



# **RED HAT NORTH AMERICA PARTNER PROGRAM GUIDE**

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## INTRODUCTION

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Welcome to the new Red Hat® Partner Program. As market demand for open source solutions continues to increase, Red Hat looks forward to partnering with you to provide superior solutions to your customers. Whether your focus is on operating systems, middleware, or services, you will find open source opportunities with Red Hat.

The Red Hat Partner Program is the foundation for the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company. Our partners play an integral role in our go-to-market strategy and overall success. Our program is designed to help our partners develop successful open source practices and solutions.

The Red Hat Partner Program Guide is your complete resource to partnering with Red Hat. In this guide, you will find:

- An overview of the Red Hat Partner Program
- A description of Partner Program benefits for each membership level
- A description of partnering requirements for each membership level
- Information regarding the application and enrollment processes

## PARTNER PROGRAM OVERVIEW

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The Red Hat Partner Program is a multi-tiered partner model designed to offer you resources to grow your open source practices or developments. Upon beginning your relationship with Red Hat, you will have access to a variety of benefits to assist you in developing your expertise of open source solutions. As your commitment to and knowledge of Red Hat open source solutions grows, the benefits you receive from Red Hat will also grow.

The Red Hat Partner Program provides you with the tools that help you define how you would like to partner with Red Hat. Need product information or marketing collateral? It's available. Need sales or technical training? Learn how to access it. Focus on operating systems? Understand the latest Red Hat Enterprise Linux® offerings. Prefer to offer middleware solutions? Get up to speed on JBoss® offerings. Tell us how you would like to partner with Red Hat and build your open source practice. We will provide you with the resources to do it.

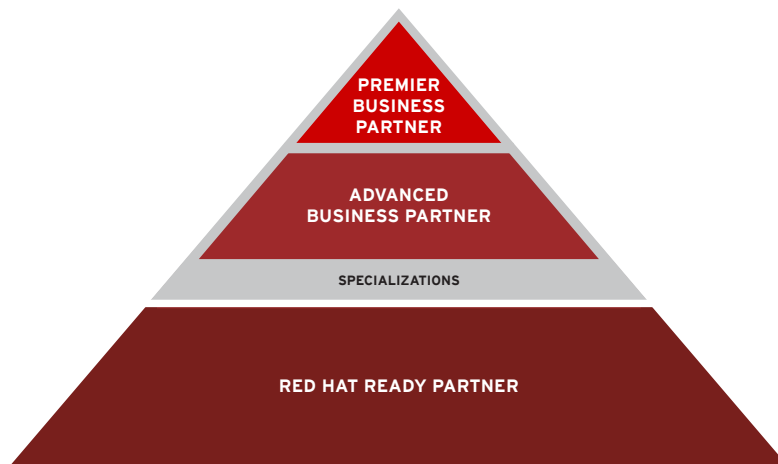
Upon successful application and admittance to the Red Hat Partner Program, you will gain access to an array of benefits via the Red Hat Partner Center. As a Red Hat Partner you are eligible to receive marketing, sales, and training benefits designed to assist you in building your own open source practices or application development on Red Hat infrastructure and middleware products. Once you meet the qualification requirements, you will be able to apply to a higher membership level. Upon approval by Red Hat of a higher membership level, your increased commitment to open source solutions will be rewarded through access to additional benefits.



## PARTNER PROGRAM STRUCTURE

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### PARTNER PROGRAM STRUCTURE



The Red Hat Partner Program offers a flexible structure designed to accommodate our partners' individual business models and is composed of three partnership levels, plus numerous specializations that fall into two categories, Core and Featured.

### PARTNERSHIP LEVELS

The table below outlines the characteristics of each partnership level.

#### Ready Partner

The Ready partnership level enables you to grow your open source practice while building Red Hat Enterprise Linux and JBoss competency. At this level, partners have access to a variety of marketing collateral, tools, and software.

#### Advanced Business Partner

Partners who have reached the Advanced level are experienced in delivering Red Hat and JBoss solutions and have an ongoing commitment to open source solutions. Advanced partners enjoy enhanced benefits, plus access to additional resources designed to assist them in building open source practices and revenue.

#### Premier Business Partner

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

### SPECIALIZATIONS

The Red Hat Partner Program embraces all types of partners, delivering resources and benefits that align with your business model and relationship with Red Hat. Specializations define your areas of expertise, help position you as a trusted advisor to your customers, and help your recognition in the marketplace. They are not required at the Ready partner level, but are essential for promotion to the Advanced or Premier partnership levels within the Red Hat Partner Program.



There are two types of specializations: Core and Featured. Core specializations are focused on Red Hat's key offerings around infrastructure, middleware, and virtualization; while the Featured specializations spotlight partner competency and innovation. As Red Hat continues to expand its portfolio and support for partner business models, additional specializations will be added.

