



Red Hat's Accreditation Program Leads Sales Force to Success

Red Hat Inc.

Best Advance in Supporting a Change-Transformation

Business Strategy

September 2018



Company Background



redhat

Headquarters	Raleigh, North Carolina
Year Founded	1993
Revenue	\$3 billion
Employees	11,000-plus
Global Scale (Regions that you operate in or provide services to)	Red Hat has offices in more than 90 locations in 35 countries, covering all major global regions.
Customers/Output, etc. (Key customers and services offered)	Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat is globally recognized for its award-winning support, training, and consulting services.
Industry	Technology
Stock Symbol	RHT
Website	www.redhat.com

Budget and Timeframe

Number of (HR, Learning, Talent) employees involved with the implementation?	6
Number of Operations or Subject Matter Expert employees involved with the implementation?	12
Timeframe to implement	14 weeks
Start date of the program	Aug. 8, 2017

Business Conditions and Business Needs

Red Hat is globally recognized as the world's leading provider of open-source solutions and supports major global enterprise customers who are transforming their IT infrastructure in response to the evolving challenge of increasingly sophisticated technical needs. Red Hat is gaining and increasing its loyal customer base that embraces new methodologies such as Red Hat OpenShift Container Platform, the industry's most-comprehensive Kubernetes platform. Ashesh Badani, vice president and general manager of OpenShift at Red Hat, says, "Globally, we see organizations turning toward digitally transformative technologies like Linux containers as they seek to deliver enhanced business value faster and drive differentiated service offerings to their customers. Red Hat OpenShift Container Platform helps enterprises take advantage of the innovative technologies necessary for developing modern applications and services while maintaining a stable and more secure environment, driving transformation without disrupting existing operations."

Red Hat OpenShift Container Platform unites developers and IT operations on a single platform to build, deploy and manage applications consistently across hybrid cloud infrastructures. This unity of developers and DevOps processes helps businesses achieve greater value by delivering modern and traditional applications in shorter development cycles with increased efficiency. The platform is built on open source innovation to industry standards, including Red Hat Enterprise Linux and Kubernetes, and is trusted around the world. Companies that pair Red Hat OpenShift together with Red Hat Ansible Automation can develop, deploy and manage applications quicker and with greater ease than ever before.

Figure 1: Red Hat University



Source: Red Hat Inc.

Red Hat faces a challenging question common to many high-tech companies: How do you properly educate and inform your sales team to ensure they are able to accurately identify and address client challenges? Sales professionals must clearly understand containers, how containers differ from virtualization and most importantly, the business problems containers solve. The entire container technology strategy differs radically different from any previous offering and requires a seismic shift in how sales professionals approach client conversations. Containers conversations with current or prospective clients are now infused with a narrative architecture that can accurately be described as nothing short of an educational and informational tour of the paradigm shift in technology integration. A product change of this level (and the accompanying transformation story to be told) required a carefully executed change management approach — a coordinated plan between sales enablement plus development (SE+D), operations, appropriate product-line units and Red Hat University (RHU) resulting in the Winning with Containers Sales Accreditation Program.

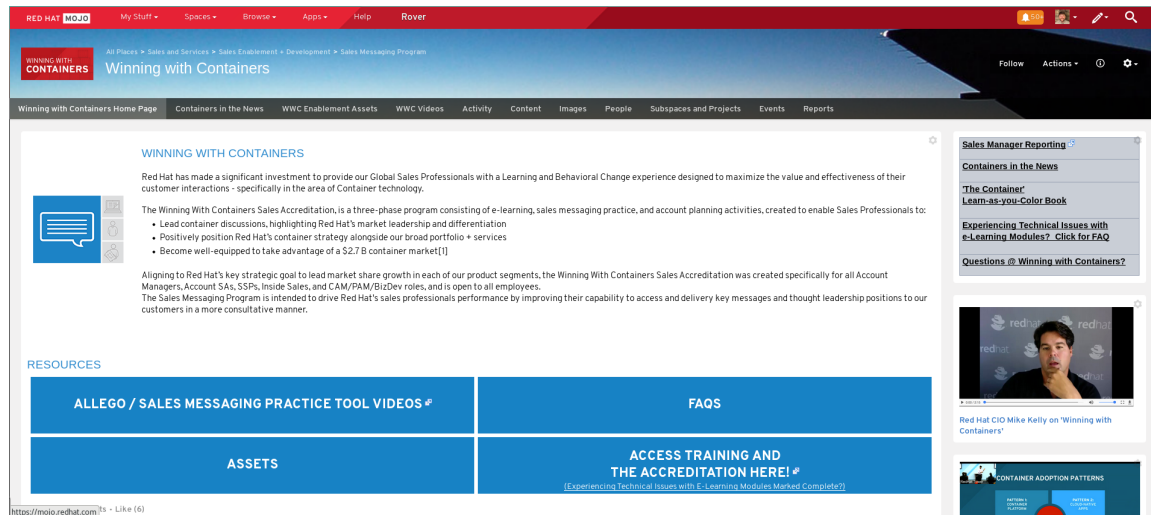
Overview

Red Hat's mission is to be the catalyst in communities of customers, contributors and partners creating a better technology the open source way. And more importantly for the bottom line, Red Hat aims to be the world's leading provider of open source, enterprise IT solutions.

