Red Hat Partner Program

How do I work with Red Hat

WHY PARTNER WITH RED HAT

GROWTH

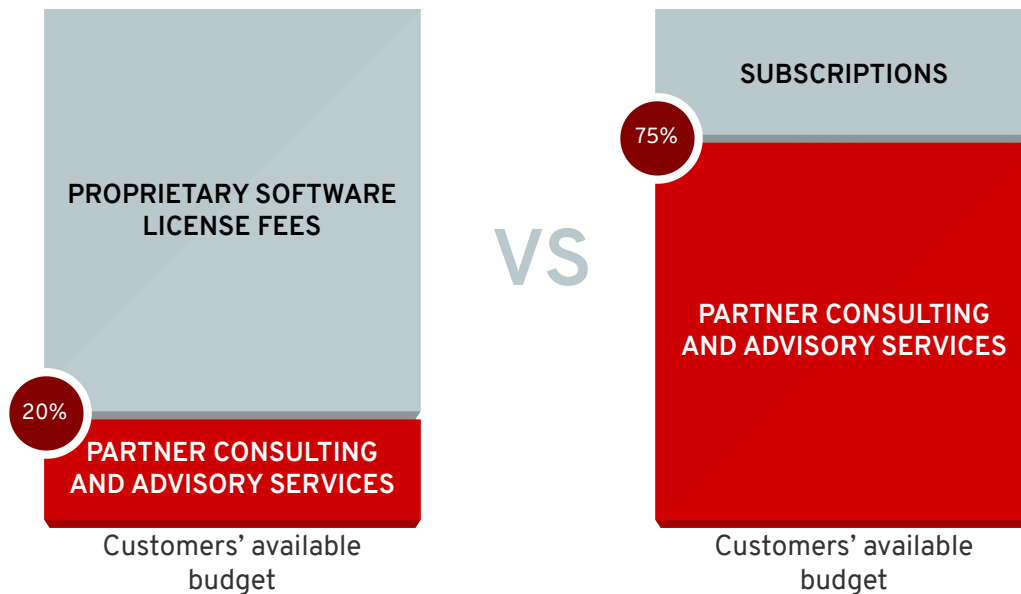**CUSTOMERS**   **BOOKINGS**   **REVENUES**   **PROFITS**

Red Hat

ACCESS MORE OF YOUR CUSTOMERS' I.T. BUDGET

PROPRIETARY SOFTWARE LICENSE FEES

20%

PARTNER CONSULTING AND ADVISORY SERVICES

Customers' available budget

VS

SUBSCRIPTIONS

75%

PARTNER CONSULTING AND ADVISORY SERVICES

Customers' available budget

Red Hat

Partners Deliver over 70% of Red Hat Bookings Leading with Three Technologies

$10B

Services when Red Hat Enterprise Linux is sold

The Red Hat Enterprise Linux Ecosystem will make $15 Billion in 2019

For every $1.00 of Red Hat revenue in 2019, Partners make $5-$10

343% ROI

OpenShift Container Platform

Interviewed organizations experienced benefits of $4.3M over three years versus costs of $981K, adding up to a net present value (NPV) of $3.4M and an ROI of 343%.

68%

Ansible

Productivity gains within IT infrastructure management teams

Details of Red Hat's Partner Program

RED HAT PARTNER PROGRAMS EMEA

Open new streams with Red Hat technology subscriptions and services

SOLUTION PROVIDERS	CORPORATE RESELLERS	INDEPENDENT SOFTWARE VENDOR (ISV)	GLOBAL SYSTEM INTEGRATORS (GSI)	CERTIFIED CLOUD & SERVICE PROVIDERS (CCSP)
Solution driven providers of product, service and integration	**Volume resellers**	**Creators and sellers of software running on Red Hat**	**System integration and solutions for global enterprise customers**	**Service providers offering cloud, hosting and managed services**
Designed for all partners who either resell or influence sales of Red Hat solutions: Value Added Resellers, channel partners, consultants and system integrator who help take Red Hat solutions to market and provide business and technology services to customers.	Designed for partners primary focused on selling Red Hat products with high transaction volumes, with a business model that focuses mostly on reselling and rarely on providing technical or consulting services.	Designed for partners who own, develop, distribute and support commercially available applications that support or integrate with Red Hat technology.	Designed for partners who demonstrate leadership, unique capabilities and commercial relationships with global enterprise customers. The program accommodate those partners who also provide managed services, cloud services and consulting.	Designed for who host and resell Red Hat's portfolio of technologies through a monthly, pay-as-you go model that supports multi tenant, dedicated, and managed service delivery models.

