How to work with Red Hat

EMEA Partner Enablement & Development

Guenter Herold -
EMEA, Manager Technical Partner Enablement

Red Hat

Red Hat ecosystem numbers

+70 %

of the

EMEA Revenue comes from partners

5.500

Partners

CCSPs

464

of the

1105 Global

4.900+

Applications certified on Red Hat

>100

Countries touched by partner channel w/o local Red Hat office

SPs

3850

ISVs

715

5.000+

new customers a year though indirect routes

Red Hat

150+ Red Hat OpenShift certified operators

AI / ML
GIGASPACES, H2O, PerceptiLabs, CognitiveScale, ProphetStor, SELDON, UBIX

Customer Code
{ | }

DevOps Tools
JFrog, sonatype, spot, Kong, Solution-Soft, ESCALATE, IBM, Red Hat, VACAVA, psMx, here, KubeMQ

Monitoring & Logging
BROADCOM, sysdig, DATADOG, ZABBIX, INSTANA, dynatrace, IBM, Red Hat, turbonomic, sematext, APPDYNAMICS part of Cisco, New Relic, splunk>

Security
JETSTACK, NeuVector, SYNOPSYS, portshift, Twistlock, CYBER ARMOR, Zettaset, IBM, aqua, TREMOLO SECURITY, anchore, tufin Orca

Networking
TIGERA, CONTAINOUS, f5, CITRIX

Best IT ops experience — CaaS ⟷ PaaS | FaaS — Best developer experience

Cluster services	Application services	Developer services
Monitoring, showback, registry, logging	Middleware, functions, ISV	Dev tools, automated builds, CI/CD, IDE
	Service mesh	

Automated operations

kubernetes

Red Hat Enterprise Linux CoreOS

Any infrastructure

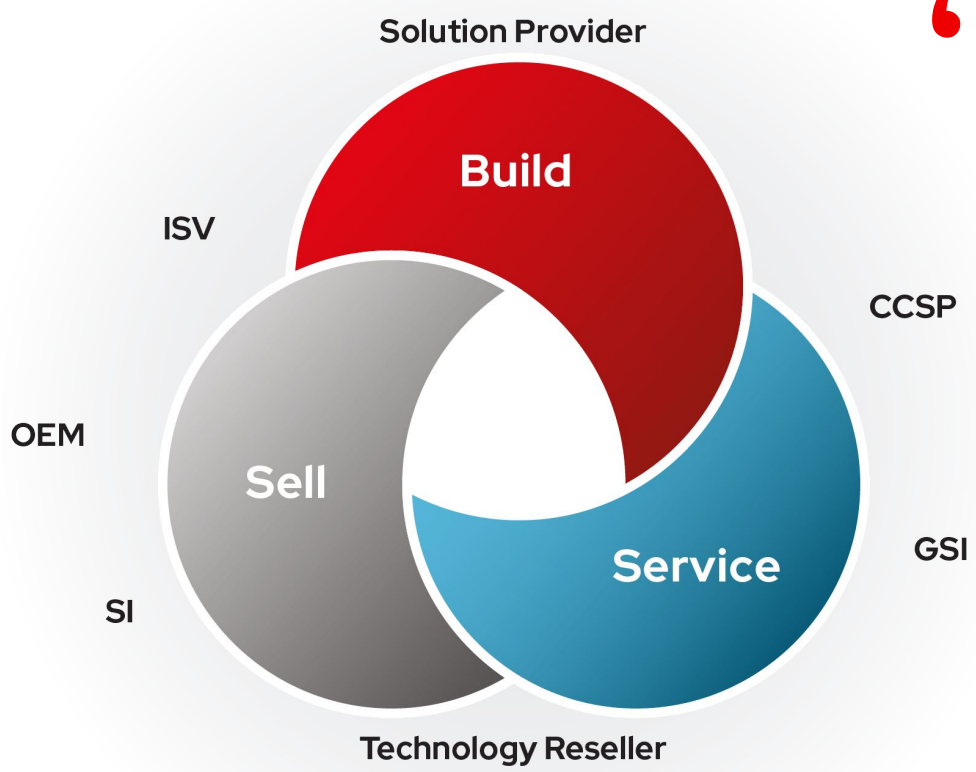
Physical | Virtual | Private | Public

Application Runtimes
GTSoftware, IBM, Joget, Red Hat, Lightbend

Databases & Big Data
memSQL, hazelcast, Starburst, redislabs HOME OF REDIS, crunchydata, ArangoDB, NUODB, PERCONA, PingCAP, IBM, Couchbase NoEQUAL, mongoDB, Cockroach LABS

Storage
INFINIDAT, TRILIO, Red Hat, ROBIN Storage, portworx, Hewlett Packard Enterprise, STORAGEOS, IBM

Red Hat



To establish a strong, unified enterprise-class partner ecosystem - Providing customers with the ability to adapt and to profit from the agility and innovation our Open Source technologies bring to businesses - supporting our partners to succeed in the era of Digital Transformation.

