



HPE and Red Hat partner go-to-market playbook

Red Hat Enterprise Linux

Get started



Welcome/How to use

How to use this playbook

This go-to-market (GTM) playbook is your one-stop shop for positioning and selling Red Hat Enterprise Linux (RHEL) and Hewlett Packard Enterprise (HPE). 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 high-level look at RHEL + HPE, including customer challenges, audiences, and key messages.

Buyers' journeys

Stage-by-stage guidance for both business leaders 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 RHEL + HPE in simple, compelling terms.

This GTM playbook provides the resources necessary for channel partners to:

- Reach target audiences with RHEL + HPE messaging
- Generate leads
- Drive sales growth

A quick note

This GTM playbook is a living resource and will evolve as new content and modules become available.

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Red Hat Enterprise Linux 101

Red Hat Enterprise Linux is a trusted, strategic platform that delivers security, management, and advanced AI capabilities to tackle customers' IT challenges. It's a powerful, streamlined alternative to community Linux products that enables organizations to:

Protect. RHEL users feel secure from the start knowing their systems are protected with built-in proactive security features, compliance certifications, and intelligent capabilities to provide quick detection and remediation of threats. Plus, with vulnerability scanning and actionable guidance on remediation, users gain proactive increased security against AI-discovered vulnerabilities.

Simplify. RHEL eases the Linux user experience by providing a platform packed with intelligent features, trusted expertise, and advanced tools to provide an optimized experience from development to deployment to ongoing management of new applications—for users of all experience levels.

Innovate. Organizations are pursuing innovation relentlessly so they can deliver new services and applications to their customers quickly. RHEL provides a flexible and trusted foundation to fuel rapid innovation across any footprint.

Trust. RHEL is an industry-leading platform backed by more than 30 years of open source community leadership, customer experience, and innovative technologies. Red Hat is a trusted partner that enables organizations to simplify, protect, and innovate—despite the complexities they face.

The business value of RHEL¹

540% 3-year ROI

52% faster security updates

24% lower 3-year cost of operations for on-site environments

72% less unplanned downtime

32% more efficient IT infrastructure teams

\$17.31M higher revenue per organization per year

¹ IDC White Paper, sponsored by Red Hat. "The Business Value of Red Hat Solutions Versus Non-Paid Open Source Alternatives." Doc. #US50423523. March 2023.

Campaign/Solution overview

Red Hat Enterprise Linux 101

New customer acquisition

Accounts that have been using **community versions** of Linux but now requiring **best in class** enterprise support, security, and innovation.

1400+ new logos on RHEL per quarter

Linux standardization

Accounts that were using **multiple paid** Linux distributions and are now gaining **ROI benefits** by standardizing on RHEL.

34% average gain in IT infrastructure team efficiency²

Features upsell

Accounts that are already using RHEL and require **advanced features** such as extended support and Satellite management.

+30% average value of add-ons upsells

² IDC Report [The Business Value of Standardisation on Red Hat Enterprise Linux](#) 2024.

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Get smart on RHEL + HPE

Key messages, best practices, and more

Messaging guide

Get up to speed with language about our partnership, RHEL + HPE benefits, security features, key components, and more

Download

Battlecard

Get a quick overview of the solution, including key differentiators and qualifying questions

Download



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Partnership joint value proposition

HPE and Red Hat lead the way in delivering secure, Linux-based environments that help organizations establish trust across the infrastructure stack, reduce costs, ease IT complexity, and accelerate modernization initiatives.

HPE and Red Hat offer the most advanced server security platform available, with enterprise IT solutions that bring flexibility and reliability to every environment, from virtualization to AI deployments. RHEL solutions from HPE are purpose-built for enterprise workloads:

- Red Hat® Enterprise Linux® (RHEL) 10 introduces the next era of the OS with advanced management and security capabilities that help address the Linux skills gap, contain drift with container technologies, get started with post-quantum security, and more.
- HPE servers are certified for RHEL, delivering robust performance for all your critical business objectives.

By combining HPE's hardware-anchored security capabilities with Red Hat's hardened Linux foundation and lifecycle management innovations, organizations can reduce cyber risk, simplify security operations, and confidently support mission-critical and AI-driven environments.

