

How to work with Red Hat

EMEA Partner Enablement & Development

Red Hat ecosystem numbers

+70 %

of the

**EMEA
Revenue
comes
from
partners**

5.500

Partners

>100

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

CCSPs

464

of the

1105 Global

SPs

3850

ISVs

715

4.900+

Applications certified
on Red Hat

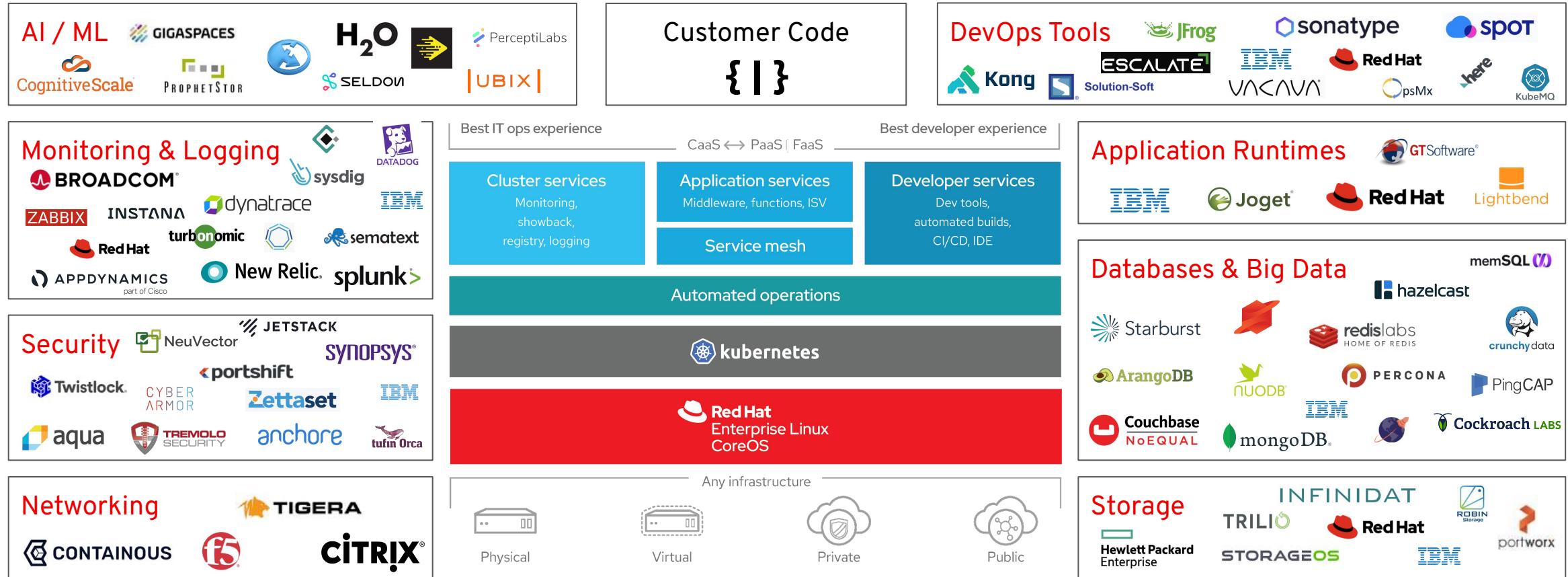


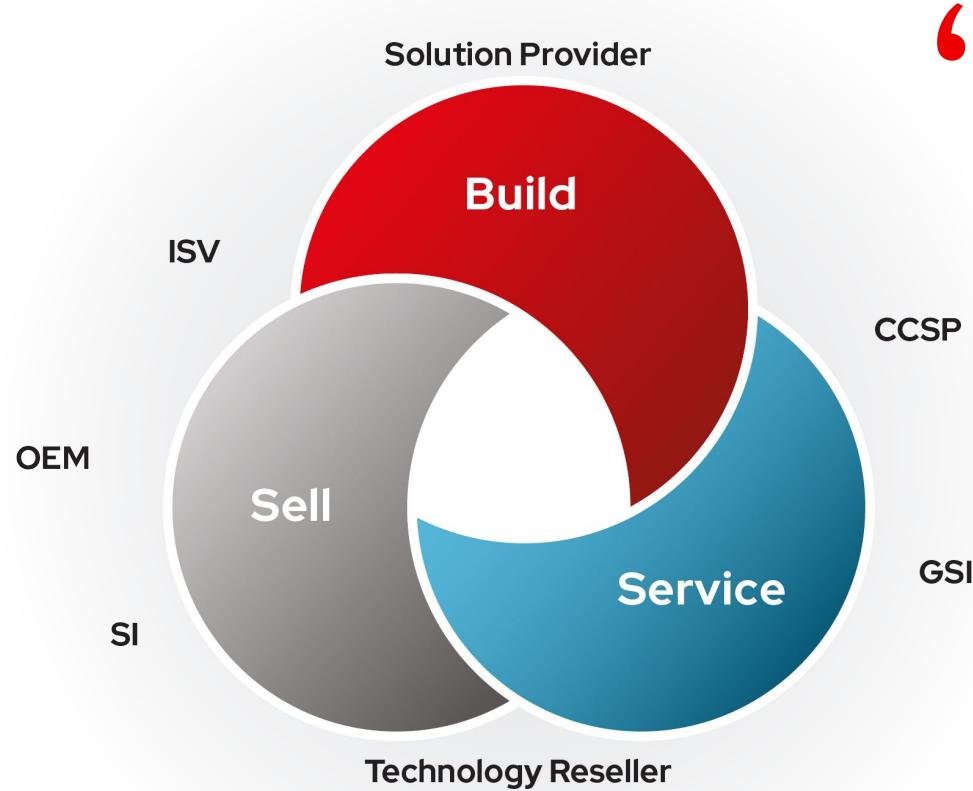
5.000+

new customers a year
through indirect routes



150+ Red Hat OpenShift certified operators





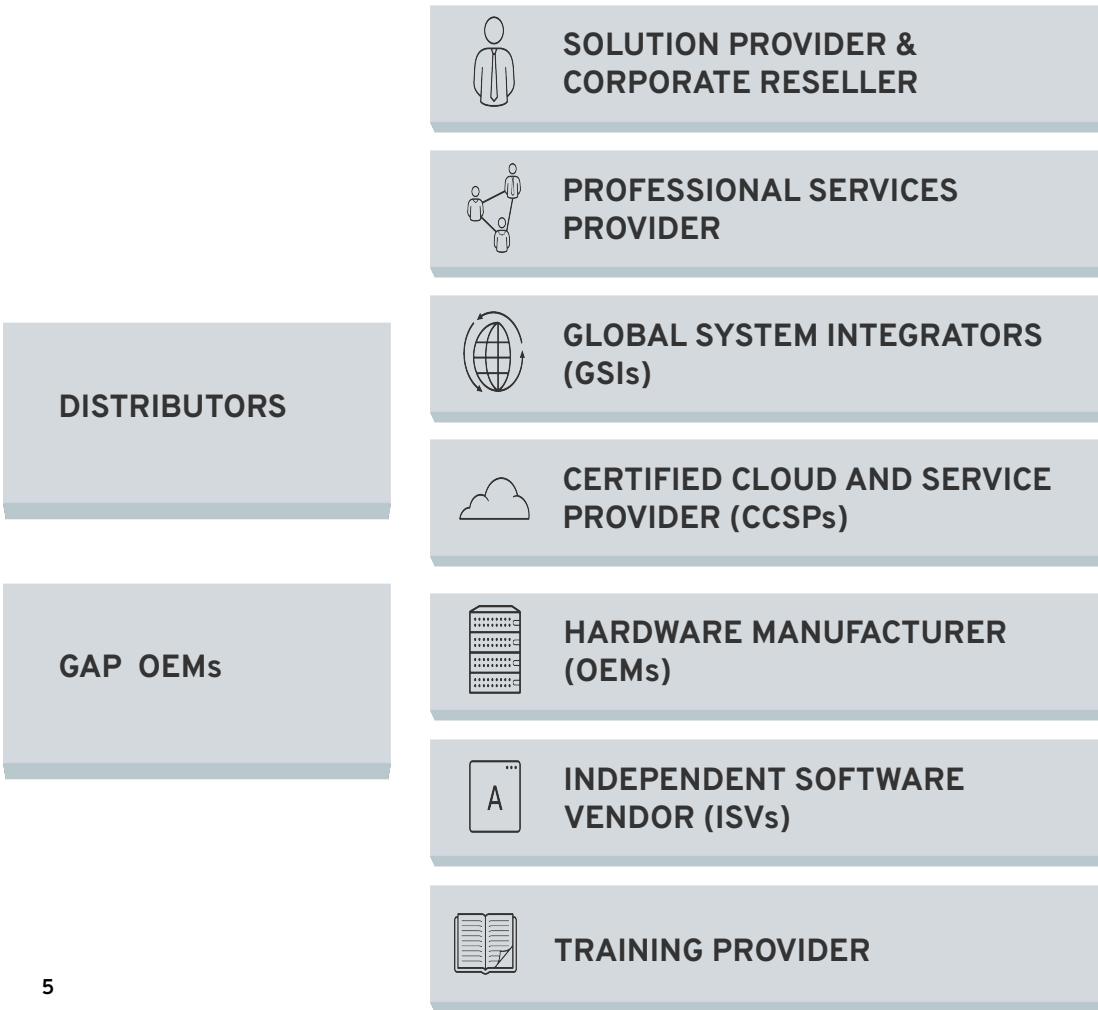
“ ”