Red Hat invested in a continuing development initiative to provide global sales professionals with learning and behavioral change experiences designed to maximize the value and effectiveness of customer interactions, specifically regarding container technology. The Winning with Containers Sales Accreditation Program was created

specifically for global sales professionals (account managers, account system architects, inside sales, etc.) but is open to all employees.

Figure 2: Winning with Containers Program



Source: Red Hat Inc.

Creative design and application of 21st century solutions are crucial to optimize the organic growth of a competitive global sales force. The Winning with Containers Sales Accreditation Program is a three-phase program harmoniously blending eLearning, sales messaging practice and account-planning activities to nurture the behavioral change of the target audience. The sales messaging program is a prime feature of the overall accreditation program intended to drive performance by improving the capability of sales professionals to access and deliver key messages to customers in a more-consultative manner. The core learning and development strategy for this program is rooted in business-centric principles that address agility, industry relevance, customer value, learner engagement and knowledge retention.

The program was created with a primary goal to enable sales professionals to equip themselves to take advantage of a \$2.7 billion emerging container market by establishing Red Hat at the center of the revolution — “Containers are Linux; and Linux is Red Hat.” A key business outcome is the ability to lead container discussions that specifically emphasize Red Hat’s market leadership and differentiation and positively highlight Red Hat’s container strategy at the heart of a broader portfolio of technology services. Red Hat sales professionals are leaders and are expected to demonstrate thoughtful

leadership positions. That is only natural for representatives of the global market leader in container technology.

The impact of the Winning with Containers Sales Accreditation Program was instant — and nearly incredible. Approximately 80 percent of Red Hat’s global sales professionals completed the program and achieved accreditation. Nearly half quickly identified a container opportunity and 10 percent have closed a container deal. The financial growth for Red Hat is estimated at more than \$1.3 million in additional revenue for this quarter. And that amount, while very impressive, is a very conservative estimate. The potential revenue from subsequent transactions, including subscription renewals, expansions, add-on services or training, brings the success of this program to an even higher level.

Design of the Program

To fully understand how the Winning with Containers Sales Accreditation Program was designed requires a quick primer on open source. The term “open source” generally refers to something that can be modified because its design is publicly accessible. It describes a collaborative approach to developing new technology and constantly improving it by sharing, learning, refining and building on the work of others. Open source is a form of collective learning, but it is also a way of gathering and sharing wisdom. It is a way of constructing foresight.

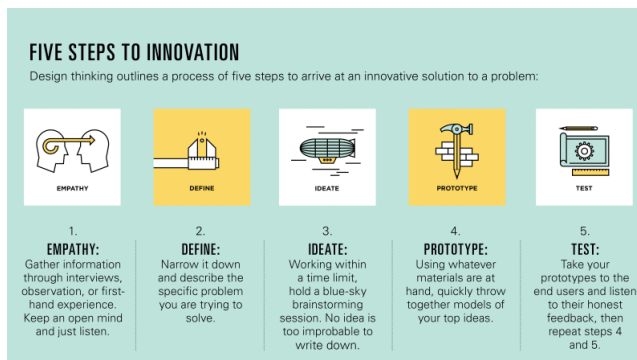
Within software development, that means sharing code. In this context, open source refers to the visibility and availability of source code. But the definition of open source expands far beyond technology. “Open source” is now used broadly to describe a means for many people to collaborate on a large scale. It is a cooperative, creative process that solves shared problems and ensures those solutions endure as common knowledge. Red Hat is the world leader in open source and has built a strong reputation for critical innovation, world-class support and deep open-source expertise. The open source way is both a development model and business model for Red Hat, shaping business practices and corporate culture.

One method Red Hat uses internally to incorporate the open source way is Design Thinking, an approach to learning, collaboration and problem solving.

Design Thinking is broadly categorized into five steps:

1. **Empathize** – Understand the issues to address.
2. **Define** – Create a statement identifying the exact problem.
3. **Ideate** – Generate ideas for potential solutions to the problem.
4. **Prototype** – Select one or more solution to explore.
5. **Test** – Evaluate the solution(s) and determine viability.