Discover how our partnership can secure and accelerate critical and AI workloads, transform your operations, and unleash business value in the hybrid cloud.

HPE and Red Hat

25+ year partnership

#1 in global market share for paid Linux and x86

Thousands of successful digital transformation projects worldwide

HPE is Red Hat's **largest OEM partner**

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Target audiences

Business leaders

These leaders are responsible for making or influencing final IT purchases. As high-level executives, they are primarily influenced by messaging about the business impact of a solution—the *why* behind the *what*.



C-level and IT leader

(CIO, VP of IT, VP of Infrastructure)

Owns the budget, leads IT strategy, has wide influence over technology purchases, and makes final decisions.

Technical influencers

These IT influencers provide strategic guidance and/or recommendations to final decision makers. They are primarily hands-on-keyboard experts and leaders who need to understand *how a solution works and how it will affect their day-to-day*.



IT practitioner

(Enterprise Architect, System Administrator, Developer)

Responsible for the company’s IT infrastructure, system operations, and tool implementation; does not own the budget but provides input on technology purchases.

Our target audiences are senior executives and hands-on-keyboard experts. They are:

- Interested in **enterprise support** and a **predictable lifecycle**
- Facing security and compliance risks in **highly regulated industries**
- Embarking on **hybrid cloud** or **containerization** strategies
- Trying to optimize **infrastructure management**, including reducing downtime

Campaign/Solution overview

Challenges

Our target audiences face challenges of complexity, security, modernization, and more.



Supporting proactive security for hybrid cloud infrastructure.

It can be difficult to find a partner and solution that provides comprehensive tools and recommendations that build in security and compliance from the beginning. Organizations need a trusted foundation that leaves them feeling secure when building, running, and scaling workloads across physical, virtual, private and public clouds, and edge footprints.

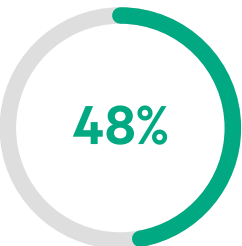


Security is the **#1 attribute considered** when choosing a Linux distribution³



Finding a trustworthy partner to unlock value together.

Companies may feel frustrated and isolated when they have to face challenges alone or waste hours seeking third party guidance. Customers want to partner with a Linux vendor that will serve as their trusted advisor to help them navigate the challenges they can’t solve on their own.



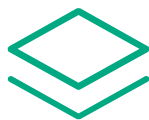
of organizations cite **lack of vendor support** as a major barrier to Linux adoption⁴

³ Red Hat's 2025 internal annual Linux Market study.
⁴ Verified Market Reports. [Linux Software Market](#). February, 2025.

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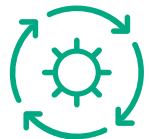


Navigating infrastructure complexity

As IT landscapes grow, so does the complexity of maintaining them, including the balancing act of managing new and old infrastructure across hybrid environments. IT administrators can be overwhelmed with complexity when running disparate systems with no standardized OS while navigating hardware life cycles, application and workload compatibility, security patching, compliance reporting, and troubleshooting across multiple platforms and footprints.



of organizations run 2 or more Linux distributions, resulting in an **unwieldy number of distributions** that required their support⁵



Managing difficult Linux systems

Skills gaps around Linux expertise have increased for organizations implementing technologies such as AI, containers, and cloud—creating additional complexities. Building, deploying, and managing systems in the hybrid cloud requires skills that companies often struggle to find and keep. This can put pressure on them financially as innovation slows and they invest in resources to get their teams up to speed.



of hiring managers **struggle to find qualified Linux talent**, even as nearly all plan to hire Linux professionals soon⁶

⁵ Linux Market Study for Red Hat June 2025.2.IDC, “The Business Value of Standardizing on Red Hat Enterprise Linux” IDC #US52594324 September 2024.

⁶ The Linux Foundation & edX. “The 10th Annual Open Source Jobs Report: Critical Skills, Hiring Trends, and Education.” June. 2022.

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What's in it for your customers?

