



# Red Hat and Cisco Partner Playbook Ansible Automation Platform + Meraki



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## Welcome

# How to use this playbook

This playbook is your go-to guide for positioning and selling Red Hat Ansible Automation Platform with Cisco Meraki. It's designed to help you quickly understand the story, share the right assets at the right time, and lead customers through their decision-making journey.

Here you'll find:

### Solution overview

A clear look at the goals, challenges, audiences, and key messages behind this joint solution.

### Buyers' journeys

Stage-by-stage guidance for both decision makers and technical influencers, including the assets and outreach you can use to move conversations forward.

### Solution resources

Ready-to-share customer-facing content that explains the value of AAP + Meraki in simple, compelling terms.

### A quick note

This playbook is a living resource and will evolve as new content and modules become available. Check back often for updates.

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## Solution overview

# Why automation matters now

### Automation is everywhere. Consistency isn't.

Customers often automate individual tasks, but not end-to-end operations. Efforts are fragmented, tool-specific, and difficult to scale.

### Modern networks demand more

Customers are supporting more sites, more devices, and more frequent changes – often with fewer people. Manual processes introduce risk and slow teams down.

### The shift to automation strategy

Teams need consistent, repeatable workflows that reduce risk and scale across locations.

### Growing complexity

More sites, devices, and change.

### Increasing pressure

Skills gaps and constrained teams.

### Manual work ≠ scalable

Risk, inconsistency, slower delivery.

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# Network automation 101

### What it is

Network automation uses software to deploy, configure, update, and manage networks across Day-0, Day-1, and Day-2 operations. It reduces manual effort, improves consistency, and helps teams operate at scale.

### Why it matters

Distributed networks and cloud-managed systems increase the volume and frequency of change. Manual processes introduce risk, slow teams down, and don't scale.

### How customers get there

Some networks are cloud-managed and API-first (like **Cisco Meraki**). Others require a consistent automation framework to manage change across locations and teams (like **Red Hat Ansible Automation Platform**).

AAP and Meraki each solve a different part of the network automation challenge.

#### Automation

Any automation across IT;  
often inconsistent

#### Network automation

Automation for provisioning, updating,  
and managing networks

#### Cloud-managed network automation

API-first, dashboard-managed networks  
ideal for scalable automation



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### What each platform brings

Meraki simplifies how networks are managed. AAP standardizes how networks are automated.

#### Red Hat Ansible Automation Platform

A unified platform for creating, managing, and scaling automation across IT and network operations.

- ▶ Consistent, repeatable workflows
- ▶ Governance, policy, and compliance
- ▶ Scales automation across teams, environments, and locations

**Think: the enterprise automation engine**

#### Cisco Meraki

A cloud-managed networking portfolio built for simplicity, scale, and distributed environments.

- ▶ API-first architecture
- ▶ Centralized, dashboard-driven operations
- ▶ Simplifies deployment and management across distributed sites

**Think: cloud-managed networks built for automation**

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### The joint solution: AAP + Meraki

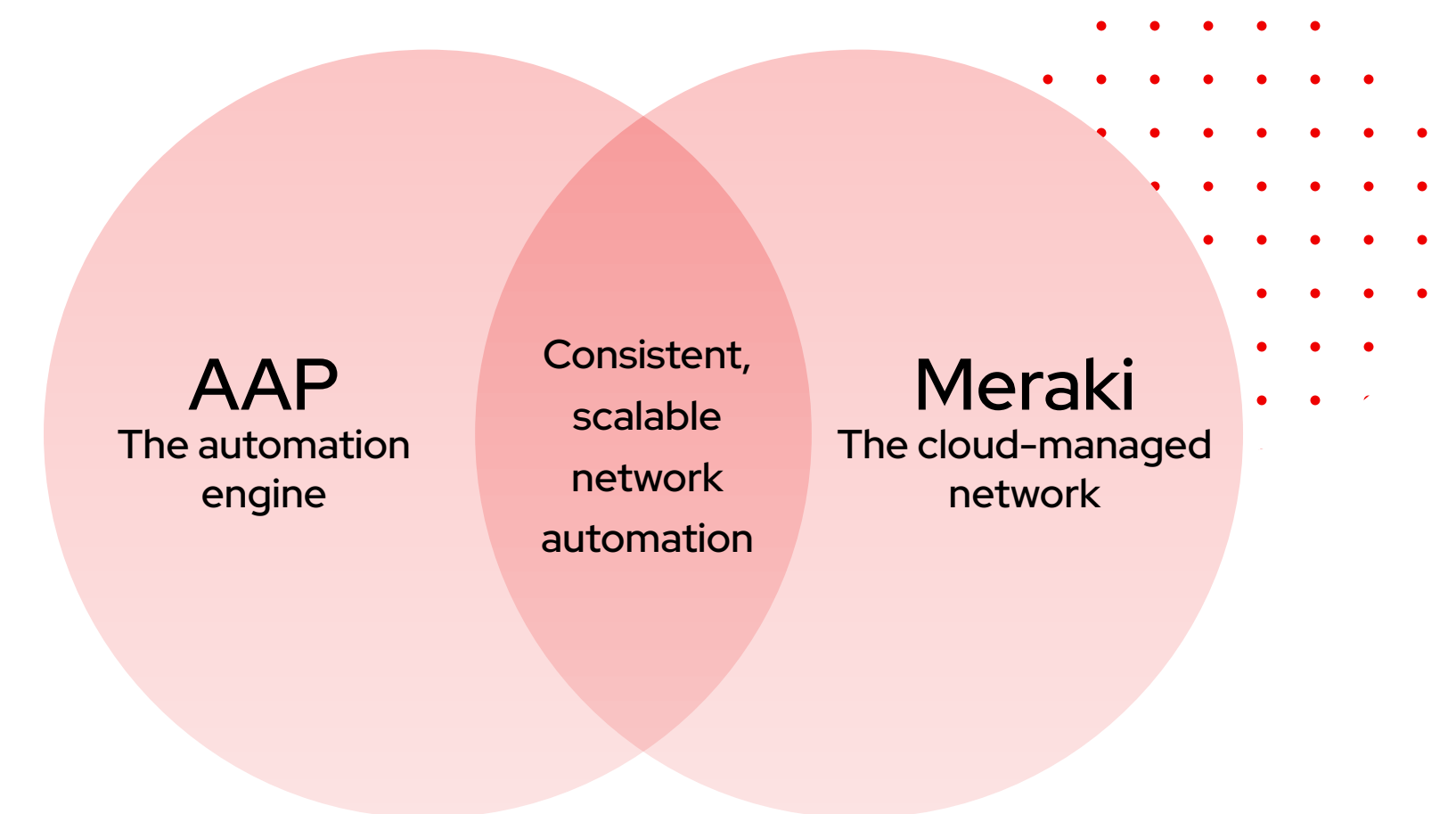
Red Hat Ansible Automation Platform and Cisco Meraki deliver **scalable, consistent** automation for cloud-managed networks. Together, they help customers simplify operations, accelerate deployments, and reduce operational risk across distributed environments.

