



# Join The Red Hat Customer Reference Program

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Everything you need to know to join the program



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## Information for Red Hat customers

### What is it?

Help us spread the word about open source. The Red Hat customer reference program provides an organized method for Red Hat customers to share their successful Red Hat and JBoss deployments publicly—with customers, press, and industry analysts. The program enables Red Hat to work closely with reference partners to promote open source solutions, build brand awareness, and help generate new sales.

The Red Hat customer reference program provides a variety of ways for customers to participate:

- **Case studies**

Crafted by a professional writer, case studies are two-page stories (approximately 1,000 words in length) detailing your successful Red Hat or JBoss deployment. Case studies are posted on the Red Hat corporate web site and blog.

- **Awards**

Red Hat nominates customers for award programs, including the Red Hat Innovation Awards, JBoss Innovation Awards, and those hosted by a number of technology associations.

- **Peer-to-peer conversations**

All kinds of organizations are curious about open source and often ask to speak directly to someone who's successfully deploying open source solutions with Red Hat. These calls ensure an unbiased opinion and are a private way to share your Red Hat experience. In these peer-to-peer conversations, you'll speak directly with potential Red Hat customers or with existing customers from whom you'd like to learn more.

- **Customer forums, advisory boards, and roundtables**

Join a Red Hat customer advisory board or participate in a customer forum or roundtable, and you'll gain exposure as a thought leader in your industry.

- **Lead generation webinars**

Participate in a Red Hat webinar and tell your story to prospective customers. If you'd like, Red Hat will supply you with the leads from the event.

- **Press opportunities**

Red Hat works with reference customers to develop press releases and arranges interviews with the press and industry analysts to showcase your solutions.

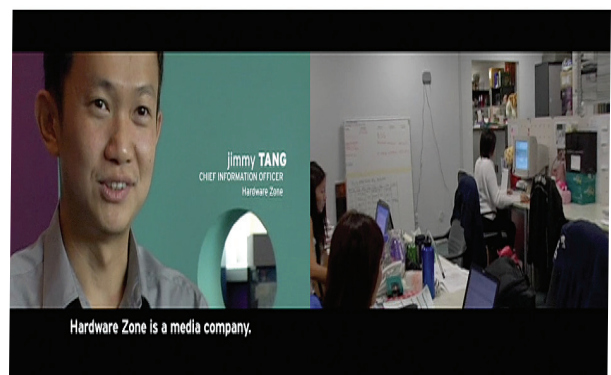
- **Video testimonials**

Tell your story on video. Red Hat will send a production crew to your organization and interview you on camera. Video testimonials are posted on the Red Hat corporate web site.

- **White papers**

Technical white papers—developed by Red Hat or third-parties, like industry analysts—provide a technical perspective on your solution deployment.

JIMMY TANG - HARDWARE ZONE





## Why participate?

Customers have many reasons to participate in the Red Hat customer reference program. They may be interested in strengthening their marketing and branding activities—or desire greater thought leadership within the open source community.

- **Marketing:** Participating in the Red Hat customer reference program ensures increased market exposure. When appropriate, we also provide reference partners with leads from lead generation events in which they participate.
- **Thought leadership:** The program enables customers to promote open source technologies actively and increase their participation in the open source community.
- **Information exchange:** Customers have the opportunity to share their open source implementations and technical successes with other companies, many of whom are eager to learn about open source integration. Reference partners may also be put in touch with customers from whom they can learn more and may directly dialog with Red Hat product management.
- **Joining the Red Hat ecosystem:** The Red Hat ecosystem consists of a large network of Red Hat partners and customers, working together in symbiotic relationships. The reference program enables customers to strengthen their relationships within this ecosystem and further leverage Red Hat and Red Hat partners.
- **Program opportunities:** Reference partners receive a number of opportunities as a result of participating in the program, including panel participation with free admission to the Red Hat Summit or JBoss World events; private receptions with Red Hat executives; and participation in technical roadmap sessions and technology betas.



## What to expect?

Being a Red Hat reference partner is simple. Here's what you can expect from us, when you become a Red Hat reference partner:

- An easy process - we'll consider your availability and priorities in scheduling interviews and speaking engagements.
- A Red Hat customer reference manager - works with you through every step of the process and provides a single point of contact.
- Professional writers - work with you to develop professional, journalistic-style reference materials.
- Content distribution through various media - we'll prepare the content, manage design, and distribute the final product via print, web, sales, and business development presentations, etc.
- Reviews and approvals - we'll send content to you for your internal review and approval before publishing.

## When?

You may join the Red Hat customer reference program as soon as you become a Red Hat customer.

## How do you become a Red Hat customer reference partner?

Contact your sales rep. Upon your request, your sales rep will put a Red Hat customer reference manager in touch with you or e-mail: [communications@redhat.com](mailto:communications@redhat.com)