Heighten security and compliance: Prioritize security and address modern threats with multilayered security from the factory to end of life. With HPE and Red Hat, you can:

- Harden critical infrastructure to reduce cyber risk and strengthen business resilience
- Reduce security management complexity by streamlining protection, compliance, and lifecycle management across workloads and infrastructure
- Secure mission critical workloads with full-stack infrastructure security designed for the most demanding enterprise and AI environments

Unleash consistent performance: Benefit from a compute platform awarded with 42 world records for performance and energy efficiency for enterprise workloads.⁷ With optimized density and performance, HPE servers consolidate your data center footprint, enabling you to achieve more with fewer servers and less energy.

Develop an optimized architecture: Deep collaboration with upstream communities and integration with HPE as a go-to hardware partner help RHEL run on the fastest and most reliable servers. Together, our technology leadership enables HPE and Red Hat to support a broad range of architectures.

Key customer benefits

- 

Trust: RHEL is the world's leading enterprise Linux platform with built-in security capabilities
- 

Efficiency: Server consolidation with increased server performance and container tools to contain drift and accelerate delivery
- 

Flexibility: Validated solutions from thousands of software and cloud partners
- 

Support: HPE technical support for RHEL as well as self-service tools to keep systems running
- 

Enablement: RHEL's command-line assistant eases the Linux skills gap by providing AI-powered guidance and suggestions

⁷ HPE ProLiant delivers 48 world records in performance and energy efficiency for enterprise workloads.

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What's in it for your customers?

Simplify and enhance your environments: Securely manage your Linux environment (from onsite to edge to hybrid cloud) with comprehensive tools that reduce risk, simplify management, and automate error-prone tasks. HPE iLO and Red Hat Lightspeed continuously analyze platforms and applications to predict risk, recommend actions, and track costs so you can better manage your hybrid cloud environments.

Simplify IT: To facilitate IT transformation, the HPE GreenLake edge-to-cloud platform includes Red Hat open hybrid cloud solutions to make consumption easier for end customers. For added support, HPE Services can work with you to plan, deploy, and support your purpose-built solutions.

Discover install and migration tools: HPE and Red Hat make it simple to install, migrate, and deploy applications across multiple clouds. Our migration tools streamline each phase of adoption, so you can spend more time focusing on business initiatives.

Key customer takeaways

-  **Simplify** server management without sacrificing performance
-  **Streamline** deployments and updates with pre-configured container images
-  **Make better decisions** at build time with new capabilities in Red Hat Lightspeed
-  **More securely manage** your Linux environment with HPE iLO and Red Hat Satellite
-  **Choose** from multiple RHEL versions for HPE servers and upgrade on your schedule

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What’s in it for you?

Adding RHEL to your deal has financial benefits today and offers lucrative cross-sell opportunities.

Sample quote	
Typical HPE server quote	\$
Typical 3-year RHEL sub	\$1650
Red Hat available add-ons	
2-year RHEL extended support	\$273
3-year High Availability add-on	\$756
3-year Red Hat Satellite management	\$2279
Total add-ons	\$3310

- Generates Red Hat MDF for HPE and partners
- Renewal cycles offer opportunities to cross-sell on other efforts and extend to other workloads



