows what incentives are available to customers	• <u>Email copy</u> to share this asset



Playbook overview

Campaign overview

Buyer journeys

Migrate workloads

- Decision makers
- Technical influencers

Modernization

- Decision makers
- Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

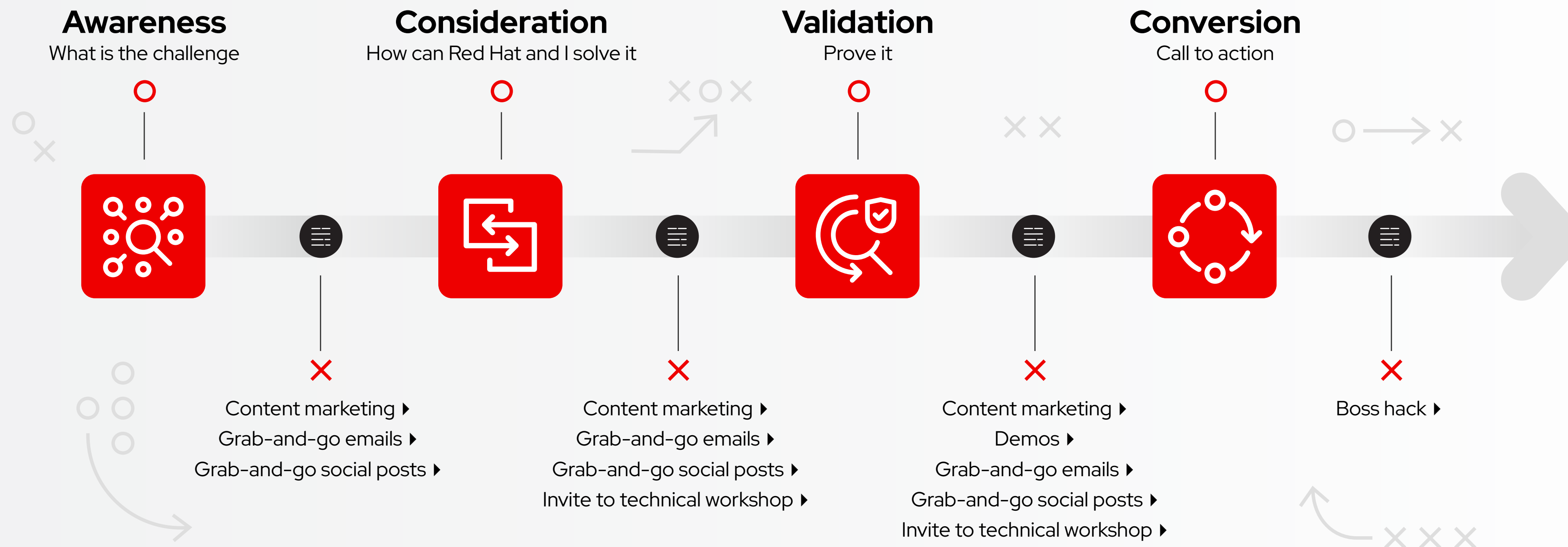
Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers



- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 1: Awareness (*What is the challenge?*)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Transform your business. Expand your horizons.</u>	Thought leadership piece on why containers are the future and what they enable companies to do	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>3 ways to boost your business through virtualization modernization</u>	Snackable asset on top 3 reasons to modernize as you virtualize	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show how Red Hat and I can help ▶

Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
- Decision makers
 - Technical influencers

- Modernization
- Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 2: Consideration (How can Red Hat and I help?)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Red Hat OpenShift Virtualization: 101</u>	~90 second video overview of OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Is OpenShift Virtualization right for your VMs?</u>	<2 minute video overview of migration with OpenShift Virtualization	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Straightforward migration. Lasting modernization.</u>	Overview of OpenShift Virtualization, including key value propositions	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Show proof ▶