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PROGRAM REQUIREMENTS

SOLUTION PROVIDERS	CORPORATE RESELLERS	INDEPENDENT SOFTWARE VENDOR (ISV)	GLOBAL SYSTEM INTEGRATORS (GSI)	CERTIFIED CLOUD & SERVICE PROVIDERS (CCSP)
• Accredited individuals (via OPEN)	• Accredited Individuals (via OPEN)	• Certified Red Hat Products	• Portfolio adoption	• Approved business plan
• Red Hat Certified individuals	• Minimum annual revenue target	• Minimum annual revenue target	• Center of Excellence	• Red Hat product adoption
• Partner delivered services must be 30% on top of their business with Red Hat	• Red Hat Certified individuals (upper levels)	• Company Size	• Accredited individuals (via OPEN)	• Monthly recurring revenue
• Specialization attainment	• Mutually agreed business plan	• Global Presence	• Red Hat Certified individuals	• Red Hat product support
• Participation fee	• Forecast	• Customer References	• Approved 12-month business plan	• Marketing commitment
• No annual minimum revenue target	• Annual membership checkpoints	• Participation fee	• Minimum annual company revenue and global points of service	• Accredited individuals (via OPEN)
• Annual membership checkpoints	• Participation fee		• Designated alliance manager	

All partner subject to completion of Red Hat Partner Program application and acceptance Red Hat Partner Program Agreements

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GENERAL PARTNER BENEFITS

| SOLUTION PROVIDERS | CORPORATE RESELLERS | INDEPENDENT SOFTWARE VENDOR (ISV) | GLOBAL SYSTEM INTEGRATORS (GSI) | CERTIFIED CLOUD & SERVICE PROVIDERS (CCSP) |

GENERAL PARTNER BENEFITS

ACCESS RESOURCES

TRAINING BENEFITS

SALES BENEFITS

MARKETING BENEFITS

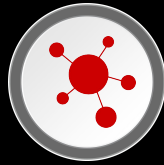IBM | Red Hat

PARTNER CONNECT FOR BUSINESS PARTNERS

ACCESS RESOURCES

MANAGE YOUR BUSINESS

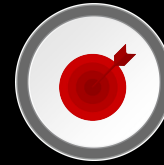Manage account, user administration, view your status,check missing requirements, browse How-To Guides

ACCESS KEY TOOLS

Request NFR subscriptions, register and manage qualified opportunities contact Red Hat directly, get latest news and content
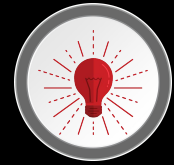
CHOOSE FROM SALES AND TECHNICAL CONTENT

Download logos, access sales playbooks and kits, product pricing, sales content, get competitive insights

LEVERAGE MARKETING AND SALES TOOLS

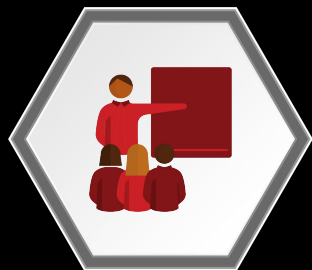Utilize Partner Marketing Center, access to marketing resources and webinars,use Marketing development funds

BROWSE SALES AND TECHNICAL CONTENT

Visit Connect Hub with dynamic content, available whenever you need it, filter your results by: type, category, industry focus, product

Visit portal at: partner.redhat.com/connectbusiness

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TRAINING BENEFITS

**TRAINING
BENEFITS**

**RED HAT
OPEN TRAINING**

Role-specific,
self-paced and
instructor-assisted-
led training courses

**SALES AND
TECHNICAL
SEMINARS**

Designed for partners
covering topics such as
sales know how, best
practices and product
sales training

**TECHNICAL
TRAINING
DISCOUNT**

Discounts off the
MSRP price on Red
Hat technical
training courses

**ONLINE TECHNICAL
LIBRARY - CONNECT
HUB**

Easy-to-use database of
tagged, searchable
resources

**RED HAT
PRODUCT
DEMO SYSTEM**

Online demos
created by
Red Hat technical
experts

www.redhat.com/en/partners/open

SALES BENEFITS

OPPORTUNITY REWARD PROGRAM

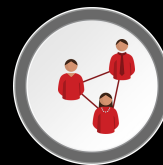Obtain the ability to acquire additional margin when identify 'new business'

ACCESS TO TRANSACTIONAL DISCOUNTS

Benefit from higher tiers with Red Hat's transactional volume discounts

RENEWALS ANNUITY BUSINESS

Be eligible for subscription renewal revenue upon your client subscription expiration