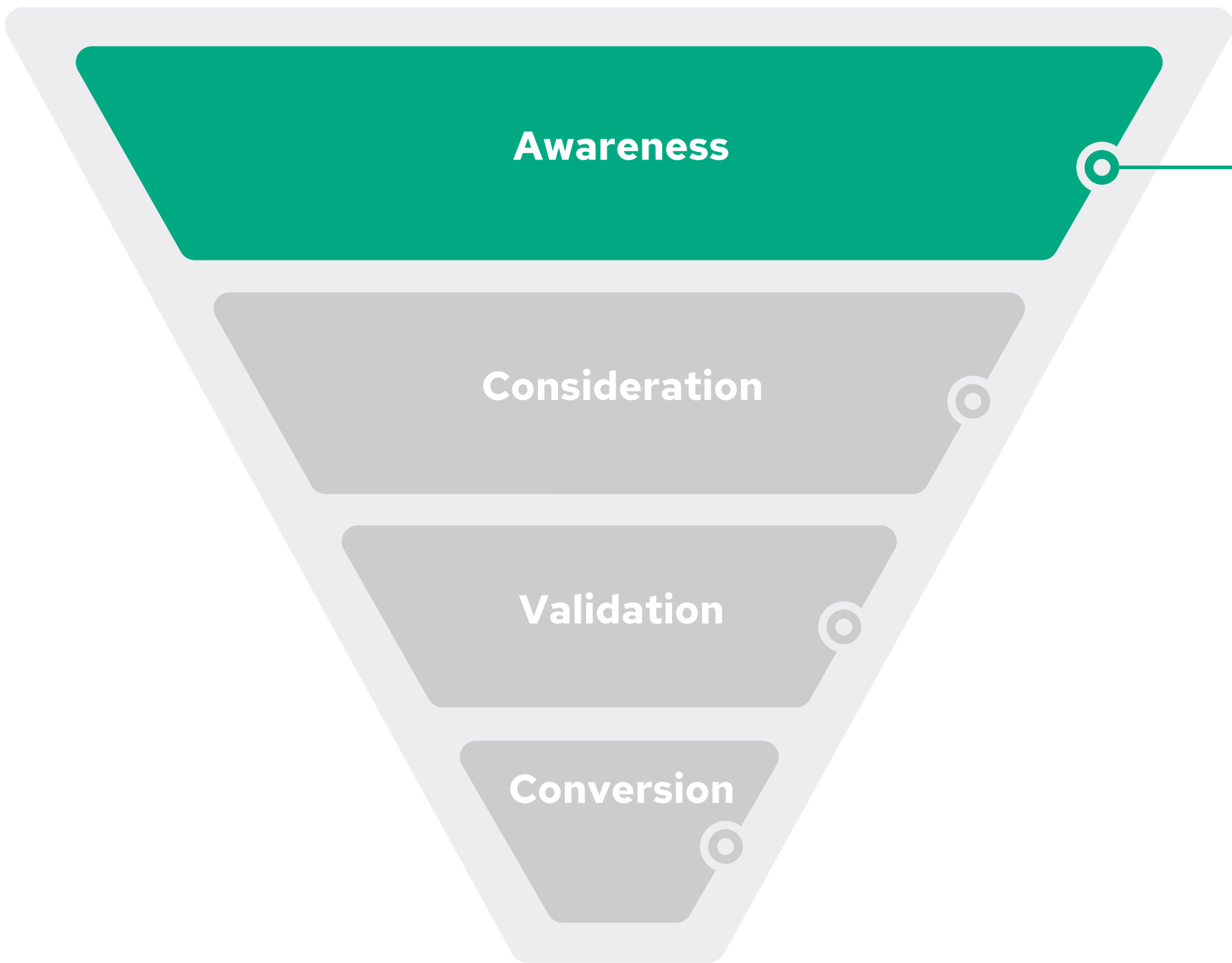
deal size by
12-28%

For more information on the partner benefits of selling RHEL, see the [Forrester TEI Study: The Partner Opportunity For Red Hat Enterprise Linux](#)

Buyer's journey

Navigating each stage (Funnel 101)

B2B buyers complete most of their research before engaging with sales.⁸ To support that journey, we've built staged content that helps customers understand their challenges, evaluate HPE and RHEL, 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 our joint solution, but they're not meant to sell—they're meant to show how we understand the challenge and the broader landscape.

⁸ [Worldwide Business Research](#).