Invite to workshop ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer's journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 3: Validation (Prove it.)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Streamline VMware to OpenShift Virtualization Migration with Ansible Automation Platform</u>	~3-minute publicly available video tutorial on how to use Ansible to migrate VMs	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Demo: OpenShift Virtualization</u>	Hands-on technical demo of solution	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset
<u>Live migration for VMs on OpenShift Virtualization</u>	Interactive, step-by-step walkthrough	<ul style="list-style-type: none">• <u>Email copy</u> to share this asset• <u>Social media post</u> to promote this asset

Recommended next steps:

Drive conversion ▶

Invite to workshop ▶



Playbook overview

Campaign overview

Buyer journeys

- Migrate workloads
 - Decision makers
 - Technical influencers
- Modernization
 - Decision makers
 - Technical influencers

Go-to-market modules

Contact information

Buyer’s journey 2: Modernization

Primary considerations: Operational efficiency and revenue growth



Target audience: Decision makers



Target audience: Technical influencers

Stage 4: Conversion (CTA)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach
<u>Boss hack</u>	1-2pp grab-n-go asset that explains the business benefits for OpenShift Virtualization	• <u>Email copy</u> to share this asset



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

Decision maker event

Interactive qualification tool

Technical workshop

What's next

Contact information

Go-to-market modules

Module 1

Decision maker event

Module 2

Interactive qualification tool

Module 3

Technical workshop

Decision maker event-in-a-box



Audience: Decision maker

Buyer's journey stages: Awareness + Consideration

Purpose: A fun, engaging, buyer/decision maker-focused event that will drive awareness of OpenShift Virtualization. The co-branded event includes gamified elements and centers on a customer presentation.

The event-in-a-box contains all the elements (messaging, templates, resources) you need to plan and conduct successful OpenShift Virtualization decision maker events.



[Return to migrate workloads buyer's journey ▶](#)

[Return to modernization buyer's journey ▶](#)



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

Decision maker event

Interactive qualification tool

Technical workshop

What's next

Contact information

Go-to-market modules

Module 1

Decision maker event

Module 2

Interactive qualification tool

Module 3

Technical workshop

Interactive qualification tool

Audience: Decision maker

Buyer's journey stage: Conversion

Purpose: An 8-question readiness survey geared toward decision makers at the consideration and validation steps of the buyer's journey. The questions will provide preliminary information to sales teams to kickstart conversations about the customer's challenges and goals.



[Return to migrate workloads buyer's journey ▶](#)

[Return to modernization buyer's journey ▶](#)