Figure 3: Five Steps to Innovation

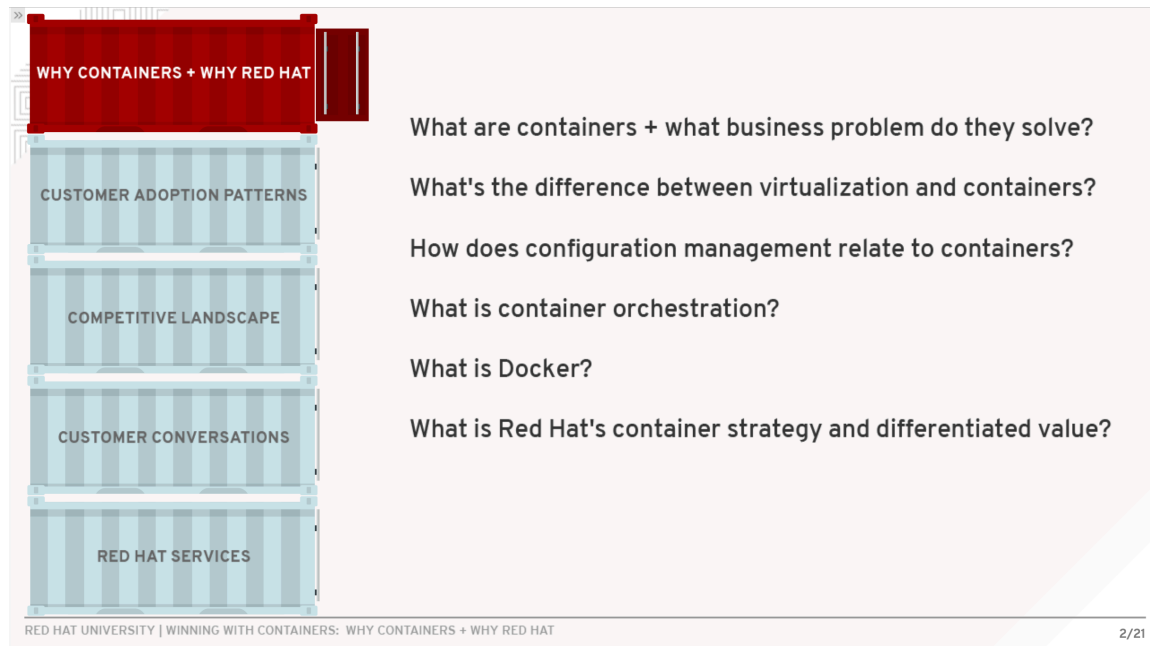


Source: Red Hat Inc.

Much like Agile Development, Design Thinking is an iterative process meant to facilitate rapid development and improvement of products or solutions. In practice, the design process is a structured framework for identifying challenges, gathering information, generating potential solutions, refining ideas and testing solutions.

Using open source principles and tenets of Design Thinking philosophy, Red Hat University (RHU) collected information including key knowledge requirements, annual goals, business performance indicators and financial targets to inform the design approach. RHU coordinated with SE+D, which curated and provided access to knowledge assets to ensure the instructional designers were able to become familiar with container technology and other relevant subject matter. The lead instructional designer worked with SE+D stakeholders to draft learning objectives directly aligned to business needs. As appropriate to open source, a working session was then conducted where all the identified subject matter experts provided input into the learning objectives of the program.

Figure 4: Why Containers and Why Red Hat?



Source: Red Hat Inc.

RHU then worked with key stakeholders to identify the specific deliverables for the program which included:

- E-learning courses.
- Assessments.
- Practice labs.
- Applied learning.
- Job aids.
- Additional resources.

The lead instructional designer drafted the curriculum outline and, once again, a working session was conducted where the entire subject matter expert team provided input. RHU instructional designers then drafted scripts for the eLearning courses, assessment questions, job aids and other associated content resources. Weekly working sessions were held involving key contributing subject matter experts to finesse the content and ensure accuracy of technical terminology. When each script was completed and ready for

the next stage of development, the instructional designer reviewed the script with the lead subject matter expert a final time prior to group review. And then, true to the open-source way, a final working session was conducted with key contributing subject matter experts to incorporate the feedback from the review.

As scripts were completed and fully approved, RHU production support worked in conjunction with the instructional designers to develop each deliverable. Completed deliverables passed through a rigorous quality assurance review process comprised of testing and feedback from RHU team members.

Senior business leaders and members of the target audience (SE+D) were directly involved throughout the design process to ensure the transparency necessary to reconcile, calibrate and prioritize the plan. The final design brings the “Learn, Practice, Apply” approach into reality. The Winning with Containers Sales Accreditation Program boldly presents one of the most-effective methods to drive behavioral change, resulting in a high-performing and increasingly successful global sales program.

Delivery of the Program

As previously noted, the Winning with Containers Sales Accreditation Program is a three-phase program consisting of eLearning, sales messaging practice and account-planning activities. The development timeline for the program was aggressive. Work began on April 12, 2017, and the program was ready for a soft launch on Aug. 8, 2017, with the full launch on Sept. 1, 2017. Due to the widespread global audience, the learning program was best delivered virtually and therefore developed with that in mind.



Figure 5: Course Completion

<p>Complete the Winning With Containers: Why Containers and Why Red Hat? Course *</p> <p>WBT 15 MINUTES COMPLETED</p>	<p>Completion determined on the LMS.</p>	<p>Winning with Containers e-learning, course 1 of 5.</p> <p>Transcript available here.</p>
<p>Complete the Winning With Containers: Customer Adoption Patterns course *</p> <p>WBT 15 MINUTES COMPLETED</p>	<p>Completion determined on the LMS.</p>	<p>Winning with Containers e-learning, course 2 of 5.</p> <p>Transcript available here.</p>
<p>Complete the Winning With Containers: Competitive Landscape course *</p> <p>WBT 30 MINUTES COMPLETED</p>	<p>Completion determined on the LMS.</p>	<p>Winning with Containers e-learning, course 3 of 5.</p> <p>Transcript available here.</p>
<p>Complete the Winning With Containers: Customer Conversations course *</p> <p>WBT 30 MINUTES COMPLETED</p>	<p>Completion determined on the LMS.</p>	<p>Winning with Containers e-learning, course 4 of 5.</p> <p>Transcript available here.</p>
<p>Complete the Winning With Containers: Red Hat Services course *</p> <p>WBT 15 MINUTES COMPLETED</p>	<p>Completion determined on the LMS.</p>	<p>Winning with Containers e-learning, course 5 of 5.</p> <p>Transcript available here.</p>

Source: Red Hat Inc.

Five eLearning courses (shown in the screenshot above) compose the core of the learning program. The courses incorporate video with full narration transcripts, a variety of charts, data points and other key elements.

While most participants need the content provided in the courses, they do have the option to go directly to the assessment and test out of selected content. However, learners must still complete the practice and apply sections to fully satisfy requirements of this accreditation program.