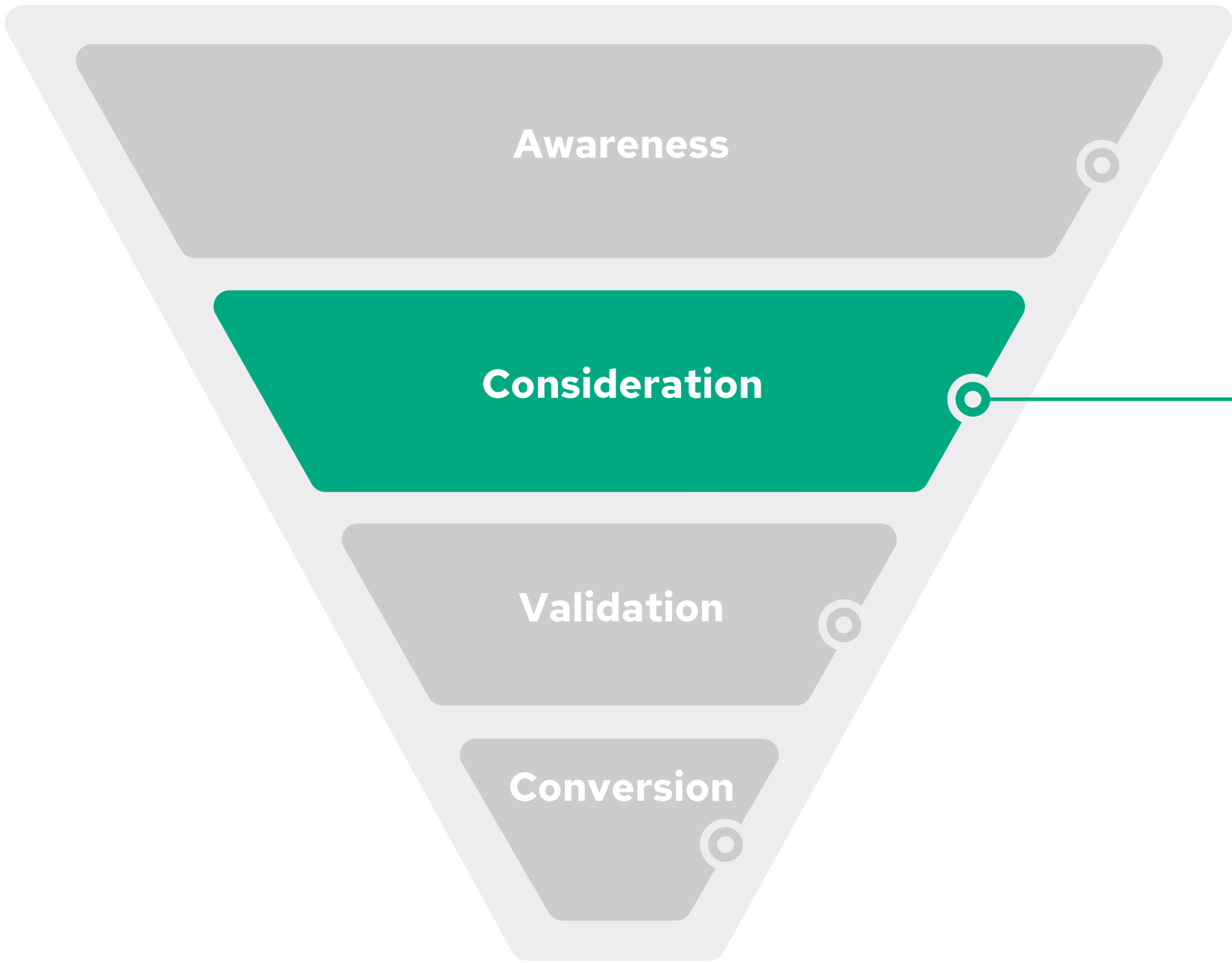
[Jump to Business leader awareness ▶](#)

[Jump to Technical influencer awareness ▶](#)

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How can the joint solution solve it?

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

⁸ [Worldwide Business Research](#).