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

Decision maker event

Interactive qualification tool

Technical workshop

What's next

Contact information

Go-to-market modules

Module 1

Decision maker event

Module 2

Interactive qualification tool

Module 3

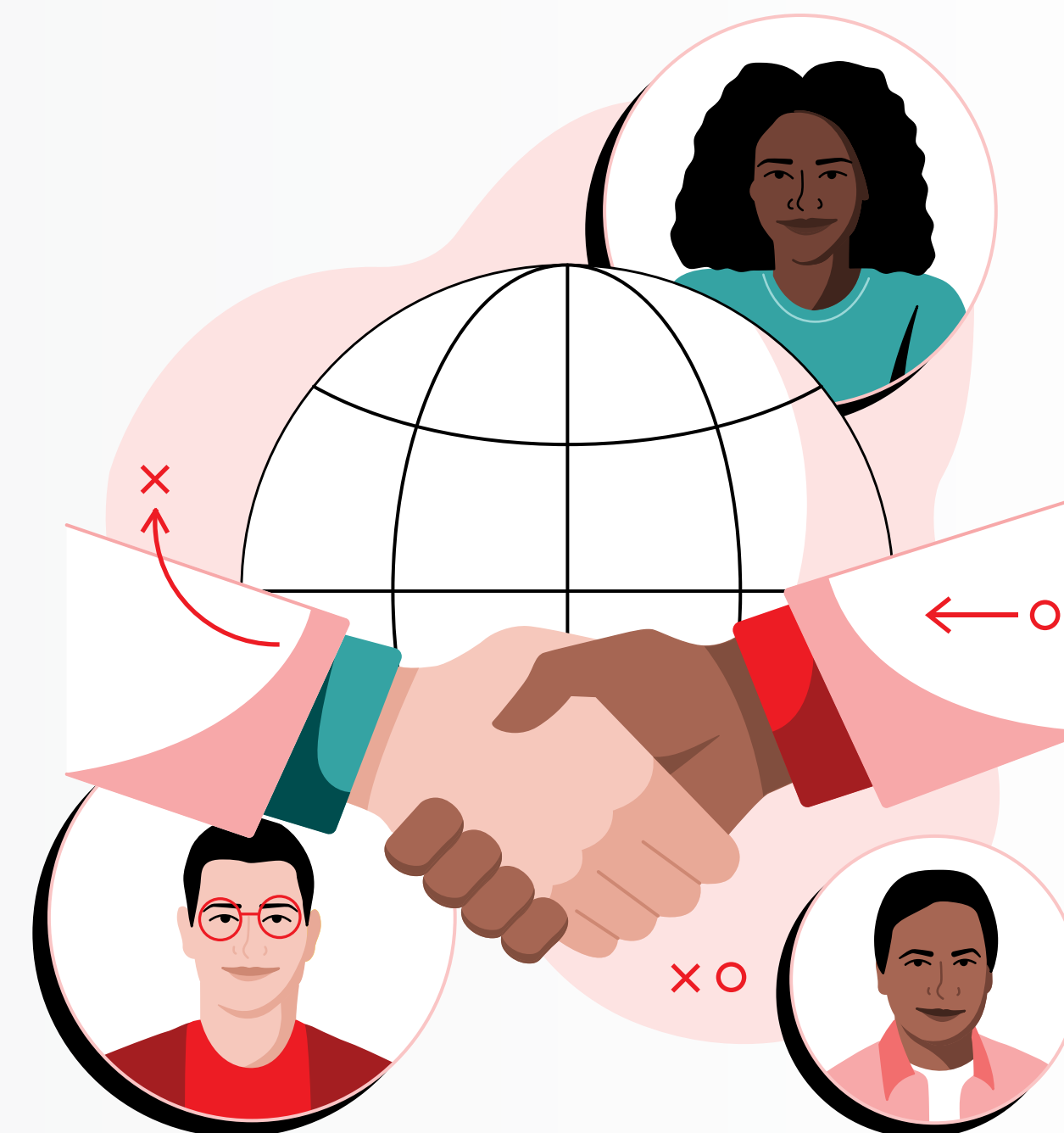
Technical workshop

Technical workshop-in-a-box

Audience: Technical influencer

Buyer's journey stages: Consideration + Validation

Purpose: Red Hat's partner-led OpenShift Virtualization workshops demonstrate how OpenShift Virtualization serves as a powerful alternative for managing enterprise VM workloads and containers simultaneously. The workshops also provide valuable insights into how this modern application platform enables the seamless integration of VMs and containers to help organizations streamline their infrastructure and operational efficiency. The workshop-in-a-box contains all the elements (messaging, templates, resources) you need to plan and conduct successful OpenShift Virtualization workshops.