Figure 6: Totara Logo



Source: Red Hat Inc.

In alignment with Red Hat's open source philosophy, the eLearning courses are hosted in the open source Totara Learning Management System. Totara LMS extends upon the core structure of Moodle, one of the best-known open source applications for corporate, healthcare and government environments, by addressing the core requirements expected of a high-end corporate learning management system.

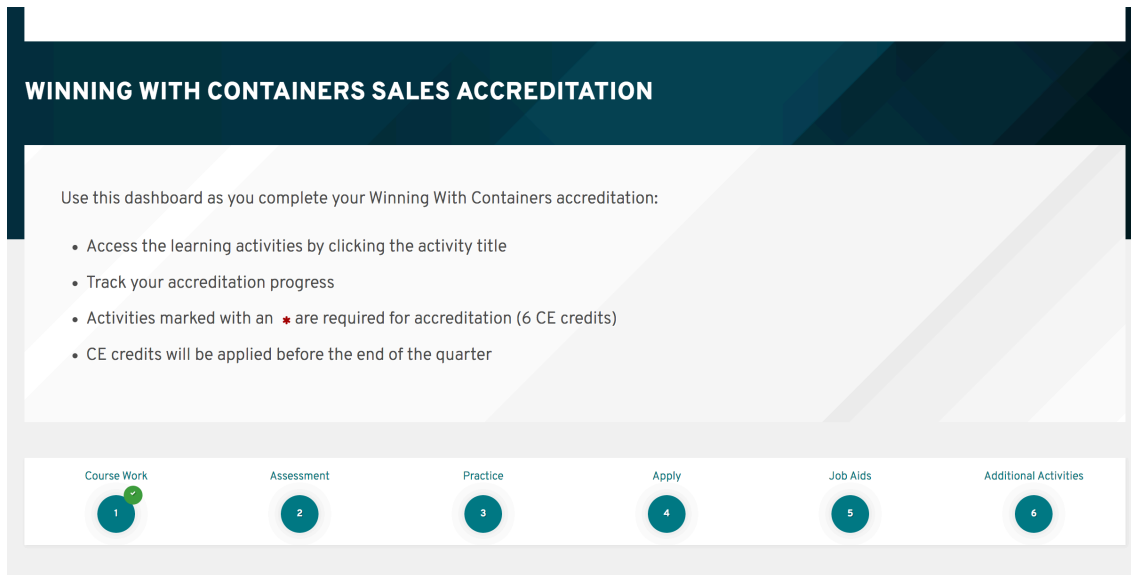
Totara functionalities not found in Moodle include:

- Competency-based training and management.
- Compliance training and management.
- Performance management.
- Role-based learning paths.
- Personal development plans linked to performance appraisals.
- Team learning management.
- Classroom management.
- Accreditation management.
- Sophisticated reporting.
- Open badges and certifications.

In addition to the program's eLearning modules, the Totara LMS is also used to deliver the assessment and learning progress dashboards for learners and their managers.

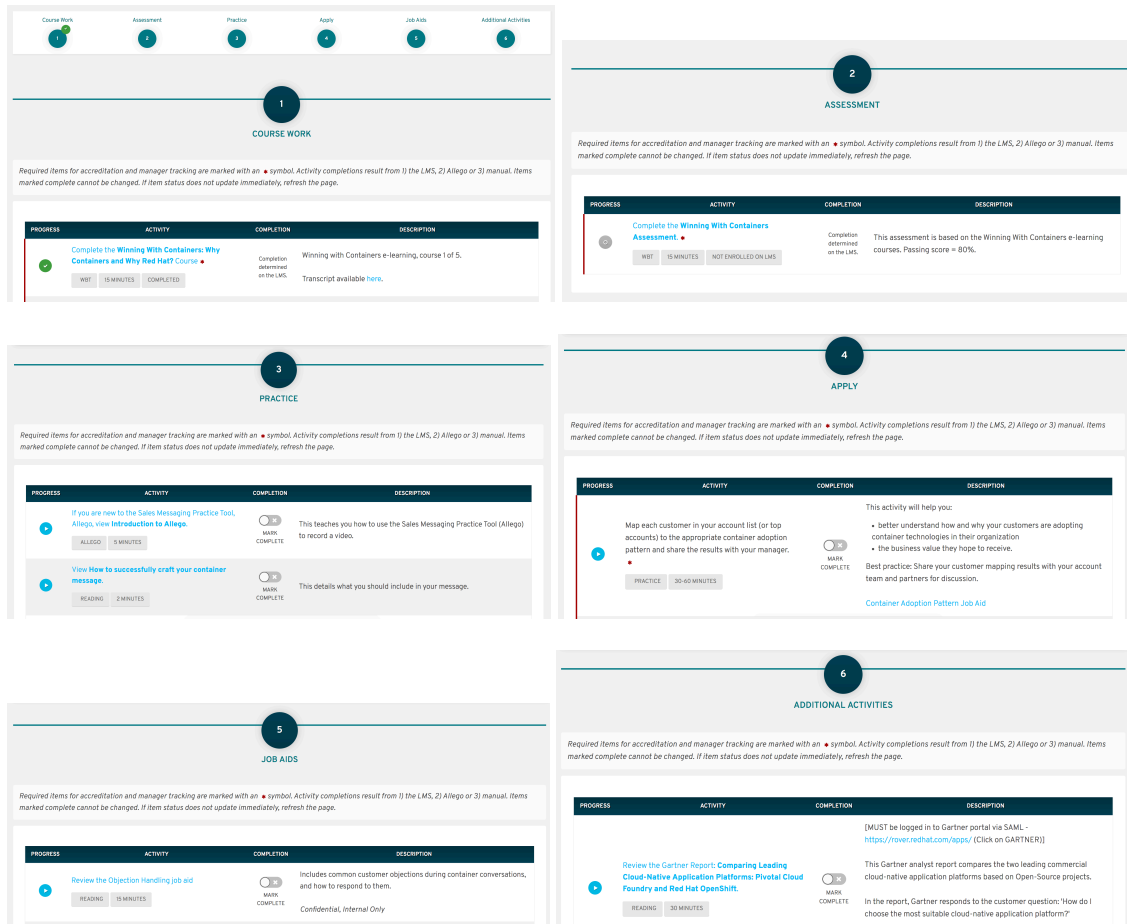
Because the program includes elements that are both inside and outside the Totara LMS, RHU's learning technologist leveraged several community-driven open source tools to create a comprehensive learner dashboard web application. The learner dashboard provides a clear roadmap to successful accreditation, as well as ready access to additional resources the learner can use on an ongoing basis. Section 1 is course work, Section 2 is assessment, Section 3 is practice and Section 4 is apply. Sections 5 (job aids) and 6 (additional activities) offer support tools to aid in completion of the program.