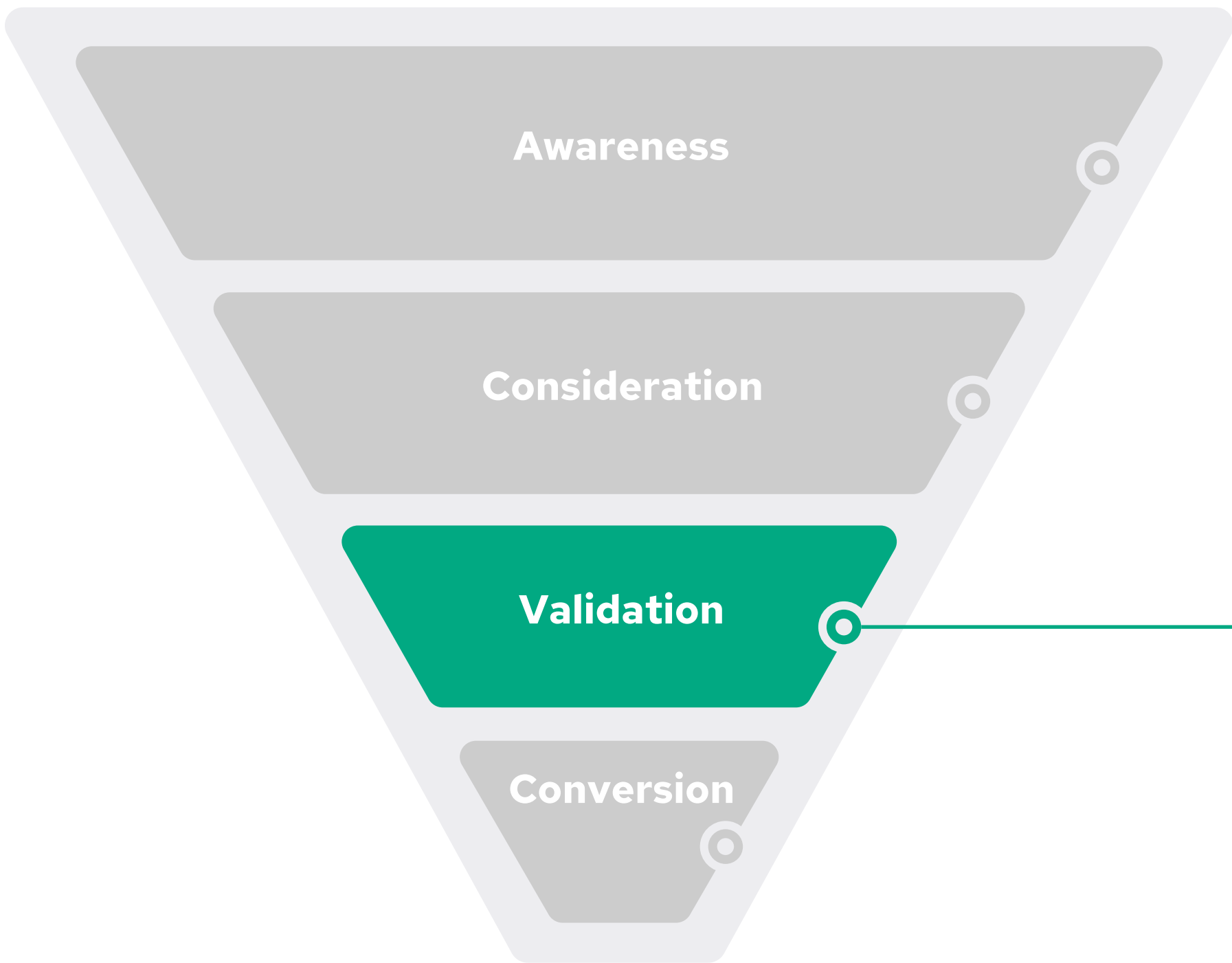
[Jump to Business leader consideration ▶](#)

[Jump to Technical influencer consideration ▶](#)

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Prove it.

Customers now want evidence. This stage includes case studies, demos, use cases, and third-party reports that show how organizations like theirs have used our joint solution to solve similar challenges.

⁸ [Worldwide Business Research.](#)