To establish a strong, unified enterprise-class partner ecosystem –

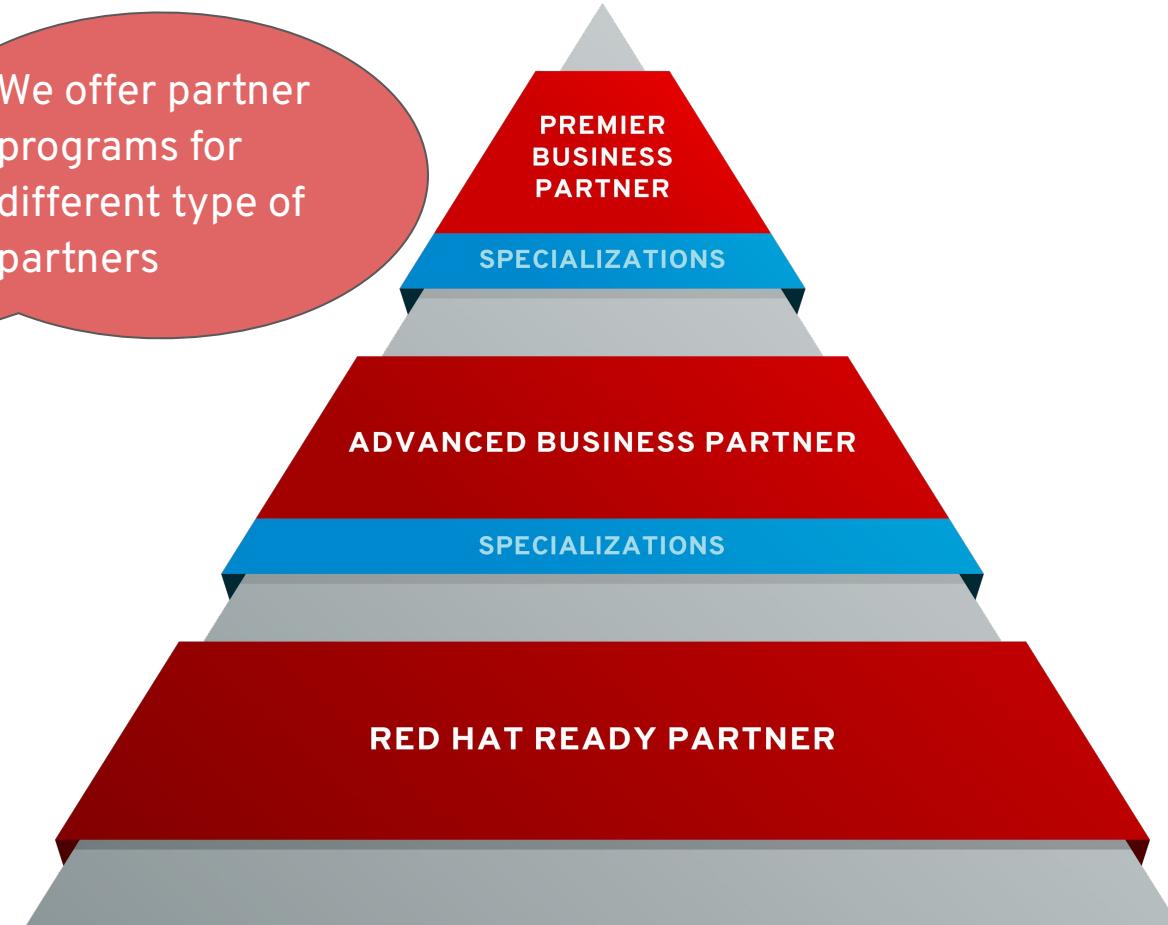
Providing customers with the ability to adapt and to profit from the agility and innovation our Open Source technologies bring to businesses - supporting our partners to succeed in the era of Digital Transformation.