[Return to migrate workloads buyer's journey ▶](#)

[Return to modernization buyer's journey ▶](#)



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

- Decision maker event
- Interactive qualification tool
- Technical workshop
- What's next

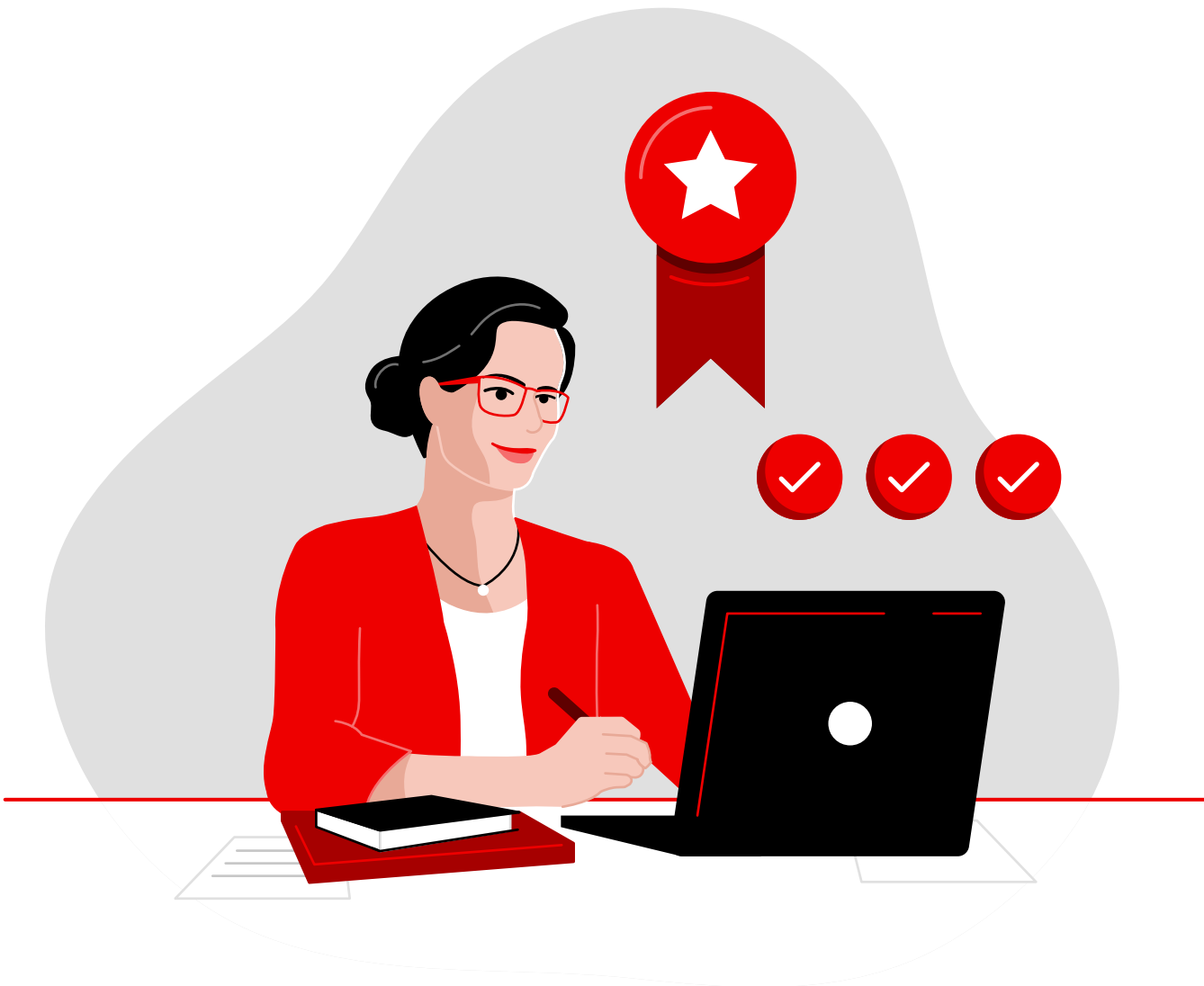
Contact information

What's next

Getting your campaign in market

Now that you've had a chance to review the playbook, it's time to talk numbers. The budget is broken into three categories: buyer's journey assets, outreach, and modules.

Every campaign package is built for reuse—giving you scale and long-term value from a single activation. Your investment determines the level of customization and magnitude.