Red Hat EMEA Partner Vision and Ecosystem

Red Hat

Red Hat partner types and membership level

DISTRIBUTORS

GAP OEMs

SOLUTION PROVIDER & CORPORATE RESELLER

PROFESSIONAL SERVICES PROVIDER

GLOBAL SYSTEM INTEGRATORS (GSIs)

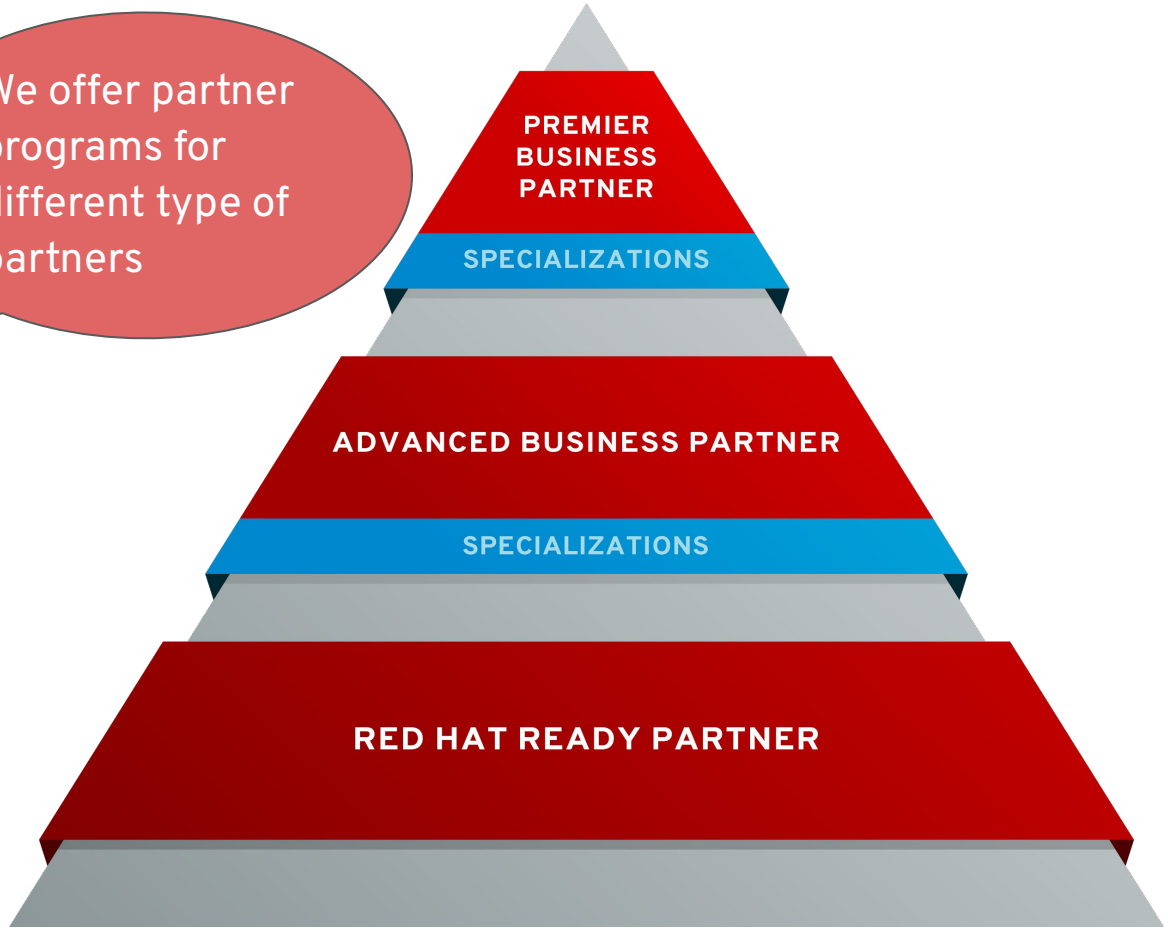
CERTIFIED CLOUD AND SERVICE PROVIDER (CCSPs)

HARDWARE MANUFACTURER (OEMs)

INDEPENDENT SOFTWARE VENDOR (ISVs)

TRAINING PROVIDER

We offer partner programs for different type of partners



PROGRAMS BENEFITS

Resources and tools to help you accelerate each step of the sales cycle

Sales benefits are sales-enablement and revenue-generating features to assist you in developing a successful, continuing open source business with Red Hat. We're committed to giving partners the tools and programs to succeed, from discounts and financial incentives, to free online training programs, to on-the-ground support teams.

