

Why Redgate?

Our products encompass the entire DevOps cycle, allowing for increased ease of deployments, security, and satisfaction among those who use it.

- Industry-leading DevSecOps software
- Increased revenue from renewals (106%)
- Cover all aspects of database development
- Increased margin for whitespace deals
- Dedicated internal development teams
- Secure supply chain
- Constant updates to fit the needs of customers

Where are we used?

Whether you are talking to a small development shop, or an enterprise team supporting multiple environments, we designed our tools with the scalability to fit any need.

- All segments within the DoD and Civilian sector
- 91% of Fortune 100 companies
- Small business to Enterprise
- On ITES and SEWP – will be on GSA by the end of FY23

The tools you are selling:

Our industry-leading tools with Flyway and SQL Monitor allow customers to increase security and compliance while watching their ecosystem to ensure efficiency throughout the DevOps process.

- **Flyway:** Transform your processes and automate the DevSecOps pipeline
- **SQL Monitor:** Manage your entire SQL server estate from a single pane of glass
- **Additional products:** we can help uncover during scoping calls – **with full credit for any upsells given to your teams.**

Who are the prime customers?

We work from test to deployment. From version control and monitoring to continuous delivery, we can increase efficiency to unparalleled levels.

- Data Base Administrators / Devs (Flyway and Monitor)
- IT infrastructure Managers (Monitor)
- Software Development Managers (Flyway)
- Customers looking to secure and automate their DevSecOps practices as part of the Modernization initiative

Key questions to ask customers:

When speaking with customers to uncover potential opportunities, understanding the chokepoints in the DevOps process allows us to quantify cost / time-saving measures.

- How long does your average database deployment take, and how much risk is involved?
- How much visibility do you have of your database development pipeline?
- How often do you experience failed deployments, and what is your process for recovery?
- How are you monitoring your estate? Are you able to retain a simple picture of the health, performance, and characteristics of the estate?

The later in the process that a deployment fails, the more costly it is for customers, with the worst-case scenario being a deployment failing in production. Customers need to “shift left” in their development cycle. Our tools allow customers to catch bad queries, database drift, or incorrect versioning earlier in their process and eliminate downtime.

How to engage Redgate for an opportunity

We will assist your sales team from discovery/scoping, Proof-of-concept to deal close. Our team is dedicated to ensuring you win the deal.

- Reach out to our Federal Partner Manager: Ben.soto@red-gate.com
- Information needed: (If registering a deal)
 - Customer name and Unit/Base
 - Quick overview of the opportunity
 - Purchasing entity (KO if known)
 - Tentative close date
 - Contract Vehicle desired for purchase
 - If competitive takeout provide the competitor

Key Markets to engage:

We are heavily embedded and growing, into all verticals of the government, with a special emphasis on secure sites, financial and research, as well as the DoD.

- DOL: \$72 million for DevSecOps modernization (FY23-24)
- US Army: \$9 Billion for network modernization (FY24)
- US Navy: \$1 Billion in software modernization (FY23-24)
- Space Force: \$17 Million for DevSecOps (FY23)
- And many more

When you think **DevSecOps**, think **Redgate Software**