#### Unified automation framework

AAP standardizes how automation is created, shared, and governed across Meraki environments.

#### API-first, cloud-managed operations

Meraki's cloud-managed architecture makes it simple to automate provisioning, updates, and policy changes at scale.



#### Faster, safer change at scale

Joint workflows reduce manual effort, minimize configuration errors, and accelerate deployments.

#### Built for distributed and edge environments

Together, AAP + Meraki simplify operations across large, multi-site networks with minimal on-site effort.

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### Target audiences

This playbook focuses on two core audience types – **decision makers** and **technical influencers**. Within each group, some roles are primary targets for partner outreach, while others play a secondary, supporting role in the buying decision.

While these roles are consistent, customer priorities vary based on environment size and complexity.

#### How priorities shift by customer size

##### Small / growing teams

Simplicity, speed, and ease of adoption

##### Mid-size environments

Consistency, repeatability, and scale

##### Large enterprises

Governance, risk reduction, and operational control

### Decision makers

#### Primary target

#### Executive & IT leadership

Accountable for strategy, budgets, risk, and operational outcomes across distributed environments.

*Examples: CIO, CTO, COO, CFO, CISO, VP / Director of Infrastructure & Operations, Director of IT*

### Technical influencers

#### Primary target

#### Network & Operations Leadership

Evaluate solutions, define standards, and influence platform selection.

*Examples: Network architecture & engineering leadership, NetOps managers and leads*

#### Secondary target

#### Hands-on Practitioners

Execute and operate automation day to day; provide hands-on validation.

*Examples: Network engineers and administrators; Automation, platform, DevOps, and SRE roles; IT generalists in smaller teams*

\* Primary and secondary designations reflect priority for partner outreach, not importance to day-to-day operations.

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### Customer challenges

Customers managing cloud-managed or distributed networks often hit the same inflection points as they look for ways to automate more effectively.

#### Decision point 1:

##### When manual work stops scaling

Networks grow (more sites, more devices, more change) and teams can't keep up with Day-0 to Day-2 tasks.

- Repetitive work slows delivery
- Inconsistencies increase risk
- Scaling requires more than headcount

#### Decision point 2:

##### Choosing how to automate

Customers must decide between quick fixes and a sustainable strategy.

- Ad-hoc scripts don't scale
- Dashboard templates drift over time
- Unified automation offers consistency and governance

#### Decision point 3:

##### What's next

Once a direction is chosen, customers look for partners who can help them:

- Build repeatable workflows
- Enforce a source of truth
- Improve efficiency and reduce risk

Together, AAP and Meraki give customers a scalable, consistent path to network automation.



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### What's in it for my customers?

#### Reduce operational risk

Standardized automation with visibility, governance, and auditability  
– not scripts that live in someone's head.

#### Operate at scale with fewer resources

Repeatable workflows that support more sites, devices, and change  
without growing the team.

#### Improve consistency across distributed networks

The same configurations, policies, and processes applied everywhere,  
every time.

#### Accelerate change without breaking things

Faster provisioning, upgrades, and migrations with less manual effort and  
fewer errors.

#### Build on what teams already use

Extend current network environments with automation without replacing  
what already works.

#### AAP delivers measurable ROI

IDC research shows Red Hat Ansible Automation Platform delivers faster deployments, higher efficiency, and a **668% ROI** over three years.