ACCESS TO SALES TEAMS AND DESIGNATED PARTNER ACCOUNT MANAGER

Network with sales teams to coordinate efforts to close sales opportunities

DEMAND-GENE RATION CAMPAIGNS

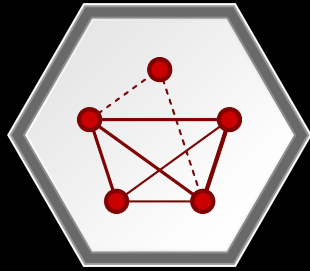Participate in Red Hat developed demand-generati on campaigns

MARKET DEVELOPMENT FUNDS (MDF)

Request market funds for activities designed to drive brand awareness, lead generation etc

SALES BENEFITS

www.redhat.com/en/partners/Sales_Resources
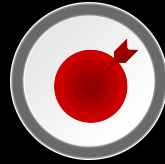
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PROGRAMS BENEFITS

MARKETING BENEFITS

PARTNER PROGRAM CERTIFICATE

Receive program certificate to market your open source expertise and Red Hat relationship

PARTNER PROGRAM LOGO WITH SPECIALIZATION MARK

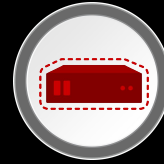Download logo on corresponding level of membership to market your Red Hat relationship

CAMPAIGN TEMPLATES AND GUIDELINES

Use latest marketing campaign materials and guidelines provided by Red-Hat

PARTNERSHIP PLAQUE

Advanced and Premier Solution Providers may receive a physical plaque to display their partnership and program membership level with Red Hat

NOT FOR RESALE SUBSCRIPTIONS (NFR'S)

Access Red Hat subscriptions for the purpose of sales, marketing, enablement training and demos

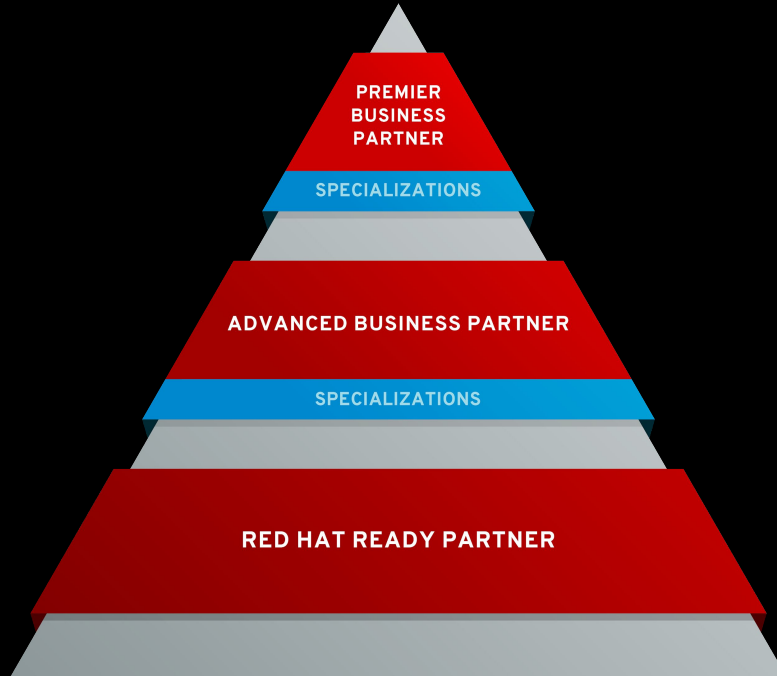www.redhat.com/en/partners/Marketing_Resources

PROGRAM DESIGNED BENEFITS

SOLUTION PROVIDERS	**CORPORATE RESELLERS**	**INDEPENDENT SOFTWARE VENDOR (ISV)**	**GLOBAL SYSTEM INTEGRATORS (GSI)**	**CERTIFIED CLOUD & SERVICE PROVIDERS (CCSP)**

• Opportunity Reward Program (12%, 10%, 6%)
 	
• Transactional discounts via distribution
 	
• Renewals annuity business
 	
• Solution+ access
 	
• Academic Program eligibility
 	
• Program logos, certificates and plaques
	• Opportunity Reward Program (5%, 3%)
	
	• Transactional discounts via distribution
	
	• Renewals annuity business
	
	• Program logos, certificates and plaques
		• Software Catalogue Listing
		
		• Technology product certification
		
		• Join business development
		
		• Flexible Go-to-market business models:
		  - Reseller
		  - Embedded
		  - SaaS
			• Opportunity Reward Program (10%, 6%, 3%)
			
			• Transactional discounts via distribution
			
			• Renewals annuity business
			
			• Solution based marketing collateral and campaigns
			
			• Dedicated marketing contact
			
			• Program logos, certificates and plaques
			• JBoss Dev, COE
				• Flexibility (pay-as-you-go model)
				
				• Support (for all infrastructure components)
				
				• Access (increase margins with management tools, specialized training and consulting services.