### Core specializations

- **Infrastructure specialization**

The Infrastructure specialization is a specific designation for partners who have proven expertise in Red Hat infrastructure solutions at both the sales and technical levels. It requires a minimum of two Red Hat partner platform certified salespeople and one RHCT® or above (RHCE® or RHCA®) be on staff at all times.

- **Middleware specialization**

The Middleware specialization is a specific designation for partners who have proven middleware solution expertise at both the sales and technical levels. It requires a minimum of two Red Hat partner middleware certified salespeople and one JBoss Certified Application Administrator™ (JBCAA™) be on staff at all times.

- **Virtualization specialization**

The Virtualization specialization is a specific designation for partners who have proven expertise on Red Hat Enterprise Virtualization solutions at both the sales and technical levels. It requires a minimum of two Red Hat partner virtualization certified salespeople and one RHCT or above (RHCA), with additional technical training in Red Hat Enterprise Virtualization be on staff at all times.

### Featured specializations

- **Solutions specialization**

The Solutions specialization is a specific designation for partners who have developed an integrated solution that incorporates Red Hat technologies and demonstrates unique value. It requires at least one customer reference where the solution has been implemented. The solution must be approved by Red Hat Channel Management.

As a Red Hat Partner, you are invited to apply for one or more specializations once you meet the qualification criteria. Upon review and approval of your specialization request, you will be notified when Red Hat has accepted your application for specialization.

### Partnership level advancement

All partners who have completed the on-boarding process start out at the Ready partner level in the Red Hat Partner Program. In order to apply for the Advanced Business Partner level, you must complete the requirements to achieve one Core specialization. Once your application for promotion is submitted and reviewed for compliance by Red Hat, you will work with the Channel Account Manager for your region to complete a 12-month business plan. Upon approval of your business plan by Channel Management, your application will be accepted, and you will begin receiving the incremental benefits associated with the Advanced Business Partner status.

Partners who desire to advance to the Premier Business Partner level must complete the requirements for one Core specialization and one additional specialization (Core or other) prior to applying. When you have submitted your application and it is reviewed for compliance by Red Hat, you will work with your assigned Channel Account Manager to complete a 12-month business plan or make the necessary adjustments to your



existing one. Once your business plan has been approved by Channel Management, your application will be accepted and the highest level of benefits in the Red Hat Partner Program will be available to you.

Note: For every \$2 million in incremental Red Hat revenue closed at the Advanced or Premier Business Partner level, you will be required to achieve one additional Core specialization to achieve or maintain that level.

## PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits designed to assist you in developing open source practices around Red Hat infrastructure and middleware solutions. As a Ready Partner, you will receive access to marketing and training resources. The Advanced Business Partner's increased commitment to Red Hat is rewarded with enhanced benefits. And because of their focus and dedication, Premier Business Partners have access to the best benefits the Red Hat Partner Program has to offer. The table below summarizes the benefits available at each partnership level. Each benefit is described in additional detail on the following pages.

ECONOMIC BENEFITS	READY	ADVANCED	PREMIER
Value-based pricing	No	Yes	Yes
Special bid pricing eligible	Yes	Yes	Yes
Bid assignment program eligible	Yes	Yes	Yes
Deal registration program eligible	Yes	Yes	Yes
Renewals annuity business	Yes	Yes	Yes
Red Hat Renewals Program eligible	> \$100K Annual RH Rev	Yes	Yes
Funded Red Hat Champion eligible	No	No	Yes
Technical training discounts	Yes (20%)	Yes* (25%)	Yes* (30%)

RELATIONSHIP BENEFITS	READY	ADVANCED	PREMIER
Partner Advisory Board participation eligible	Yes	Yes	Yes
Partner Executive Program (PEP) participation	No	No	Yes
Participation in partner conferences and events	Yes	Yes	Yes
Assigned Channel Account Manager	No	Yes	Yes
Assigned Inside Channel Account Manager	Yes	Yes	Yes
Partner communications	Yes	Yes	Yes

\*Advanced and Premier Business Partners will have the opportunity to attend RH133 (Red Hat Linux System Administrator and RHCT exam) and JB336 (JBoss for Administrators) courses for free.