Red Hat EMEA Partner Vision and Ecosystem

Red Hat partner types and membership level



We offer partner programs for different type of partners



PROGRAMS BENEFITS

A robust program at scale



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'



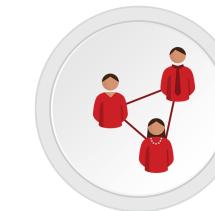
ACCESS TO TRANSACTIONAL DISCOUNTS

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-GENERATION CAMPAIGNS

Participate in Red Hat developed demand-generation campaigns



MARKET DEVELOPMENT FUNDS (MDF)

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

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 integrators who help take Red Hat **solutions** to market and provide business and technology services to customers

Technology Resellers

Designed for partners primarily 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.

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

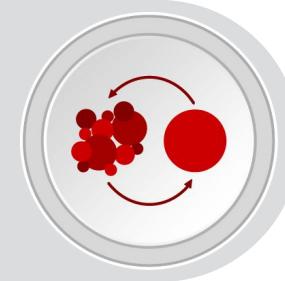
Project protection
and priority resource allocation



Increased Margin



Rewards
for “new” business growth



Sales alignment
and Support from Red Hat
sales and technical resources



OPPORTUNITY REWARD PROGRAM

Partner Level Eligibility - Deal Margin

Partner Type/Tier	Ready	Advanced	Premier	Premier* (investing in 2 additional individual per sales conversation)
Solution Provider	n/a	6%	10%	12%
Technology Reseller	n/a	5%		
Certified Cloud & Service Provider	n/a	6%	10%	
Global System Integrator	3%	6%	10%	

*All Middleware specialized Premier Solution Providers are eligible by default, due to the complexity of accreditation track



OPPORTUNITY REWARD PROGRAM

Deals Size Eligibility

Account Classification/Partner Type	Solution Provider	Certified Cloud & Service Provider	Technology Reseller	GSI's
SMB Accounts	5.000 € £ \$	5.000 € £ \$	5.000 € £ \$	25.000 € £ \$
Strategic, Enterprise & Mid-Market Accounts	10.000 € £ \$	10.000 € £ \$	10.000 € £ \$	
Registration validity	180 days			

Currency is defined based on partner's territory

Threshold will be updated soon to comply with the new segmentation setup

PARTNER journey map

EMEA Technical Partner Enablement Team

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

CHAMP & Solution Briefs

Channel and Alliances Management Process



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

What is CHAMP?

CHAMP (Channel and Alliances Management Process) 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.