Source: [IDC Business Value of Red Hat Ansible Automation Platform](#)

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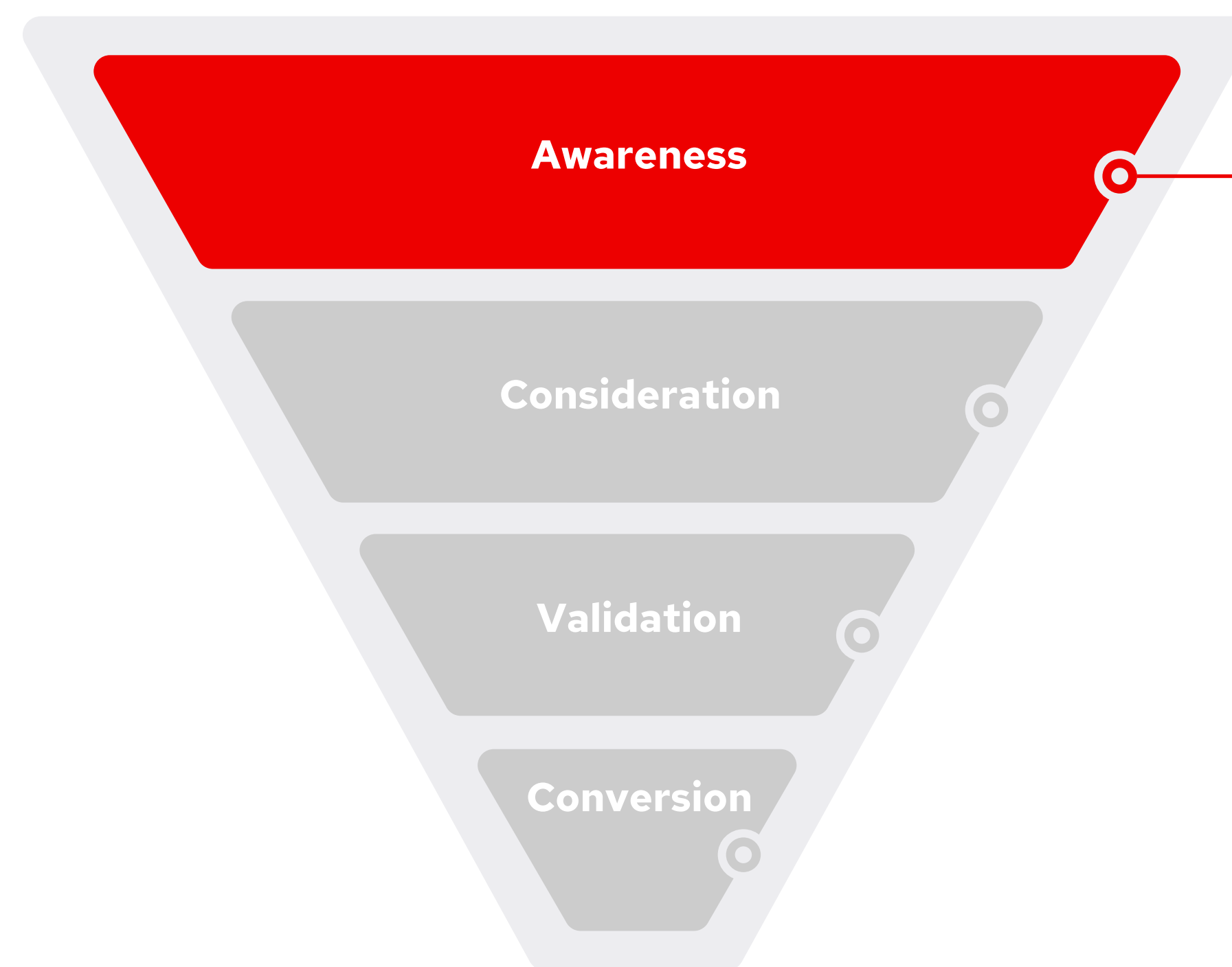
# What's in it for partners?

FFPO

## Buyer's journey

### Guiding customers through each stage

B2B buyers complete most of their research before engaging with sales.\* To support that journey, we've built staged content that helps customers understand their challenges, evaluate AAP + Meraki, validate the benefits, and move toward next steps.



#### What is the challenge?

In this stage, we highlight the customer's pain points and share high-level, thought-leadership content. These assets may reference AAP and Meraki, but they're not meant to sell – they're meant to show we understand the problem and the broader landscape.