SALES BENEFITS

OPPORTUNITY REWARD PROGRAM

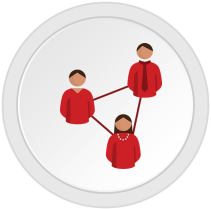
Obtain the ability to acquire additional margin when identify 'new business'

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-generat ion campaigns

MARKET DEVELOPMENT FUNDS (MDF)

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

Visit resources at: www.redhat.com/en/partners/Sales_Resources

Red Hat

OPPORTUNITY REWARD PROGRAM

Program Abstract

Red Hat's **Opportunity Reward Program** is designed to provide approved partners with the ability to **accrue additional benefits** when a Partner identifies **“NEW”** Red Hat business opportunities and engages in value added Pre-Sales activities.

OPPORTUNITY REWARD PROGRAM

Partner Type Eligibility

Solution Providers

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

Technology Resellers

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.

Global System Integrators

Designed for partners who demonstrate leadership, unique capabilities and commercial relationships with global enterprise customers.

The program can accommodate those partners who also provide managed services, cloud services and consulting.

Certified Cloud & Service Providers

Designed for partners that provide services with Red Hat's portfolio of technologies via a consumption-based pay-as-you go model that supports multi tenant, dedicated, and managed service delivery models.

Red Hat

OPPORTUNITY REWARD PROGRAM

Partnership Levels

Premier Business Partner

The Premier level is for partners that have a strategic relationship with Red Hat, and that provide the highest contribution to Red Hat and the Red Hat partner ecosystem. Premier Business Partners have the highest level of visibility at Red Hat and in the marketplace*

Advanced Business Partner

Partners who have reached the Advanced membership level have consistently met sales targets and expectations as defined in this program guide. The Advanced business Partner has access to advanced sales benefits such as Opportunity Reward Program and higher NAT tiers, along with other benefits.

Ready Business Partner

Enables Partners to grow open source practice while building Red Hat Enterprise Linux, Red Hat Middleware and Red Hat Cloud competency. Ready Business Partners have access to a variety of marketing collateral, tools and access to software.

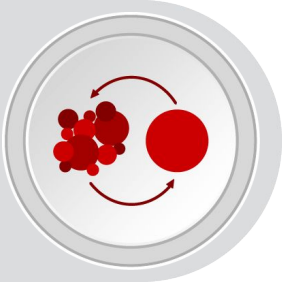
OPPORTUNITY REWARD PROGRAM

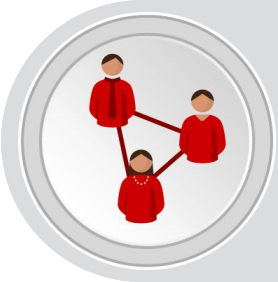
A robust program to ensure partners are rewarded to achieve and scale beyond

Project protection
and priority resource allocation

Increased Margin

Rewards
for “new” business growth





Sales alignment
and Support from Red Hat
sales and technical resources

Red Hat

PARTNER journey map

EMEA Technical Partner Enablement Team

Red Hat

Partner Journey Map

New hire Bootcamp

Overview

Business Model

Anchor Sales Plays

Inspiration

Connection

Partner training Portal

Qualification

Competitive positioning

Objection handling & pricing

Demos

Product Knowledge

Certification $

Level 1 & 2 (online)

Certification

RHLS

Product specific

technical Certification

Plan & Generate Pipeline

CHAMP alignment

Solution Brief

EMEA offerings & special events

Enablement

Partner led- Roadshows

Red Hat Hackfest & Hackathon

Red Hat

CHAMP & Solution Briefs

Channel and Alliances Management Process

Red Hat

CHAMP: 1 Pager - Partner Version

Red Hat

Confidential: Red Hat associates and NDA partners only, no further distribution

What is CHAMP?