Figure 7: Winning with Containers Sales Accreditation



Source: Red Hat Inc.

Figure 8: A Glimpse into Each Section of the Learner Dashboard.



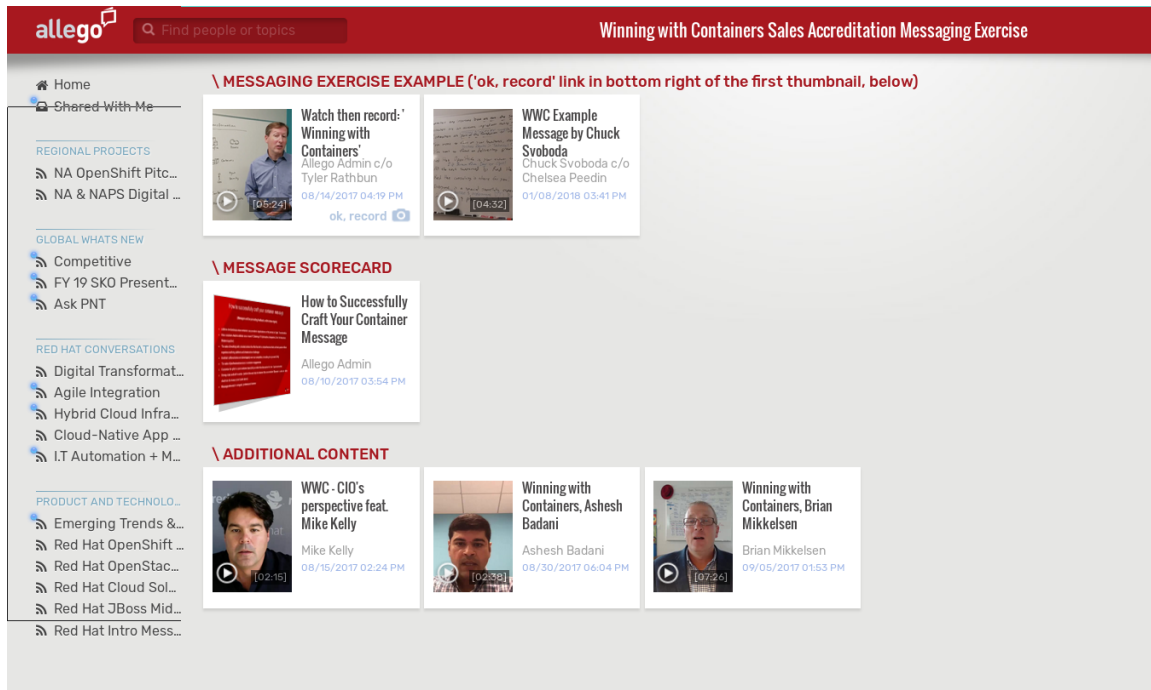
The figure displays six screenshots of a learner dashboard, each representing a different section of the course:

- 1 COURSE WORK:** Shows a progress bar and a table of activities. One activity is "Complete the Winning With Containers, Why Containers and Why Red Hat? Course" with a status of "COMPLETED".
- 2 ASSESSMENT:** Shows a progress bar and a table of activities. One activity is "Complete the Winning With Containers Assessment" with a status of "NOT ENROLLED ON LMS".
- 3 PRACTICE:** Shows a progress bar and a table of activities. One activity is "If you are new to the Sales Messaging Practice Tool, Allego, view Introduction to Allego" with a status of "ALLEGRO 5 MINUTES".
- 4 APPLY:** Shows a progress bar and a table of activities. One activity is "Map each customer in your account list (or top accounts) to the appropriate container adoption pattern and share the results with your manager" with a status of "PRACTICE 30-60 MINUTES".
- 5 JOB AIDS:** Shows a progress bar and a table of activities. One activity is "Review the Objection Handling job aid" with a status of "READING 10 MINUTES".
- 6 ADDITIONAL ACTIVITIES:** Shows a progress bar and a table of activities. One activity is "Review the Gartner Report: Comparing Leading Cloud-Native Application Platforms: Pivotal Cloud Foundry and Red Hat OpenShift" with a status of "READING 30 MINUTES".