\* Worldwide Business Research

[Jump to Decision maker awareness ▶](#)

[Jump to Technical influencer awareness ▶](#)

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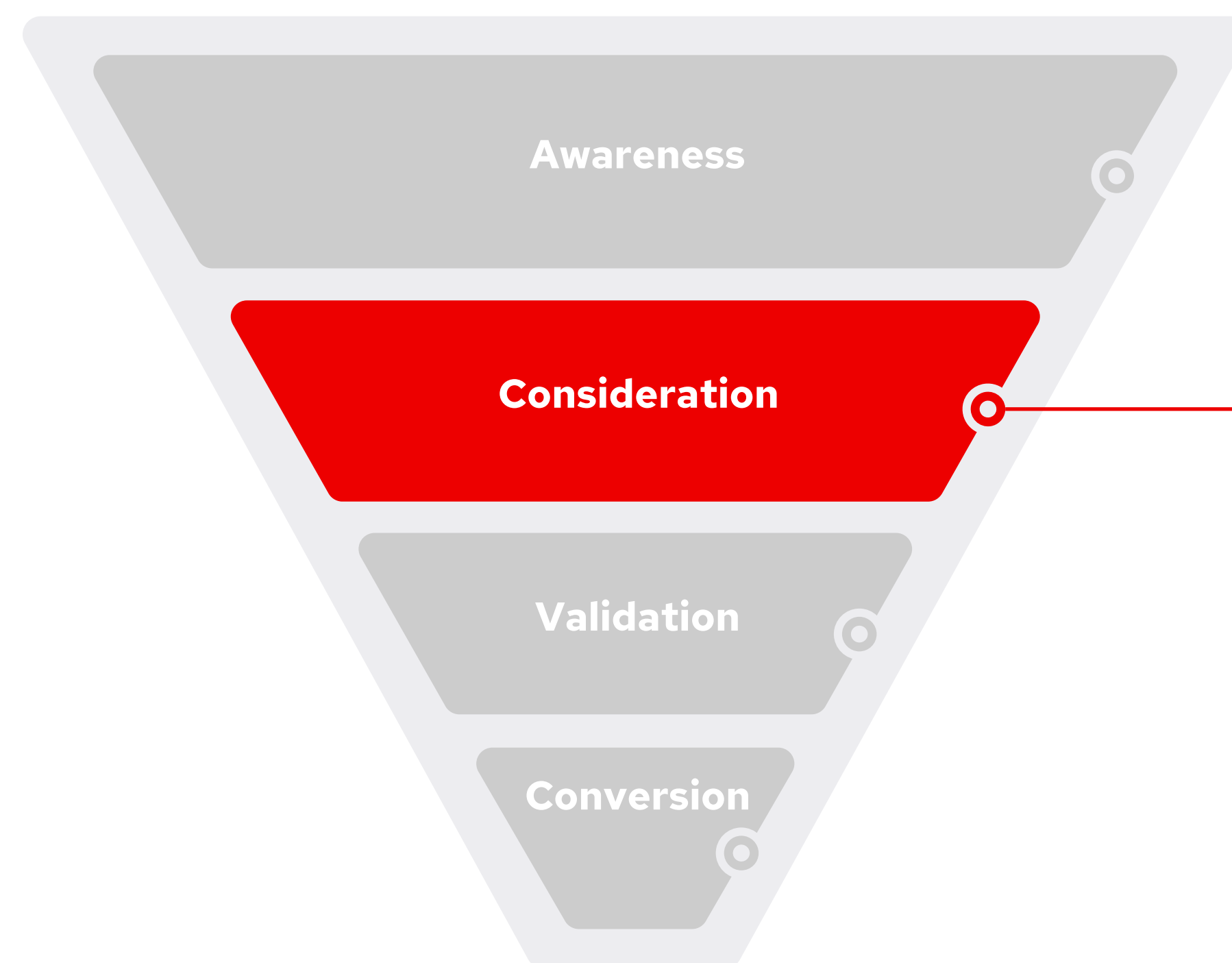
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## Buyer's journey

### Guiding customers through each stage

B2B buyers complete most of their research before engaging with sales.\* To support that journey, we've built staged content that helps customers understand their challenges, evaluate AAP + Meraki, validate the benefits, and move toward next steps.



#### How can the joint solution solve it?

Here we start connecting the dots between the customer's needs and AAP + Meraki. These assets – explainers, guides, one-pagers, solution overviews – introduce what the joint solution is, how it works, and the outcomes it delivers.

\* [Worldwide Business Research](#)

[Jump to Decision maker consideration ▶](#)

[Jump to Technical influencer consideration ▶](#)