CHAMP (**Ch**annel and **A**lliances **M**anagement **P**rocess) is an award winning Joint Go-To-Market planning practice that Red Hat uses to create long term, sustainable, joint revenue streams with selected partners.

What is the problem statement?

From our experience, without using a jointly agreed business plan, the majority of the relationships remain at the tactical level and focused on the short-term. The partnering organisations don't perceive each other as strategic.

What can CHAMP do for you?

- Predictably drive revenues in short, medium and long term

Type of the doc: Teaser

Audience:
Partner Sales / Management in the selected Partner Org.

Red Hat

SOLUTION Support – from Discovery to Go2market

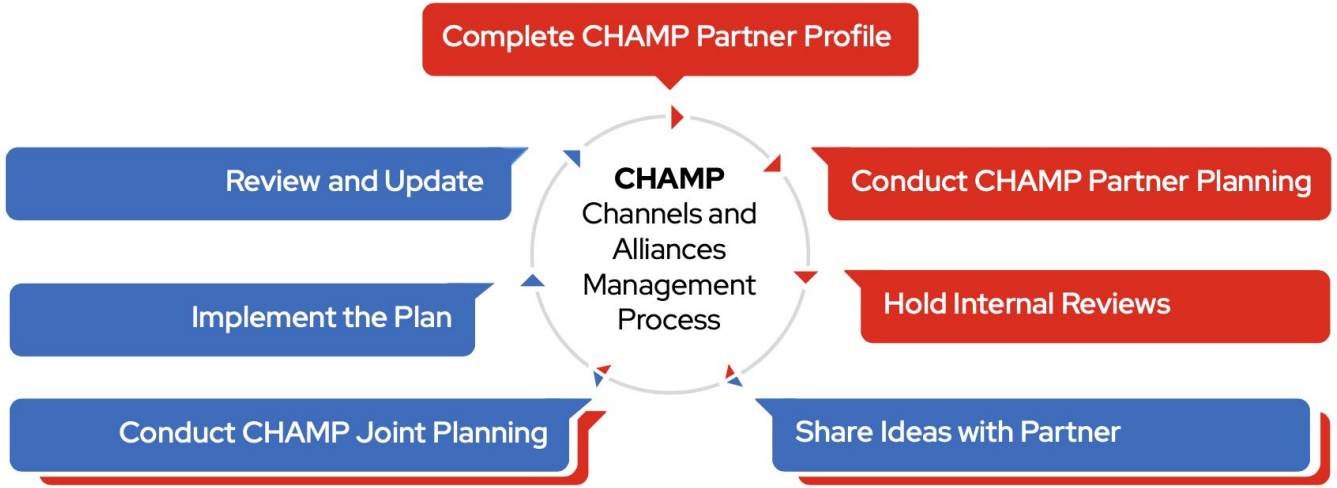
Benefits for you:

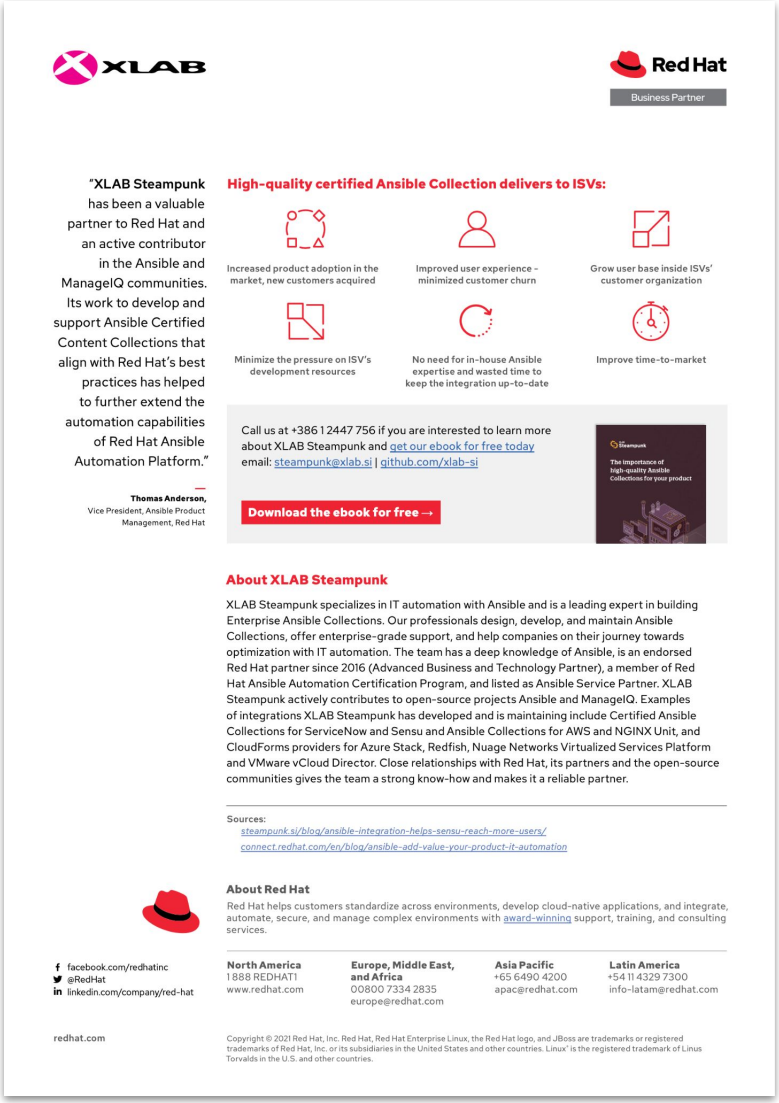
- One process, supported by the EMEA technical partner enablement team
- Standardized workshops with consistent quality
- Dedicated and specific enablement recommendations
- Company compliant documentation
- Marketing support