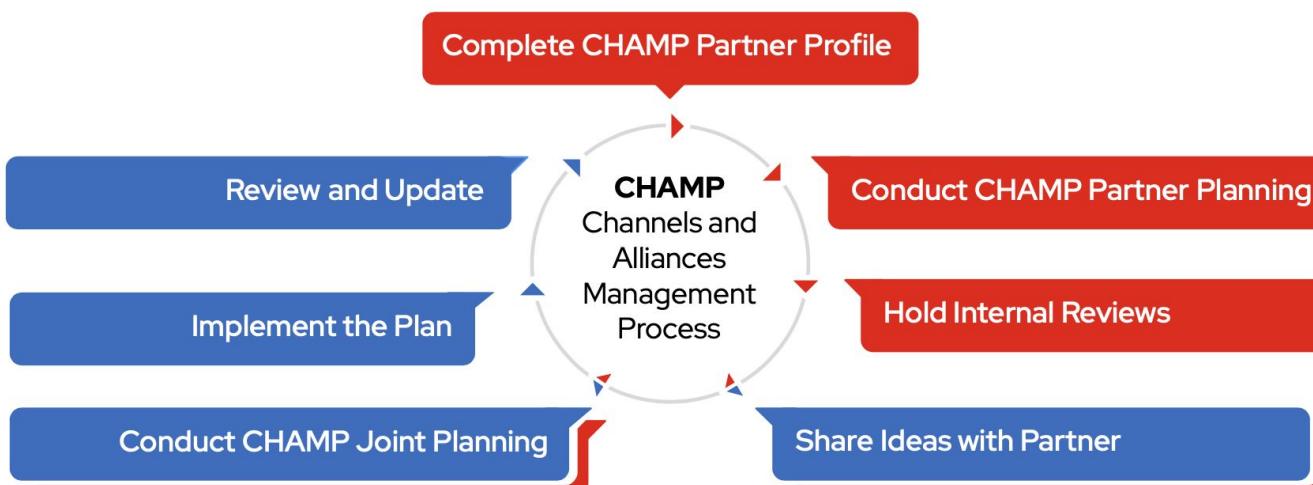
SOLUTION Support - from Discovery to Go2market

CONFIDENTIAL designator

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



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.

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 +3861 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.sj/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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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

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

We support YOUR event!

Pipeline Development Workshops (PDW)

- **Technical marketing event**
- One-to-many
- Mostly focused on technical personas

Sales Acceleration Workshops (SAW)

- **A workshop designed to win technical influencers**
- One-to-One
- Help closing a concrete customer opportunity

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

10+ different Workshops to choose from



Drive pipeline with new customers

Upsell & cross sell to existing customers

Position yourself and become thought leader

Position yourself as a Preferred Red Hat Partner



OpenShift

Cloud-Native Dev

Automation

From 2 hours to full day 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 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

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

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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 containerized 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 your development processes and accelerate product life cycles by giving developers more control over their environment and a wider choice of tools and components.

About the Event - Scale to Zero with Serverless

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

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

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.

ANSIBLE

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

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.

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.

DEV TRACK

Pipeline development content:

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

Contact:

EMEA Partner Business Development Manager

Iveta Babulenkova

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The screenshot shows the homepage of the Red Hat EMEA Red Hat Partner Pipeline Development website. At the top is the Red Hat logo. Below it, the page title is "EMEA Red Hat Partner Pipeline Development" followed by "For Advanced and Premier Partners". A navigation bar below the title includes "Overview" (which is highlighted in white), "Cloud-Native Development", "Hybrid Cloud Infrastructure", "Automation", and "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.