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Solution Provider Partner Program

SOLUTION PROVIDER TRACK

PREMIER BUSINESS PARTNER

SPECIALIZATIONS

ADVANCED BUSINESS PARTNER

SPECIALIZATIONS

RED HAT READY PARTNER

The Red Hat Partner Program consists of three membership levels with specific benefits and tools corresponding to each level.

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PROGRAM SPECIALIZATIONS & SALES CONVERSATIONS

Data Center Infrastructure

I.T. Optimization

I.T. Automation + Management

Middleware Solutions

Cloud-Native Application Development

Agile Integration

Cloud Infrastructure

Hybrid Cloud Infrastructure

I.T. Automation + Management*

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RED HAT ONLINE PARTNER ENABLEMENT NETWORK - OPEN

RED HAT OPEN TRAINING
RED HAT PRODUCT DEMO SYSTEM
ONLINE TECHNICAL LIBRARY

DESIGNED TO FIT YOUR NEEDS

**RED HAT
OPEN TRAINING**
role-specific, self-paced
training courses

**RED HAT PRODUCT
DEMO SYSTEM**
online demos created by
Red Hat technical experts

**ONLINE TECHNICAL
LIBRARY**
easy to use database of
tagged, searchable
resources

Red Hat

ROLES
Red Hat OPEN

SALES
Value pitch
Qualification
Competitive positioning
Objection handling
Pricing

SALES ENGINEER
Technical sales
Qualification
Competitive positioning
Objection handling and pricing
How-to demo

DELIVERY
Product installation
App development
Proof-of-concept delivery
Solution architecture

RED HAT OPEN & EMERGING TECH

CLOUD

How To Sell Red Hat Cloud Suite
Red Hat Cloud Suite Foundations
Red Hat CloudForms Implementation (hybrid cloud)

AUTOMATION

How To Sell Ansible Tower by Red Hat
Automation with Ansible by Red Hat
Ansible by Red Hat Foundations
Ansible by Red Hat Implementation (coming soon)

MOBILITY

How To Sell Red Hat Mobile Application Platform
App Development with Red Hat Mobile Application Platform
MBaaS Component Development with MAP
Mobile Client App Development with Red Hat MAP

PAAS

How To Sell Red Hat OpenShift
Red Hat OpenShift 3 Implementation
Red Hat OpenShift Container Platform Implementation

INTEGRATION

Red Hat JBoss Fuse Application Deployment
Introduction to Fuse Integration Services
Red Hat 3scale API Management Platform Foundations
Camel Development with Red Hat JBoss Fuse
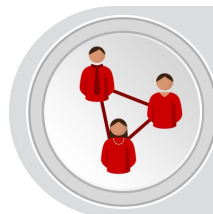
STORAGE

Red Hat Ceph Storage for OpenStack
Red Hat Ceph Storage Foundations
Red Hat Ceph Storage Implementation
Red Hat Gluster Storage Foundations
Red Hat Gluster Storage Implementation

Red Hat

ENHANCE YOUR KNOWLEDGE OF RED HAT WITH
<u>RED HAT PRODUCT DEMO SYSTEM</u>

Red Hat OPEN provides partners with access to the Red Hat Product
Demo System. Partners can use demos as stand-alone learning exercises
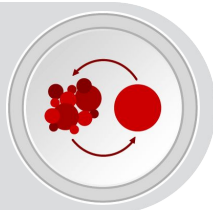or in conjunction with Red Hat OPEN training courses.

PRODUCT DEMOS
Observe online product demos
by Red Hat Experts

DEMONSTRATE
Confidently speak to the technical
details of Red Hat technologies

ENHANCE
Learn and practice
how to perform demos

MOBILITY
Online, on-demand system can be
anytime, anywhere

Red Hat

ACCESS THE SAME CONTENT AS RED HAT EXPERTS WITH OUR ONLINE TECHNICAL LIBRARY

The Red Hat OPEN program offers a robust online **technical library** featuring an extensive, **easy-to-use** database of tagged, searchable resources, from product basics to advanced technologies and solutions and is managed by Red Hat solutions architects.

RED HAT ONLINE PARTNER ENABLEMENT NETWORK

Technical Library

BENEFITS

- Reference architectures
- Sales and sizing guides
- Presentations and
- collateral
  Extensive, easy-to-use database

- Tagged, searchable resources
- Performance benchmarks
- Whitepapers
- Videos

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linkedin.com/company/red-hat

youtube.com/user/RedHatVideos

facebook.com/redhatinc

twitter.com/RedHat

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