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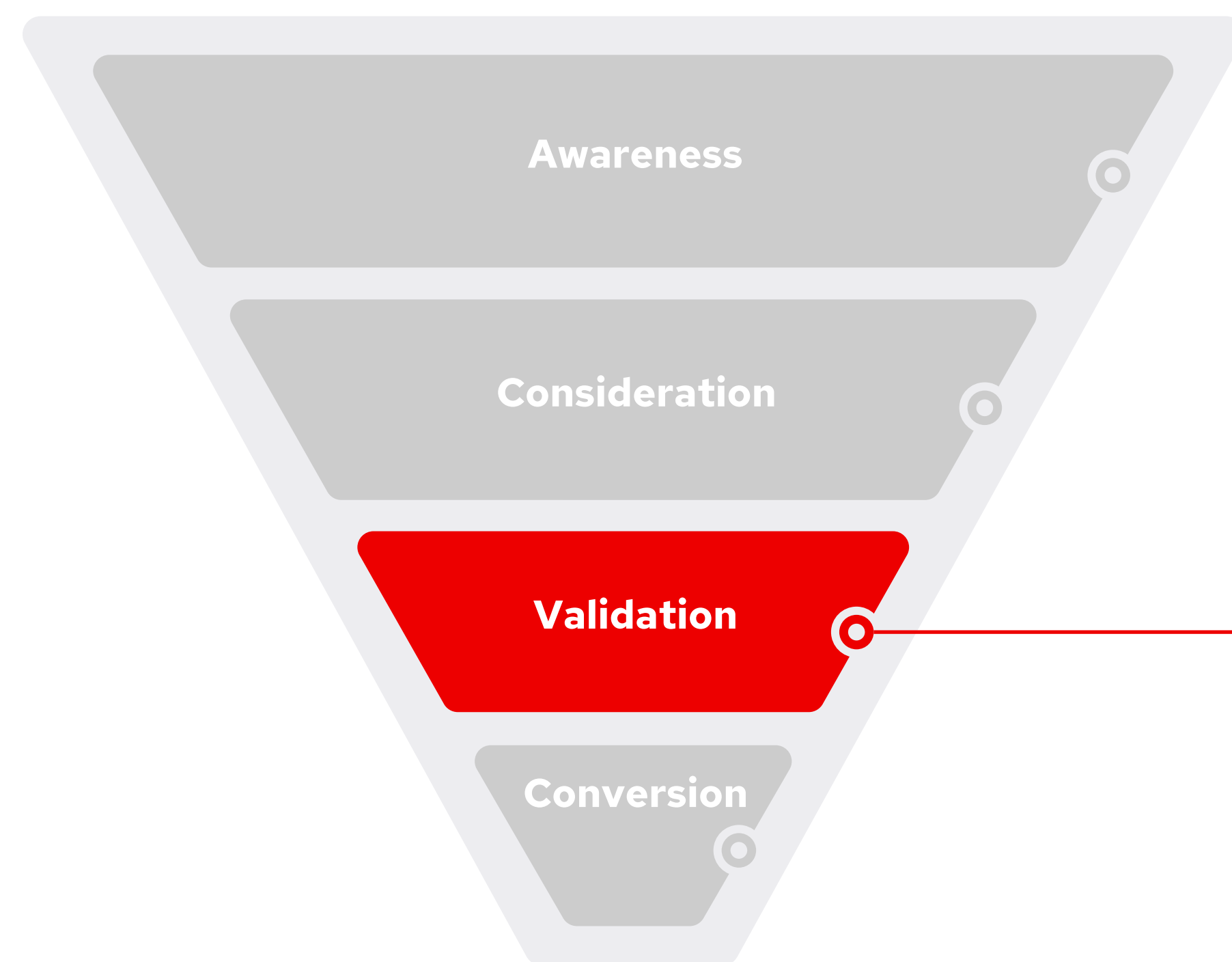
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## Buyer's journey

### Guiding customers through each stage

B2B buyers complete most of their research before engaging with sales.\* To support that journey, we've built staged content that helps customers understand their challenges, evaluate AAP + Meraki, validate the benefits, and move toward next steps.



#### Prove it.

Customers now want evidence. This stage includes case studies, demos, use cases, and third-party validation that show how organizations like theirs use AAP + Meraki to solve similar challenges.

\* Worldwide Business Research

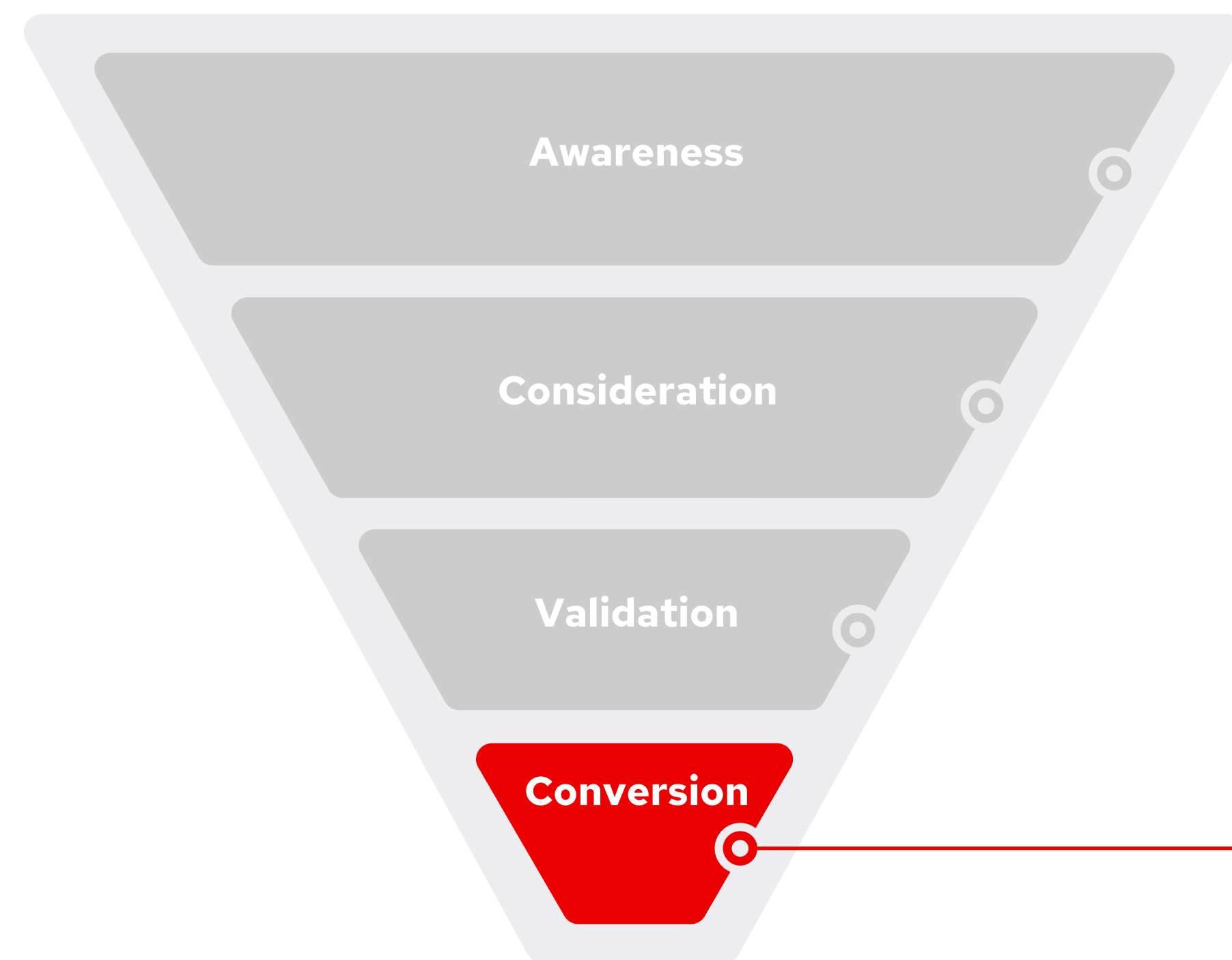
[Jump to Decision maker validation ►](#)