CHAMP – THE PROCESS

Red Hat Internal Steps

Joint Partner & Red Hat Steps





XLAB

Red Hat
Business Partner

"XLAB Steampunk has been a valuable partner to Red Hat and an active contributor in the Ansible and ManageIQ communities. Its work to develop and support Ansible Certified Content Collections that align with Red Hat's best practices has helped to further extend the automation capabilities of Red Hat Ansible Automation Platform."

—
Thomas Anderson,
Vice President, Ansible Product Management, Red Hat

High-quality certified Ansible Collection delivers to ISVs:

- Increased product adoption in the market, new customers acquired
- Improved user experience – minimized customer churn
- Grow user base inside ISVs' customer organization
- Minimize the pressure on ISV's development resources
- No need for in-house Ansible expertise and wasted time to keep the integration up-to-date
- Improve time-to-market

Call us at +386 1 2447 756 if you are interested to learn more about XLAB Steampunk and get our ebook for free today
email: steampunk@xlab.si | github.com/xlab-si

Download the ebook for free →

About XLAB Steampunk

XLAB Steampunk specializes in IT automation with Ansible and is a leading expert in building Enterprise Ansible Collections. Our professionals design, develop, and maintain Ansible Collections, offer enterprise-grade support, and help companies on their journey towards optimization with IT automation. The team has a deep knowledge of Ansible, is an endorsed Red Hat partner since 2016 (Advanced Business and Technology Partner), a member of Red Hat Ansible Automation Certification Program, and listed as Ansible Service Partner. XLAB Steampunk actively contributes to open-source projects Ansible and ManageIQ. Examples of integrations XLAB Steampunk has developed and is maintaining include Certified Ansible Collections for ServiceNow and Sensu and Ansible Collections for AWS and NGINX Unit, and CloudForms providers for Azure Stack, Redfish, Nuage Networks Virtualized Services Platform and VMware vCloud Director. Close relationships with Red Hat, its partners and the open-source communities gives the team a strong know-how and makes it a reliable partner.

Sources:
steampunk.si/blog/ansible-integration-helps-sensu-reach-more-users/
connect.redhat.com/en/blog/ansible-add-value-your-product-it-automation

About Red Hat

Red Hat helps customers standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with award-winning support, training, and consulting services.

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Red Hat

Partner-Led Customer Workshops: Let's Scale Business Together

EMEA Partner Business Development

Iveta Babulenkova,

EMEA Partner Business Development Manager - Cloud Native AppDev & DX, Red Hat

Red Hat

Collaborative Expertise

Enable

Technical and **business enablement** in various forms - hands-on, self-paced, interactive

Empower

Building competency to **become leaders in innovative technologies**

Scale

Drive further adoption

Promote your expertise

Red Hat

Offering to scale the business with partner-led events/types

Pipeline Development Workshops (PDW)

- **Technical marketing event**
- One-to-many type - single partner inviting & delivering to a mixed group of attendees/customers
- Mostly focused on technical people/attendees - they get hands on experience of technologies

Sales Acceleration Workshops (SAW)

- **A workshop designed to win technical influencers**
- One-to-One type - single partner running the content for a single customer
- To help closing a concrete customer opportunity or to be used as a tool in a decision making process with the new potential customer

DRIVING NEW PIPELINE

- Drive new pipeline with new customers
- Upsell & cross sell to existing customers
- Position yourself and thought leader new cutting edge cloud and container space in your country
- Position yourself in the market as a Preferred Red Hat Partner, executing joint workshops and events

12 Different Workshops to choose from

OpenShift	Cloud-Native Dev	Automation

Half-day/Full-day/2-hour formats

Environments, Labs

We stand up the an environment for the event, sized correctly for your event. We also provide fully tested lab guides & content.