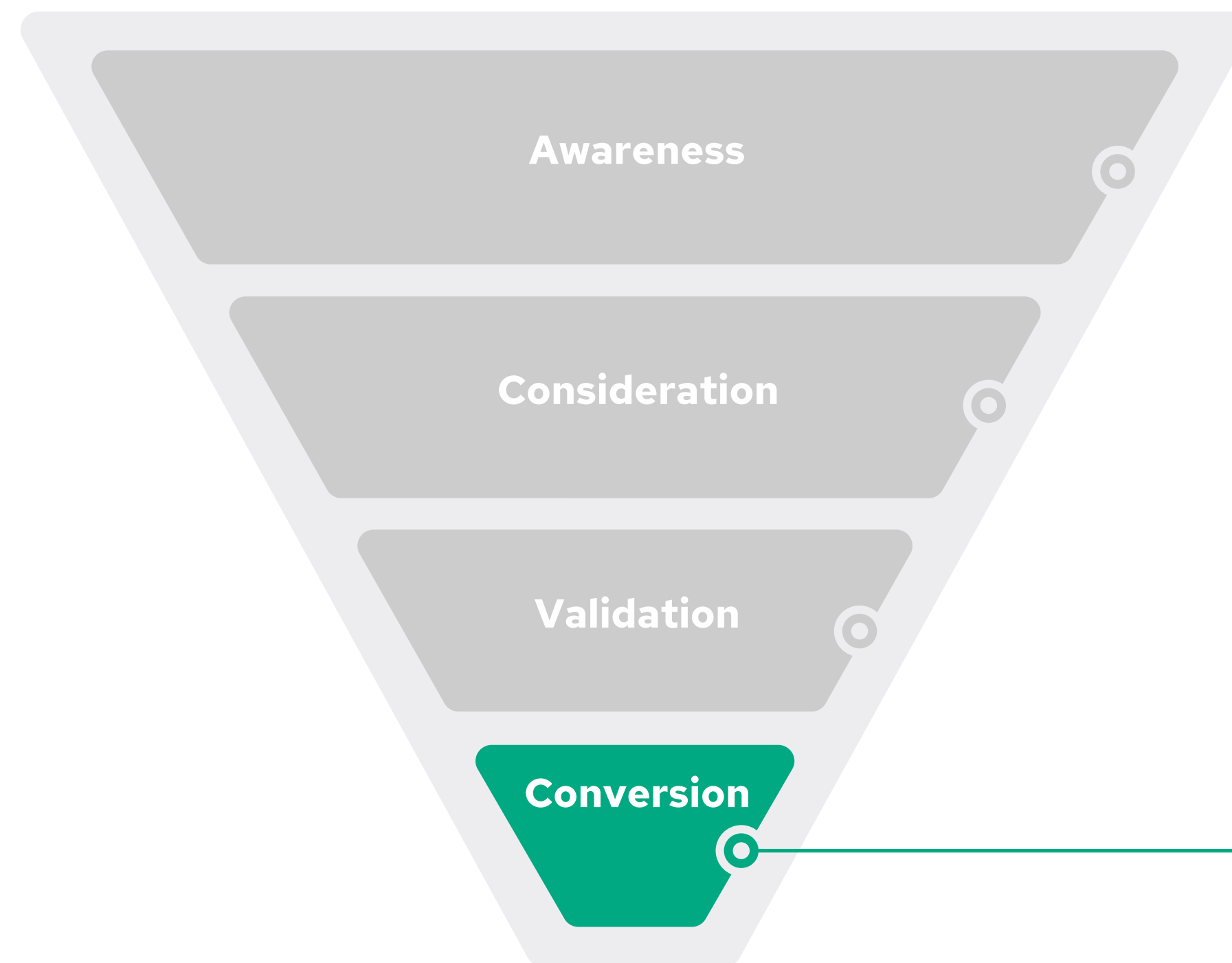
[Jump to Business leader validation ▶](#)

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Call to action.

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

⁸ [Worldwide Business Research](#).

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Supporting hybrid cloud
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Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Target audience:
Business leaders



Target audience:
Technical influencers

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Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Target audience: Business leaders



Target audience: Technical influencers

Stage 1 : Awareness (*What is the challenge?*) 1 2 3

Asset	Asset description	Corresponding outreach
Infographic: The cost of doing nothing	Infographic that highlights three key ways legacy infrastructure is holding you back	• Email copy • Social media post

Show how the joint solution can solve it ▶

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Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Target audience: Business leaders



Target audience: Technical influencers

Stage 2 : Consideration (How can Red Hat and HPE solve it?)

123

Asset	Asset description	Corresponding outreach
Solution brief: Red Hat Enterprise Linux on HPE ProLiant Compute Gen12	Six page overview on RHEL + HPE ProLiant Compute Gen12, including challenges, value propositions, and statistics	• Email copy • Social media post

Show proof ▶

Buyer's journey

Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Stage 3 : Validation (*Prove it*)