Source: Red Hat Inc.

Upon completion of the course work and the comprehensive assessment, program participants move on to Allego for practice. Allego is an enterprise sales learning platform. The tool provides skills assessment, interactive sequenced learning paths, best practices sharing and video practice with inline feedback. Allego incorporates gamification and progress accolades to further enrich the learner experience.

Figure 9: Allego Program Platform.




Source: Red Hat Inc.

The Winning with Containers Sales Accreditation Program is designed with a strong focus on the video practice component. Program participants plan a video presentation and record their own videos with an emphasis on including the right messaging, objection handling and competitive differentiation stories for specific selling situations. Learners can practice on their own and managers can coach remotely at the time of their choosing to reinforce concepts and gain confidence in their ability to effectively sell containers.

The last component for successful completion of the program is “apply.” This section contains several planning activities for participants to use with their own real-world sales opportunities.

Apply is essential to constructing the necessary behaviour change of this magnitude. Participants put the knowledge gained in the courses and practiced in Allego into action, reinforcing the key messaging and tools available to help them sell container technology.

Figure 10: Activities.

 Map each customer in your account list (or top accounts) to the appropriate container adoption pattern and share the results with your manager.


PRACTICE 30-60 MINUTES

This activity will help you:

- better understand how and why your customers are adopting container technologies in their organization
- the business value they hope to receive.

Best practice: Share your customer mapping results with your account team and partners for discussion.

[Container Adoption Pattern Job Aid](#)

 Document a plan for positioning container technologies with your customer(s) and share the results with your manager.

PRACTICE 30-60 MINUTES

This activity will help you:


- identify all champions and stakeholders in your customer's organization
- identify how containers might address multiple business objectives

Best practice: Complete with your account team and partners using the account plan linked in Salesforce.com

Source: Red Hat Inc.

Participants have a wealth of useful resources readily available directly from within their dashboard to offer additional support. These resources are directly referenced within the courses (job aids) or considered extra opportunities to reinforce their knowledge (additional activities).

Figure 11: Job Aids.

 Review the Gartner Report: [Comparing Leading Cloud-Native Application Platforms: Pivotal Cloud Foundry and Red Hat OpenShift](#).


READING 30 MINUTES

[MUST be logged in to Gartner portal via SAML - <https://rover.redhat.com/apps/> (Click on GARTNER)]

This Gartner analyst report compares the two leading commercial cloud-native application platforms based on Open-Source projects.

In the report, Gartner responds to the customer question: 'How do I choose the most suitable cloud-native application platform?'

Consider if this would be appropriate to share with your customers or prospects.

 Review the engagement briefs: Macy's (NA), BTPN (APAC), Volvo (EMEA), Produban (EMEA), Key Bank (NA) and Social Security Administration (NAPS).

READING 10 MINUTES EACH

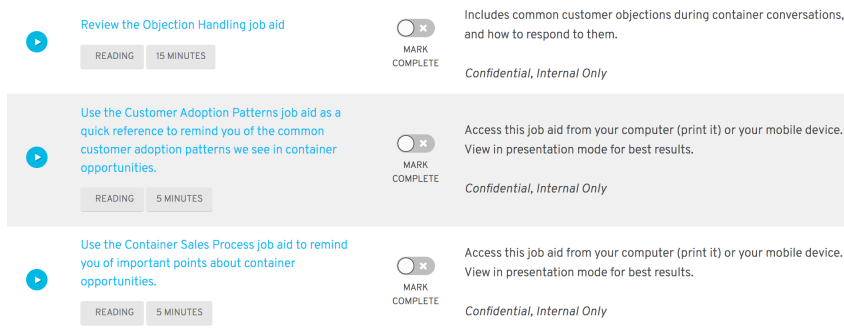
These container-related Consulting Go-Lives highlight how consulting enables customer successes globally, with containers technologies.

Review the following engagement briefs:

- [Macy's \(NA\)](#)
- [BTPN \(APAC\)](#)
- [Volvo \(EMEA\)](#)
- [Produban \(EMEA\)](#)
- [Key Bank \(NA\)](#)
- [Social Security Administration \(NAPS\)](#)

Source: Red Hat Inc.

Figure 12: Additional Activities.



Review the Objection Handling job aid
READING 15 MINUTES
Includes common customer objections during container conversations, and how to respond to them.
MARK COMPLETE
Confidential, Internal Only