Presentation Content

We provide an introductory scene-setting presentation material,
We also expect you'll delivery your own positioning presentation during the day. We also give you access to a recording of a Red Hat event.

Registration process

We manage setting up the registration page, process and communications with the registrants. We provide regular updates on the details of the registrants.

Marketing & Support

We create Social Media posts for the event which are sent out by the local and EMEA teams. We train the lab owners & provide onsite support.

Event Promotion

Filling the event with relevant prospects is the responsibility of the partner. Red Hat will assist with social media, but no marketing campaign will be driven by Red Hat.

Content Curation & Event Execution

Learning & successfully delivering the content is the responsibility of the partner - the partner needs to get familiar the content & labs.

Leads & Follow up

The follow-up activities are the responsibility of the partner, Red Hat will support where we can. These are YOUR leads.

Empower & Scale

Partner-led events: Fully prepared by Red Hat & executed by partners

Pipeline Development Workshops (PDW)

- Container and Cloud-Native Roadshow (Openshift) - full day/6 hrs event - 2 tracks
  - OPS track - OpenShift & Container Storage Workshop
  - DEV track - 4 modules available around Cloud-Native for developers

- Ansible Automation Technical Workshop - 2,5 hrs/full day event

- Agile Integration Roadshows - 4 hrs/full day event
  - A Day in the Life - Enabling your API-Centric Strategy
  - A Day in the Streaming Life - Event-Driven Architecture WS

Empower & Scale (cont.)

Partner-led events: Fully prepared by Red Hat & executed by partners

Sales Acceleration Workshops (SAW)

Workshops-as-a-Service - Red Hat Execution Excellence

Red Hat | intel.

WaaS

Workshops-as-a-Service

Red Hat OpenShift Developer Workshops

Red Hat OpenShift Infrastructure Workshop

Red Hat Ansible Automation Workshop

Other technical workshops available:

Quarkus Workshop

(incl. Spring Boot to Quarkus)

Kafka/AMQ Streams

Ansible Automation Workshops

Red Hat

What is there for Partner ?

- **Free workshop setup for virtual run by Red Hat**
  - Preparation of content and technical environment from Red Hat (labs & exercises)
  - Enablement and training of partner instructors by Red Hat technical manager
  - Support by Red Hat technical manager during the first events
- **(Co-)Branding and communication**
  - Landing and registration website
  - Additional assets: invitation template, name badges, pull up banner, etc.
  - Social network content, promotional materials etc.
- **Building visibility on the market**
- **Business development & pipeline generation & closing of opps through and with Partners**
- Getting closer to a customer technical/development public - to identify potential new opportunities (cloud-native, hybrid cloud, automation)
- To build stronger relationships with Red Hat sales people while providing technical expertise & competency
- Upsell of RH OpenShift and other RH products, extend OCP adoption by developers and bring the workload to the OCP - more business for the Partner (and for Red Hat)

Examples of landing pages

Red Hat CROSSVALE INTEGRATE·AUTOMATE·DELIVER

DEV OPS

VIRTUAL EVENT

Container & Cloud-Native Roadshow

Presented By Crossvale

October 27, 2021 | 2:00 PM - 5:00 PM (GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London

AGENDA REGISTER

OVERVIEW

The Container & Cloud-Native Roadshow
building, deploying, and managing contai
industry-standard open source technolog
enabling attendees based on their role (
OpenShift changes the way you run miss

About Red Hat OpenShift

Built on proven open source technologies
Platform lets you streamline and automat
accelerate product life cycles by giving d
environment and a wider choice of tools a

About the Event - Scale to Zer with Serverless

DEV TRACK

Red Hat SECURELINX

VIRTUAL WORKSHOP

Ansible Linux Automation Technical Workshop Presented by Securelinx

March 11, 2021 | 9:00 AM - 12:30 PM (GMT) Greenwich Mean Time : Dublin, Edinburgh, Lisbon, London

AGENDA REGISTER

OVERVIEW

Red Hat ANSIBLE

A 3-hour hands-on introduction to Ansible for Red Hat Enterprise Linux Automation for System Administrators and Operators.