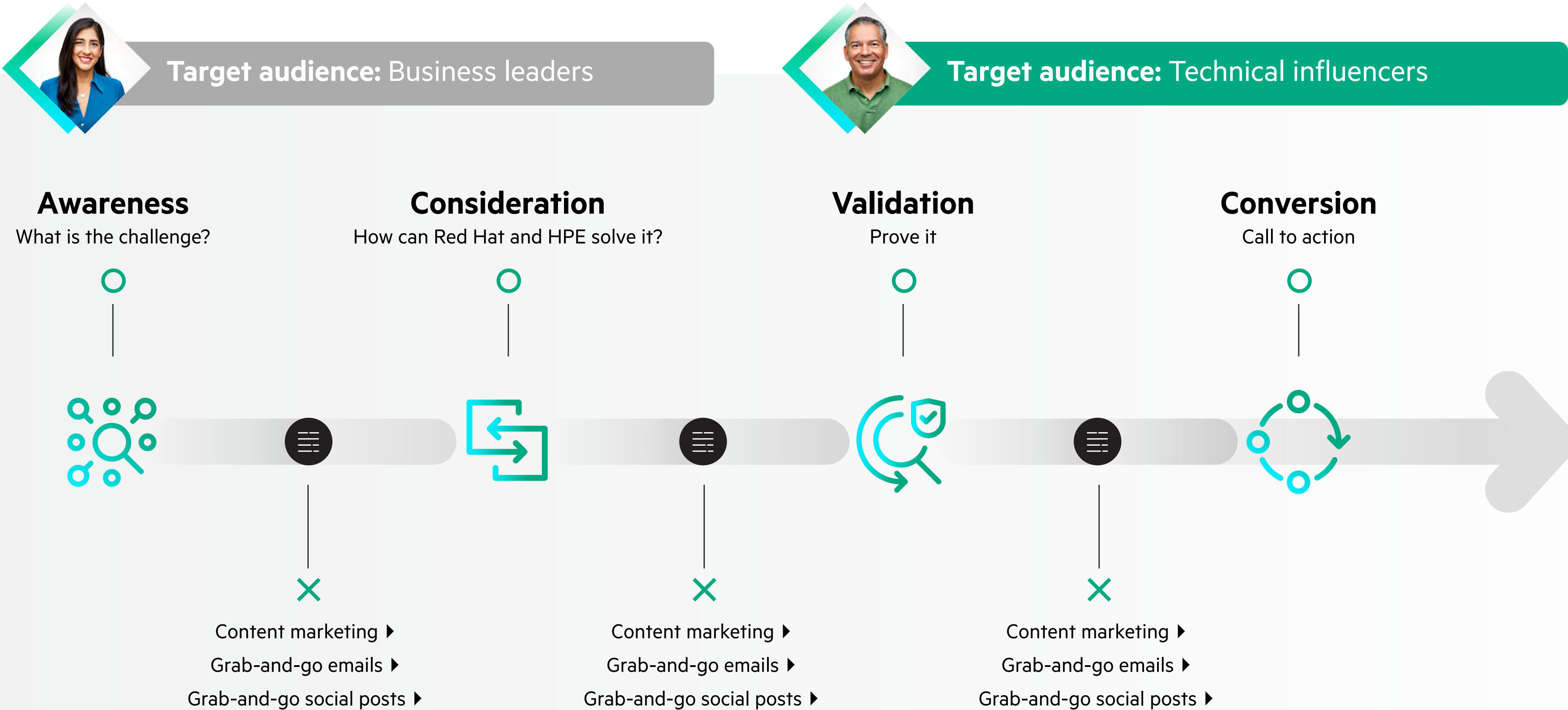
123

Asset	Asset description	Corresponding outreach
Executive Summary: The business value of standardizing on Red Hat Enterprise Linux	Three page IDC report, business value executive summary	• Email copy • Social media post
White paper: The business value of standardizing on Red Hat Enterprise Linux	39 page IDC report, business value white paper	• Email copy • Social media post
Infographic: The business value of standardizing on Red Hat Enterprise Linux	IDC report/infographic, business value snapshot	• Email copy • Social media post

Buyer's journey

Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



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Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Target audience: Business leaders



Target audience: Technical influencers

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Asset	Asset description	Corresponding outreach
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Show how our solution can help ▶

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Supporting hybrid cloud innovation

Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization

 **Target audience:** Business leaders

 **Target audience:** Technical influencers

Stage 2 : Consideration (*How can Red Hat and HPE solve it?*)

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Show proof ▶

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Primary considerations: Overcoming challenges of complexity, security, skill gaps, and modernization



Target audience: Business leaders



Target audience: Technical influencers

Stage 3 : Validation (*Prove it*)

- 1
- 2
- 3

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We're here to help

Have questions? Need more resources? Reach out today!

First Name Last Name

First.Last@company.com

First Name Last Name

First.Last@company.com

First Name Last Name

First.Last@company.com