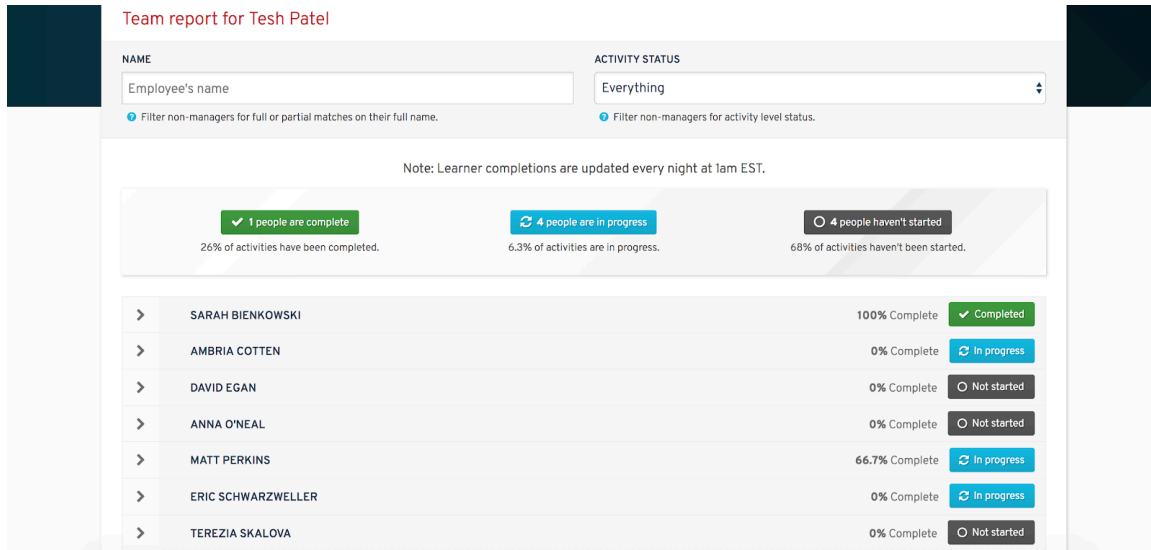
Use the Customer Adoption Patterns job aid as a quick reference to remind you of the common customer adoption patterns we see in container opportunities.
READING 5 MINUTES
Access this job aid from your computer (print it) or your mobile device. View in presentation mode for best results.
MARK COMPLETE
Confidential, Internal Only

Use the Container Sales Process job aid to remind you of important points about container opportunities.
READING 5 MINUTES
Access this job aid from your computer (print it) or your mobile device. View in presentation mode for best results.
MARK COMPLETE
Confidential, Internal Only

Source: Red Hat Inc.

As mentioned previously, managers have a Winning with Containers Sales Accreditation Program dashboard. This dashboard gives them full insight into the progress of their teams.

Figure 13: Team Report.



Team report for Tesh Patel

NAME: Employee's name | ACTIVITY STATUS: Everything

Note: Learner completions are updated every night at 1am EST.

Summary: 1 person complete (26%), 4 people in progress (6.3%), 4 people haven't started (68%)

Name	Completion Status
SARAH BIENKOWSKI	100% Complete - Completed
AMBRIA COTTEN	0% Complete - In progress
DAVID EGAN	0% Complete - Not started
ANNA O'NEAL	0% Complete - Not started
MATT PERKINS	66.7% Complete - In progress
ERIC SCHWARZWELLER	0% Complete - In progress
TEREZIA SKALOVA	0% Complete - Not started

Source: Red Hat Inc.

The Winning with Containers Sales Accreditation Program learner and manager dashboards were developed with React, a popular open source JavaScript library for building user interfaces that is maintained by Facebook, Instagram and a community of individual developers and corporations. The learner and manager dashboard applications

also utilize the open source Learning Locker Learning Record Store (LRS) for recording learner's progress during the program.

Delivery of the program is still ongoing. All remaining members of the target audience are expected to complete their accreditation this quarter. Beyond the current target audience, the program will continue to play an important function as new sales professionals join Red Hat.

Change Management Efforts

Details: Vital to the successful implementation of the Winning with Containers Sales Accreditation Program were the steps taken to ensure adoption and behavior change of sales professionals. The program manager, certified in PROSCI change management, applied several key change management best practices. For example, the PM conducted an overall risk assessment determining the program was medium risk with two primary identified areas of focus:

- Executive and regional sponsorship (for launch and reinforcement communications support).
- Intuitiveness of learner/user experience.

An audience/stakeholder (change impact) analysis highlighted the importance of focusing on front-line sales manager education and buy-in. And a brainstorming session leveraging VitalSmarts' Six Sources of Influence Model (shown below) generated ideas for the communications plan, coaching plan and resistance management plan.

Figure 14: VitalSmarts' Six Sources of Influence Model

	Motivation	Ability
Personal	1 Make the Undesirable Desirable	2 Surpass Your Limits
Social	3 Harness Peer Pressure	4 Find Strength in Numbers
Structural	5 Design Rewards and Demand Accountability	6 Change the Environment

Source: Red Hat Inc.

Pre-launch global and regional emails with a teaser promo video were sent out to generate awareness and excitement. Information about the Winning with Containers Sales Accreditation Program (launch, follow-up reinforcement, celebration of positive feedback, testimonials, etc.) were disseminated to sales enablement and development globally via the bi-monthly sales enablement newsletter and regional newsletters.

In-person reminders from SE+D regional advocates were provided at every opportunity, such as quarterly business reviews and sales team meetings. Winning with Containers Sales Accreditation digital signage in sales offices, breakroom posters, stickers, promotional pens and fliers further promoted the program.

The project was managed on Mojo, an internal Red Hat social knowledge base, and implemented using the principles and guidelines of Red Hat's global collaboration and transparency tool, Open Decision Framework. This process and engagement framework provided a succinct, sales-centric overview with "What's in it for me?" language, one-click access to the learner dashboard, plus links to a FAQ document, videos, additional container-related resources, news articles and more.

Senior leaders were directly involved in the change management plan. Several videos feature senior Red Hat leaders (one featuring Red Hat's CIO, one with the general manager of the OpenShift business unit and one from the VP of sales enablement and development) offering insights into how container technology is critical to the success of

Red Hat and helped generate excitement about the value of the learning experience. The EMEA sales GM even took directly to Salesforce Chatter to promote the program. Finally, each sales GM provided quarterly updates during their one-on-one meetings with the VP of SE+D on adoption and potential barriers.