Buyer's journey assets	Budget range (USD)
Existing asset customization	10,000 - 20,000
Net-new asset creation	10,000 - 50,000
Outreach / promotion	
eNurture + social	5,000 - 10,000
Other	TBD
GTM modules	
Business decision maker event	15,000 - 20,000
Technical influencer workshop	10,000 - 15,000
Interactive qualification tool (PDF)	10,000 - 20,000
Interactive qualification tool (web-based)	20,000 - 30,000



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

Decision maker event

Interactive qualification tool

Technical workshop

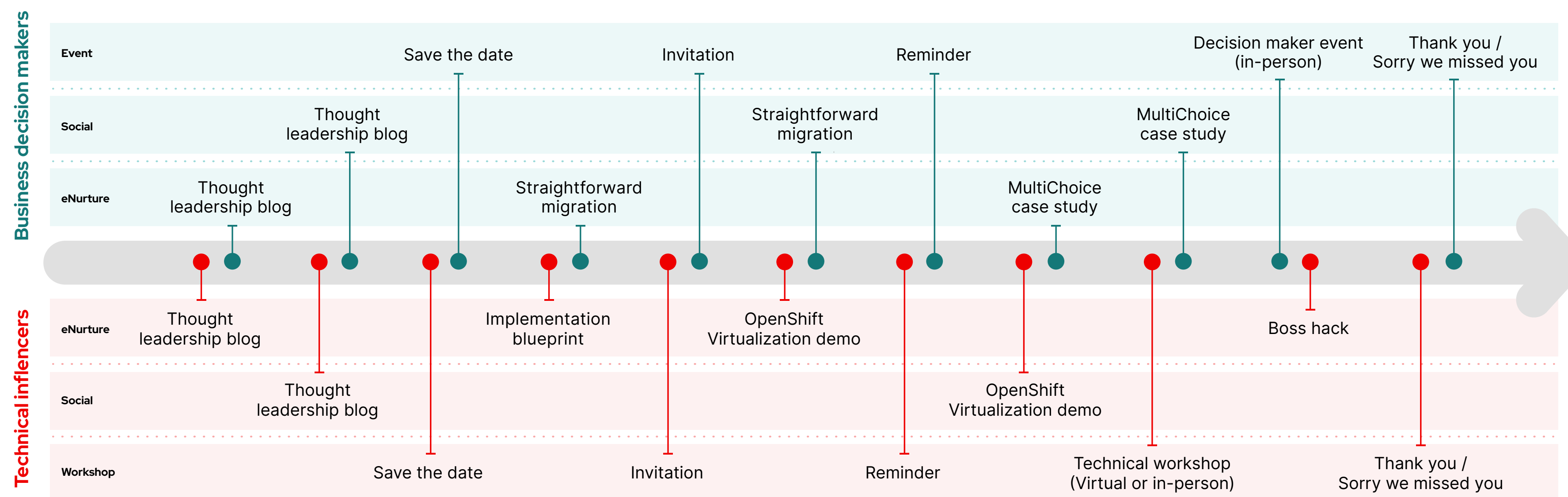
What's next

Contact information

What's next

Sample integrated campaign implementation: \$40k investment

Here's a snapshot of what your \$40K investment could deliver: a 90 – 120-day integrated campaign designed to engage both **business decision makers** and **technical influencers**. This example includes 20+ strategic touchpoints across email nurture, social posts, and live events, designed to be repeated across multiple regions.



This campaign is modular, customizable, and repeatable. It empowers your sales teams across regions to meet customers where they are in the decision making process, nurture them through the buyer's journey, and encourage them to take the next step with OpenShift Virtualization.



Playbook overview

Campaign overview

Buyer journeys

Go-to-market modules

Contact information

Contact Information

Questions? Looking for additional support
or resources? Reach out today!

Contact info:

Marilyn Cepuran
mcepuran@redhat.com