[Jump to Technical influencer validation ►](#)

## Buyer's journey

### Guiding customers through each stage

B2B buyers complete most of their research before engaging with sales.\* To support that journey, we've built staged content that helps customers understand their challenges, evaluate AAP + Meraki, validate the benefits, and move toward next steps.



#### Call to action.

Once customers understand the solution and see proof, this stage helps them take the next step – connecting with sales, requesting a demo, or scheduling time to talk through their environment.

\* Worldwide Business Research

[Jump to Decision maker conversion ▶](#)

[Jump to Technical influencer conversion ▶](#)

## Buyer's journey

### How to use the buyer's journey

In each one, you'll find:

**Customer-facing assets:** High-level and in-depth content designed to inform and educate at each stage.

**Asset descriptions:** A quick look at what each asset covers and how it helps move the buyer forward.

**Customer outreach:** Ready-to-use emails and social posts aligned to each stage, making it simple to share.

**Next steps:** Suggestions for what to send (or do) next.

#### A quick note

You don't need to use every asset with every customer; pick the ones that fit their interests and where they are in the journey.

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## Buyer's journey

### Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



**Target audience:**  
Decision makers



**Target audience:**  
Technical influencers



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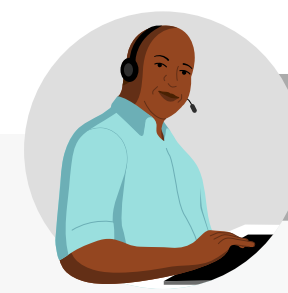
## Buyer's journey

### Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



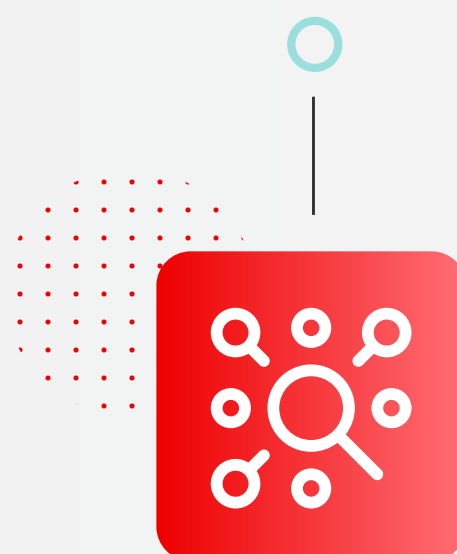
**Target audience:** Decision makers



**Target audience:** Technical influencers

#### Awareness

What's the challenge



Content marketing ▶  
Grab-and-go emails ▶  
Grab-and-go social posts ▶

#### Consideration

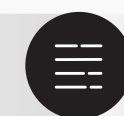
How can the joint solution solve it



Content marketing ▶  
Grab-and-go emails ▶  
Grab-and-go social posts ▶

#### Validation

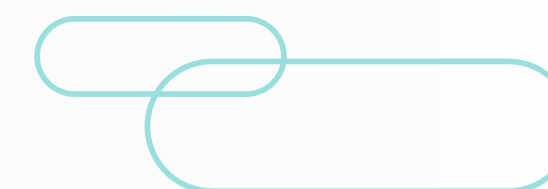
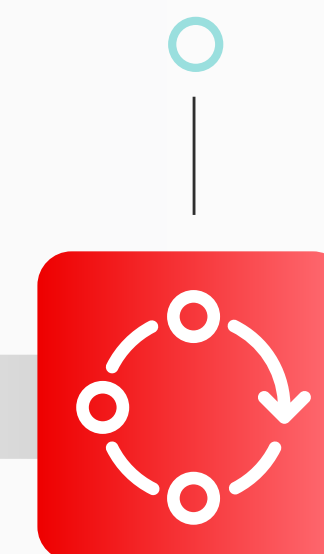
Prove it



Content marketing ▶  
Grab-and-go emails ▶  
Grab-and-go social posts ▶

#### Conversion

Call to action



Buyer's journey

Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



Target audience: Decision makers



Target audience: Technical influencers

Stage 1: Awareness (What is the challenge?)



Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<a href="#">Unlock IT agility: Automate Cisco infrastructure with Red Hat</a>	High-level overview of why automation is critical for modern, distributed infrastructure.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>

Recommended next steps:

Show how the joint solution can solve it ▶

# Buyer's journey

## Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



Target audience: Decision makers



Target audience: Technical influencers

### Stage 2: Consideration (How can the joint solution solve it?)

1 2 3 4

Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<a href="#">Expand network automation to edge devices</a>	Meraki-focused solution brief showing how automation improves provisioning, consistency, and visibility across distributed networks.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>
<a href="#">Meraki Solution Brief</a>	High-level overview of Meraki + AAP for network automation, outlining key use cases and business benefits.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>
<a href="#">Streamline Operations with Cisco Meraki and Red Hat Ansible Automation</a>	Blog post highlighting key Meraki + AAP automation use cases and the operational benefits of automating network management.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>

Recommended next steps:

Show proof ▶

Buyer's journey

Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



Target audience: Decision makers



Target audience: Technical influencers

Stage 3: Validation (*Prove it?*)




Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<u>The Business Value of Red Hat Ansible Automation Platform</u>	IDC analyst report quantifying the operational and financial benefits of Ansible Automation Platform.	<ul style="list-style-type: none"><li>• <u>Email copy</u></li><li>• <u>Social media post</u></li></ul>	<ul style="list-style-type: none"><li>• <u>Email copy</u></li><li>• <u>Social media post</u></li></ul>	<ul style="list-style-type: none"><li>• <u>Email copy</u></li><li>• <u>Social media post</u></li></ul>




# Buyer's journey

## Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



**Target audience:** Decision makers



**Target audience:** Technical influencers

### Stage 4: Conversion (CTA)

- 1
- 2
- 3
- 4

Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<u>FPO: Ansible time savings calculator</u>	Calculator for customers to find out how much time they could save by using Red Hat AAP	• <u>Email copy</u>	• <u>Email copy</u>	• <u>Email copy</u>

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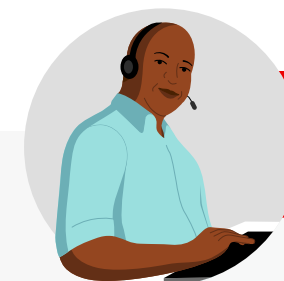
## Buyer's journey

### Buyer's journey: Modernize network operations

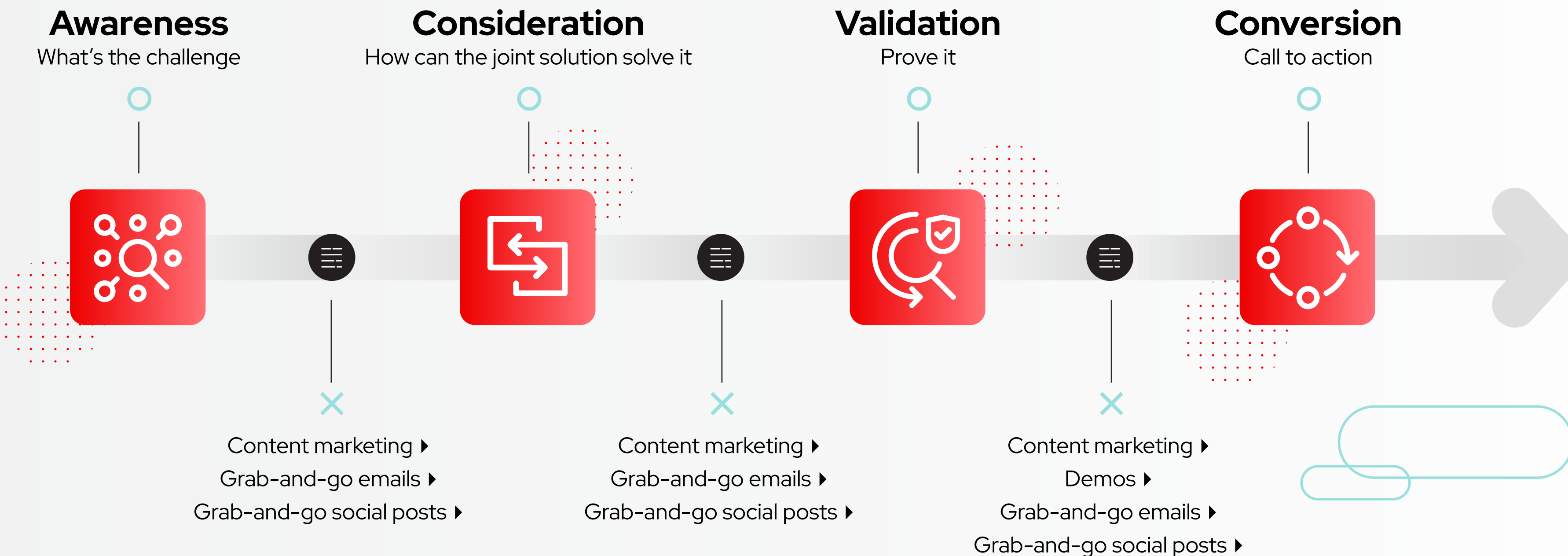
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Buyer's journey