Who is this workshop best for?

System administrators and operators who manage and configure enterprise Linux systems. Attendees should have little to no experience with Ansible or the Red Hat® Ansible® Automation Platform. This is a beginners level course that covers Ansible fundamentals for common system administration scenarios.

Attendees should have basic Linux administration skills and experience using standard commands such as curl, cd, tree, mkdir and understand Linux filesystems as well as standard package management (e.g. yum). There is no

IMPORTANT NOTICE

Online registration is no longer availab
registration assistance via the email lin
about registering at this time.

Red Hat inetum. Positive digital flow

DEV OPS

VIRTUAL EVENT

Container & Cloud-Native Roadshow

Presented By Inetum

February 2, 2021 | 9:00 AM - 1:00 PM (GMT+02:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna

SHARE

AGENDA REGISTER

OVERVIEW

This event will be held in Spanish

The Container & Cloud-Native Roadshow is a unique hands-on experience for building, deploying, and managing containerized cloud-native applications using industry-standard open source technologies. Focused on educating and enabling attendees based on their role (Ops or Dev), you'll learn how Red Hat® OpenShift changes the way you run mission-critical applications.

About Red Hat OpenShift

Built on proven open source technologies, Red Hat OpenShift Container Platform lets you streamline and automate development processes and accelerate product life cycles by giving developers more control over their environment and a wider choice of tools and components.

IMPORTANT NOTICE

Online registration is no longer available for this event. Please contact registration assistance via the email link below in order to get information about registering at this time.

Top

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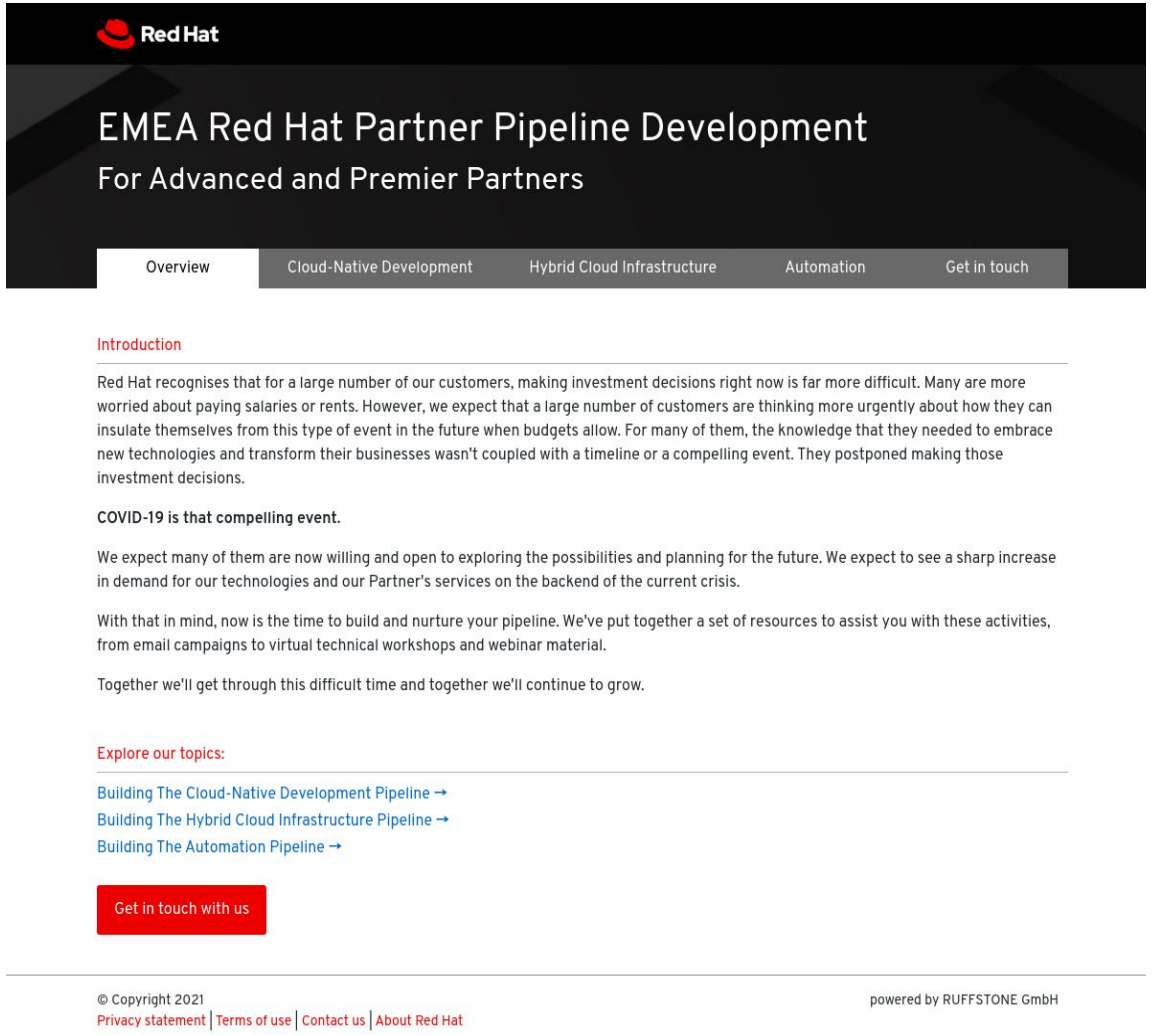
Pipeline development content:

