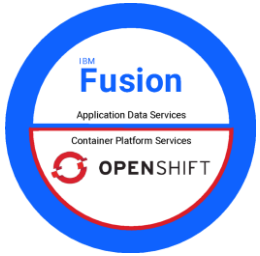
BATTLECARD | Red Hat OpenShift with IBM Fusion



KEY MESSAGE → Migrating from VMware to OpenShift Virtualization (OpenShift Virt) with IBM Storage Fusion (either HCI or SDS) offers many benefits, especially for organizations looking to modernize their infrastructure, streamline operations, and support cloud-native applications.

Suggested Next Steps

[1] Qualify customers technology path through a Red Hat Virtualization Migration Assessment **(VMA)**

[2] Engage the Tech sellers from Red Hat + IBM early

[3] Sell Fusion for modernizing entire platform to OpenShift transforming workloads

[4] Team with Red Hat for **migration of workloads to Openshift**

Positioning OpenShift + Fusion together

OpenShift plays a central role by providing a unified platform supporting both VMs and containerized applications, bringing greater efficiency, flexibility, and modernization potential to the organization's IT environment.

Migrating from VMware to OpenShift Virt with IBM Storage Fusion allows organizations to:

- → **Reduce licensing costs** by consolidating onto OpenShift.
- → **Modernize applications** with support for both VMs and containers.
- → **Increase scalability** and resilience with IBM's optimized storage solutions.
- → **Streamline automation** and operations through Kubernetes-native tools.
- → **Enable a true hybrid or multi-cloud strategy** with seamless deployment options.

Some Use Cases

- → **Cloud-Native Transformation with Legacy Integration:** A customer is modernizing their IT environment by adopting cloud-native technologies while still running critical legacy applications on virtual machines.
- → **Hybrid or Multi-Cloud Adoption:** A customer wants to shift to a hybrid or multi-cloud strategy to improve flexibility, reduce costs, and avoid vendor lock-in.
- → **Consolidation and Cost Optimization:** A customer is consolidating their infrastructure to reduce costs and improve efficiency by unifying their VM and container workloads on a single platform.

Proof Points

Fusion HCI Client View

81% Deploy OpenShift Easier, Faster, Better

81% Single Company / One Point of Support

56% Backup & Restore / HA & DR

56% > 50% TCO Benefits

50% Accelerate App Modernization

Fusion SW Client View

100% Backup & Restore / HA & DR for OpenShift

80% Deploy OpenShift Easier, Faster, Better

60% Accelerate App Modernization

60% Single Company / One Point of Support

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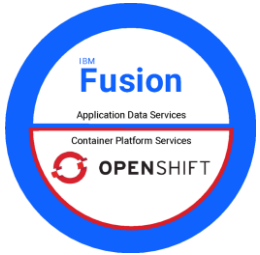

How OpenShift Plays a Role in Overcoming Objections

[1] With IBM Storage HCI and SDS, the solution becomes even more robust by providing scalable, high-performance, and flexible storage that supports OpenShift workloads seamlessly. Together, these technologies offer a path to modernization that minimizes disruption and maximizes ROI.

[2] **Unification:** OpenShift Virt enables a single platform to manage VMs and containers, reducing complexity and operational silos.

[3] **Modernization:** OpenShift supports a phased approach to cloud-native transformation while maintaining legacy VM applications.

[4] **Cost and Operational Efficiency:** By consolidating virtualization and container platforms, OpenShift reduces licensing costs, operational overhead, and time spent on infrastructure management.

Objection Handling

"We've already invested heavily in VMware infrastructure and licenses."

Response

Cost Recovery and ROI: Migrating can reduce ongoing VMware licensing and support costs. OpenShift Virtualization eliminates the need for separate hypervisor licenses by integrating VM management into the customers Kubernetes platform.

Future-Proofing Investments: While VMware focuses primarily on VMs, OpenShift provides a path to cloud-native applications. This positions the customers organization for future scalability, allowing them to run containers and VMs together as they modernize.

Value Beyond Virtualization: OpenShift Virt is bundled with OpenShift, providing not just virtualization but also DevOps tools, automation, and multi-cloud support—all without requiring additional VMware modules.

"VMware meets our needs today, and migration introduces unnecessary risk."

Response

Reduced Risk with Phased Migration: Migration to OpenShift Virt doesn't mean abandoning VMs immediately. With OpenShift, customers can gradually migrate virtualized workloads while testing and validating performance in a hybrid setup.

Unified Management Reduces Complexity: Managing both VMs and containers on VMware and Kubernetes separately introduces long-term complexity. OpenShift Virt centralizes management, reducing operational risks and streamlining processes.

Built-In Resilience: OpenShift's ecosystem and IBM Storage Fusion provide enterprise-grade storage, backup, and disaster recovery capabilities, ensuring data integrity and availability throughout the migration process.

"Our team is experienced with VMware and lacks Kubernetes expertise."

Response

Ease of Transition: OpenShift includes tools, training, and support to onboard teams quickly. Red Hat provides extensive documentation, certifications, and technical support to upskill staff in Kubernetes and OpenShift.

Unified Platform, Simplified Management: VMware requires separate tools for managing VMs, containers, and automation. OpenShift Virt simplifies this by managing VMs and containers on the same platform, reducing the learning curve.

Automation Reduces Manual Workload: OpenShift's Kubernetes-native automation and self-service features streamline operations, allowing teams to focus on higher-value tasks rather than managing infrastructure.