IBM CPT* EMEA Hackathon



Dates: Launch 8th Feb; teams have ~3.5 weeks to prepare their solutions
Sharktank 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

IBM CPT EMEA Hackathon

Results



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

- 40 out of 80 starters participated (50 % Drop-out) - only 3 - 5 People per team
- 8 out of 10 Team finished - 20 % Dropout
- 3 out of 8 did not use OCP
- 5 Groups using OCP or at least had it in their system design - 50%
- 2 Groups presented a real solution, 6 a Mockup

Examples:

Barly Managing

OCP Yes
Real - from a technical view
the best

Resilient Healthcare

OCP Yes / Blockchain on
OCP / Watson Chatbot on
IBM Cloud
Partly real

Monitor COVID Patient at Home

OCP No /AWS
IoT Device
Mobile Hub at patient side
Mockup

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

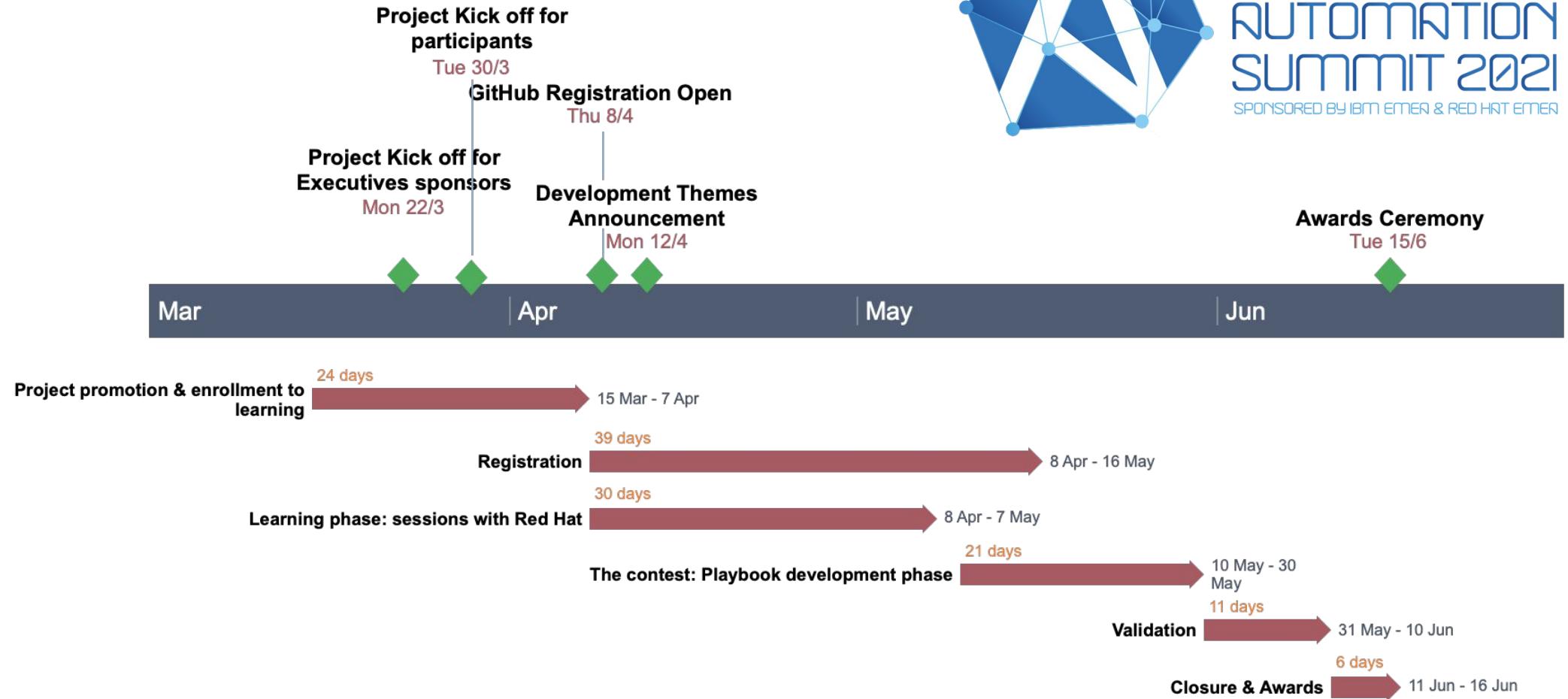
Everyone: eager to learn or having great ideas

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



IBM Ansible Automation Summit 2021





Red Hat



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](#)