https://pipeline.redhat-partner.com/

Contact:

EMEA Partner Business Development Manager

Iveta Babulenkova
iveta.babulenkova@redhat.com



Red Hat

EMEA Red Hat Partner Pipeline Development

For Advanced and Premier Partners

Overview | Cloud-Native Development | Hybrid Cloud Infrastructure | Automation | Get in touch

Introduction

Red Hat recognises that for a large number of our customers, making investment decisions right now is far more difficult. Many are more worried about paying salaries or rents. However, we expect that a large number of customers are thinking more urgently about how they can insulate themselves from this type of event in the future when budgets allow. For many of them, the knowledge that they needed to embrace new technologies and transform their businesses wasn't coupled with a timeline or a compelling event. They postponed making those investment decisions.

COVID-19 is that compelling event.

We expect many of them are now willing and open to exploring the possibilities and planning for the future. We expect to see a sharp increase in demand for our technologies and our Partner's services on the backend of the current crisis.

With that in mind, now is the time to build and nurture your pipeline. We've put together a set of resources to assist you with these activities, from email campaigns to virtual technical workshops and webinar material.

Together we'll get through this difficult time and together we'll continue to grow.

Explore our topics:

Building The Cloud-Native Development Pipeline →
Building The Hybrid Cloud Infrastructure Pipeline →
Building The Automation Pipeline →

Get in touch with us

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Red Hat Partner Content Hub resources

PARTNER-LED CUSTOMER WORKSHOPS:

PARTNER-LED CUSTOMER WORKSHOPS: OPENSHIFT

PARTNER-LED CUSTOMER WORKSHOPS: CLOUD-NATIVE AND AGILE INTEGRATION

PARTNER-LED CUSTOMER WORKSHOPS: AUTOMATION AND ANSIBLE

Special Events

Red Hat Hackfest, Hackathon & Co.

Red Hat

IBM CPT* EMEA Hackathon

Dates: Launch 8th Feb; teams have ~3.5 weeks to prepare their solutions
Shark-tank presentations 1st week of March

Number of participants: 10 teams of maximum 8 (80 people)

Target audience: CBDS + CPR (Blockchain, Finance, T&T) + CPS

Hack team size: max. 8 (5-8) ideal set up:

- Front end developer
- Back end developer
- Data Scientist
- Cloud Platform skills (AWS, Azure, IBM Cloud, OpenShift)
- Business consultant
- Industry knowledge (not mandatory)
- CBDS/CPR & CPS Finance, Blockchain, T&T domain knowledge

*Cognitive Process Transformation

Red Hat

IBM Ansible Automation Summit 2021

OPEN - Public Git

Collaborative - Red Hat & IBM

During that 2-month event you'll have a chance to **learn** via online trainings and live sessions, **share expertise** with Red Hat experts, **develop your own ideas** for automation and **team up** with other IBMers and Red Hatters.

Target Audience

Everyone: eager to learn or having great ideas

Business Professionals: with a good understanding of where automation can bring benefits

Developers skilled in Ansible: may submit a use case with a piece of code during the contest

Red Hat

Red Hat
IBM
11 October, 2021
Hack/>fest
Learn, collaborate and build.
Red Hat Hackfest is a team based initiative where partners and customers collaborate to innovate end-to-end solutions to address real world customer challenges.
Register

Red Hat