# Red Hat Partnership:
# How to Become a Partner

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## Who are Red Hat?

Red Hat is an industry-leading open-source software company. It has been at the forefront of making open source software and solutions suitable for enterprise use for over 30 years.

While Red Hat is widely renowned for its Linux solutions, the company also provides a comprehensive suite of cutting-edge technology solutions, spanning container technologies such as OpenShift, cloud management tools, middleware, and automation tools like Ansible. These offerings empower businesses with the essential tools required to excel in the digital age.

Embarking on a partnership journey with Red Hat presents an opportunity to profitably provide your customers with access to these cutting edge technologies in a cost effective way.

## Why Partner with TDSynnex for Red Hat?

As an established Red Hat distributor, TDSynnex understand where our partners need support in growing their business.

Our experienced teams will work with you to provide you with the resources you need to support the expansion of your Red Hat pipeline, whilst ensuring that you have the tools at your disposal to understand the emerging technologies at the heart of Red Hats cloud native strategy.

We pride ourselves on supporting you with the strategic goals of your Red Hat business, whilst holding ourselves to high standards of operational excellence, so you have the support you need on a day to day basis.

**Build Incremental Pipeline**          **Build Technical Skills**          **Core Distribution Services**

## Which Red Hat Partner Program should I sign up to?

There are 3 different programs to evaluate when signing up to become a Red Hat partner. It is entirely possible to join more than one program to support different offerings to your customers, and many partners do exactly that. Below is a brief outline of which programs are available:

**Solution Provider Program**

The Solution Provider program is for partners that wish to resell Red Hat Software to their Customers where the customer will ultimately own the subscription to the Red Hat Software.

**Certified Cloud & Service Provider**

The CCSP program is for partners that wish to offer managed services or cloud consumption offerings to their customers. CCSP is the only compliant way to offer a managed service.

**Independent Software Vendor Program**

The ISV program is for partners that want to embed or white label Red Hat technology into their own offering to their customers.

## Establish a Trading Relationship with TDSynnex

If you don't already have a trading relationship with TDSynnex then the first step towards becoming a Red Hat partner with us is to sign up with a partner account. You can do this at uk.tdsynnex.com/BecomeaReseller

## Sign Up to a Red Hat Partner Program

Signing up as a Red Hat partner is easy and should take no more than 20 minutes. See below for details of where to go for each program.

### Solution Provider Program

See more details about the solution provider program and to sign up as a Red Hat partner at connect.redhat.com/programs/solution-provider

### Certified Cloud & Service Provider

See more details about the Certified Cloud & Service Provider program and to sign up as a partner at connect.redhat.com/programs/certified-cloud-service-provider

### Independent Software Vendor Program

If you believe that the ISV program is the correct way to engage with Red Hat for your business, speak to your TDSynnex representative for more details.

## Complete your Partner Vetting Questionnaire

Once you have created an account online you will receive a vetting questionnaire from Red Hat. This questionnaire is for Red Hat's legal and compliance process and may take up to 2 weeks to complete. If you are an existing IBM partner, then you will have already completed this process and will not have to do it again. For any issues regarding the vetting process please contact emea-partner-team@redhat.com

## Complete your Credentials

Once your partner account has been created you will receive access to Red Hat partner training portal. In order to solidify your partnership with Red Hat you will need to complete training which varies by the partner program you have signed up to.

Solution Provider partners should complete 1 sales credential of their choice. Certified Cloud & Service Provider partners should complete 2 sales credentials and 2 technical credentials. Partners using the Independent Software Vendor program do not need to complete credentials.

## Grow your Business & Elevate your Red Hat Partner Status

TDSynnex can support the growth of your new Red Hat partnership through a range of activities to help you build both pipeline and a level of knowledge and understanding of the key sales opportunities with Red Hat.

Speak to your TDSynnex representative to discuss how we can help you to grow your Red Hat business and how we can help you gain the benefits of an elevated partnership status with Red Hat.

Red Hat
Authorized Distributor

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