Figure 15: Chat with CIO on Winning with Containers.



Source: Red Hat Inc.

Measurable Benefits

Since the August 2017 program launch, 80% (1,071 of 1,339) of sales professionals have completed the Winning with Containers Sales Accreditation Program. Of the 1,071 sales professionals who have completed the program, 50% (536) have already found at least one new container-related opportunity and 10% of those opportunities have been closed with an average sales price of \$25,000.

SE+D has conservatively estimated a revenue increase of \$1,339,000 for Red Hat's current fiscal quarter. This estimate does not include the likelihood that many sales professionals will find more than one new container-related opportunity, the fact that OpenShift deals are often greater than \$25,000 (with some deals in the six- and seven-figure range) or revenue from subsequent transactions such as subscription renewals, expansions, training and add-on services.

In addition to the very impressive metrics collected so far for the Winning with Containers Sales Accreditation Program, anecdotal feedback from program participants has been extremely positive:

- “Taking the WWC course was great. One vital piece was the solid understanding how containers can be used to solve different customer challenges through the various stages of Digital Transformation. Taking the WWC course will not only help you understand what are containers and why they are important, but it will also help you with understanding how containers can help your customer along their digital transformation journey. After completing this training, I now feel more comfortable and confident. I feel as though I can now start to have deeper container conversations with my customers. In fact, I was able to find a deal for Verifone with OpenShift to assist with containerization by increasing their development efforts and which will enable them to go-to-market faster.” — Enterprise Inside Sales Account Manager, USA
- “The thing that stands out for me was having to put the content into my own words (craft a message) and then repeatedly practicing that on Allego. A big difference from other online training I’ve done and it really makes the message stick. I use this messaging at most of my meetings, trade shows, meetups, etc., so it has definitely been worth the extra effort. Crafting the message made me recognize the power of reference customers — since then I’ve made a conscious effort to find other customers who can help tell our story in reference calls. (The true impact of this training) is hard to quantify, but I’d say that the certification is influencing hundreds of thousands of dollars’ worth of business over the next year or two and making that business far more likely.” — Territory Account Manager, New Zealand
- “I took the Container courses yesterday and wanted to say thank you. I’ve taken tons of these webinar-based courses in my career and this was a very well-organized module with pertinent lessons of the technology and valuable use cases. The layout was also great in steps so that we didn’t have to look for each step (lesson vs. quiz vs. resources) all over the place. Even though I’m in Alliances and not direct sales, these lessons will be extremely valuable when speaking with partners who are adopting OpenShift/Containers and helping us build pipeline.” — Strategic ISV Alliance Manager

The quantitative and qualitative benefits are impressive and clear indicators of the overwhelming success of this program. Additional benefits include the value of accelerated sales/deal cycles because of sales professionals completing this accreditation, as well as non-targeted Red Hat associates who also complete it. There is an evolving

value due to tribal knowledge shared among sales professionals during discussions about this sales enablement initiative. And then there is the value of new customer testimonials gained through this effort. Overall, Red Hat is still evaluating the opportunity pipeline impact which is only expected to increase as all sales professionals attain accreditation.

Overall

The importance of clearly defining the true business need and working to address that need is by far the biggest lesson learned. It would have been relatively easy to simply create simplistic, linear eLearning courses about container technology and leave it at that. In building all the components of the Winning with Containers Sales Accreditation Program, Red Hat has achieved true behavior change within their sales organization. The ability to practice what participants learned in Allego and then apply that learning in real-world activities elevated this program from strictly educational to transformative.

The resounding success of the Winning with Containers Sales Accreditation Program proves that an open source approach can be used very effectively in learning and change management. Red Hat devoutly believes in open source principles and technology and in using them to the fullest whenever possible (as evidenced by the choice of LMS and other tools listed above). Many community-driven open source tools were leveraged throughout this project to include Sass, Redux, Babel, Webpack, MomentJS, NodeJS, Express and Passport. The dashboard application is deployed from Red Hat's own open source OpenShift environment and uses Red Hat's open source Keycloak identity management for manager logins. While Allego itself is not open source, it directly leverages multiple open source components (Eclipse, Git, Ant, Jenkins, SourceTree, Junit, Jmeter, Calabash, etc.) to support and enhance the platform.

Andre Black, head of products at Allego, commented, "You can definitely consider us a fellow believer and tell the story that open source software helped to make Allego's quick rise in our market possible!"

The Winning with Containers Sales Accreditation Program was designed with the future in mind. It is a foundational building block of new hire training for all new Red Hat sales professionals. Looking to the future, Red Hat University is poised to build on the successful implementation of this program by using it as a blueprint for other enterprise-level initiatives where behavior change is integral to success.



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- Ask the Expert
- 1 on 1 Consultations
- Research Briefings
- Benchmarking



CLIENT SUCCESS PLAN

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- Executive Sponsor
- Client Associate
- Monthly Meetings

Strategic Consulting Offers Expert Solution Development

Our consulting draws on constantly updated research and hundreds of case studies from around the globe. We provide services that simplify and target efforts to produce business results.

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- Maturity Model
- Custom Research

STRATEGY

- Business Case
- Planning
- Organization & Governance

TECHNOLOGY SELECTION

- Vendor Selection
- Architecture Design
- Systems Evaluation

DEVELOPMENT & INTEGRATION

- Program Design
- Assessment
- Survey
- Process Integration

For more information, contact us at success@brandonhall.com.