Buyer's journey: Modernize network operations

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



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Recommended next steps:

Show how the joint solution can solve it ▶

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Buyer's journey: Modernize network operations

Primary considerations: Operational efficiency, consistency, and risk reduction



Target audience: Decision makers



Target audience: Technical influencers

Stage 2: Consideration (How can the joint solution solve it?)

1

2

3

4

Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<a href="#">Expand network automation to edge devices</a>	Meraki-focused solution brief showing how automation improves provisioning, consistency, and visibility across distributed networks.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>
<a href="#">Webinar: Streamline your network operations (BrightTALK)</a>	Technical webinar covering the benefits of automated network management with Meraki + AAP, including use cases and a product demo.	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>	<ul style="list-style-type: none"><li><a href="#">Email copy</a></li><li><a href="#">Social media post</a></li></ul>
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Recommended next steps:

Show proof ▶



Buyer's journey

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Stage 3: Validation (*Prove it?*)



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Stage 4: Conversion (CTA)



Asset	Asset description	Corresponding outreach		
		Small business	Medium business	Enterprise
<u>FPO: Boss Hack</u>	1-2pp grab-in-go asset that explains the business benefits for AAP + Meraki	• <u>Email copy</u>	• <u>Email copy</u>	• <u>Email copy</u>

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.

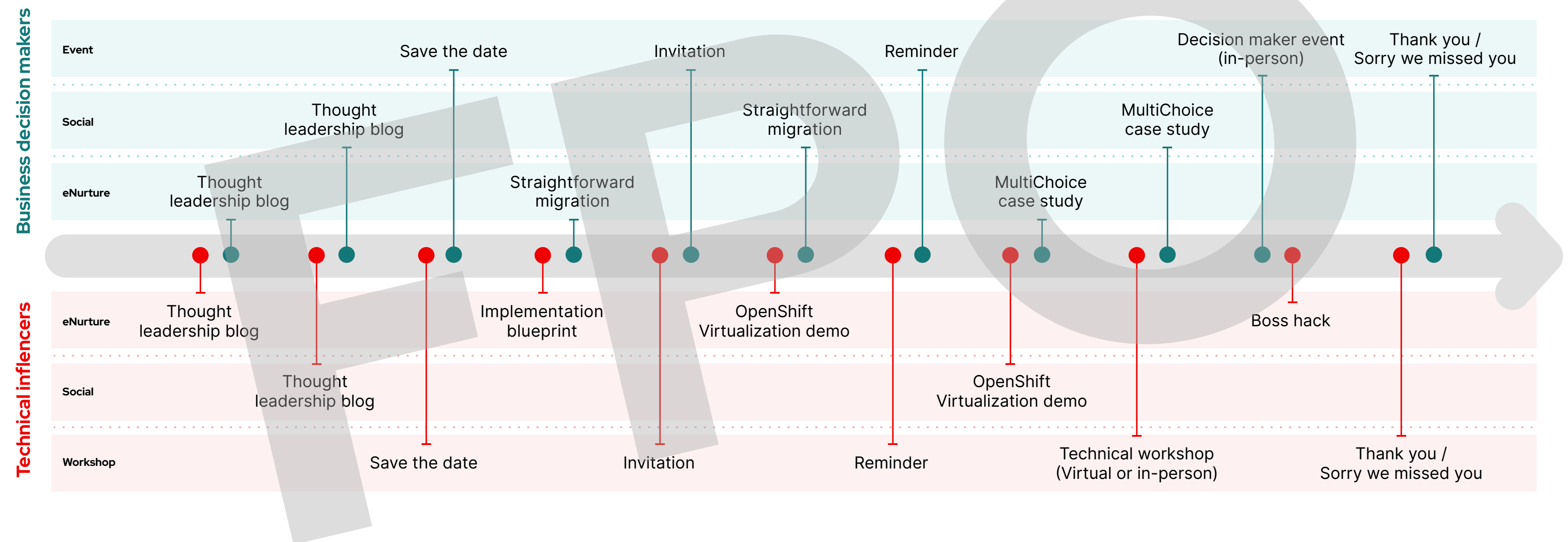
Every campaign package is built for reuse—giving you scale and long-term value from a single activation. Your investment determines the level of customization and magnitude.

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

## 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.



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We're here to help

If you have questions about this playbook or need support bringing AAP + Meraki to customers, we're here to help.

Name  
email

Name  
email

Name  
email