SALES BENEFITS	READY	ADVANCED	PREMIER
Partner Program / Specialization Welcome Kit	No	Yes	Yes
Web listing / Partner locator	Yes	Yes	Yes
Access to sales training	Yes	Yes	Yes
Partner website / Partner center access	Yes	Yes	Yes
Product roadmap updates	No	Yes	Yes
Access to Partner Relationship Management (PRM) tool	No	Yes	Yes
Demo / trial subscriptions – not for resale	Yes	Yes	Yes
Red Hat lead pass eligible	No	Yes	Yes
Access to Red Hat sales teams and joint customer calls	Yes	Yes	Yes
Pre-sales (solution architect) support program	No	Yes	Yes
Dedicated pre-sales (solution architect)	No	No	Yes
Co-operative solution development eligible	No	Yes	Yes
TCO / ROI / migration cost calculators	Yes	Yes	Yes

MARKETING BENEFITS	READY	ADVANCED	PREMIER
Program logo usage	Yes	Yes	Yes
Featured partner success story highlights	No	Yes	Yes
Case studies / whitepapers / product literature	Yes	Yes	Yes
Customizable campaign materials	Yes	Yes	Yes
Marketing plan assistance / resources	No	Yes	Yes
Dedicated marketing contact	No	No	Yes
MDF eligible	No	Yes	Yes
Co-marketing eligible (events, webinars, etc.)	No	Yes	Yes
Red Hat content syndication tool	No	Yes	Yes



TECHNICAL BENEFITS	READY	ADVANCED	PREMIER
Knowledgebase access	Yes	Yes	Yes
Web support (Basic SLA)	Yes	Yes	Yes
Phone support (Standard SLA)	No	Yes	Yes
Pre-sales (solution architect) support program	No	Yes	Yes
Dedicated pre-sales (solution architect) support	No	No	Yes
Partner listed as a customer support contact	No	Yes	Yes
Pre-sales (solution architect) training and tools availability	No	Yes	Yes
Participation in technical seminars, forums, networks, blogs, etc.	Yes	Yes	Yes
Access to technical community site	Yes	Yes	Yes
Access to beta products (or beta program participation)	No	Yes	Yes
Developer support (Professional SLA)	No	Yes	Yes
Joint technology customer support (TSANet, other)	Yes	Yes	Yes

## BENEFITS DESCRIPTIONS

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### ECONOMIC BENEFITS

- **Value-based pricing**  
Standard pricing discount from Red Hat based on the level of partner in the Partner Program.
- **Special bid pricing eligible**  
Partners may benefit from a “sell with” approach on large enterprise prospects and therefore be eligible to request special bid pricing from Red Hat via their Red Hat Channel Account Managers to help close large sales opportunities. Partners unaffiliated with the Partner Program are not eligible to receive special bid pricing.
- **Bid assignment program eligible**  
A program, available to all members of the Red Hat Partner Program, established to ensure customer choice will be used to determine which partners receive Red Hat end user special bid pricing.





- **Deal Registration Program eligible**

The Deal Registration Program provides business partners with the ability to accrue additional benefits when they identify new Red Hat business opportunities and engage in value-added pre-sales activity. For more details refer to Deal Registration Guide.

- **Renewals annuity business**

Red Hat products are sold on a subscription basis. As a Partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a periodic basis and develop an annuity revenue stream.

- **Red Hat Renewals Program eligible**

Red Hat Renewals Program is an end-to-end solution for managing your Red Hat renewals business. This partner-centric program is designed to increase renewal rates and return more revenue to you, while increasing customer retention and satisfaction. See the Renewals Program Guide for more details.

- **Funded Red Hat Champion eligible**

Premier Partners who put a Red Hat champion in place to focus on expanding Red Hat business opportunities and driving revenue within the partner's customers and prospects will be considered for reimbursement funding.

- **Technical training discounts**

Improve the technical knowledge of your staff through discounts off the MSRP price on Red Hat technical training courses. To sign up for these classes, visit [www.redhat.com/training/](http://www.redhat.com/training/). The discount codes are available in Partner Center.

In addition, Red Hat will host regional RH133 (Red Hat Linux System Administrator and RHCT exam) and JB336 (JBoss for Administrators) courses at no cost to Advanced and Premier Business partners. For the latest schedule please contact the Partner Help Desk or your Channel Account Manager.

## RELATIONSHIP BENEFITS

- **Partner Advisory Board participation eligible**

A chance to heavily influence the way Red Hat does business with partners. This is an opportunity to meet regularly with Red Hat leadership and have a specific voice in our channel strategies and programs.

- **Partner Executive Program (PEP) participation**

In these challenging economic times, it's imperative that Red Hat continues to strengthen our channel relationships so we can, with our partners, aggressively protect and grow our subscription and services base. Through PEP, the Red Hat Leadership Team will be available to help our top partners by sharing our strategy and exploring ways Red Hat can assist in solving challenges such as budget pressures, data center consolidation, security, and support. PEP provides a structured program to have these conversations and build these connections now.

- **Participation in conferences and events**

Red Hat regularly sponsors a variety of industry events and conferences to promote brand awareness and acquire new customers. As part of your membership, you will be provided the opportunity to participate in roles ranging from presenting the Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that compliment Red Hat offerings.



- **Assigned channel account management**

Advanced and Premier Partners will have access to a Red Hat inside/outside partner manager who acts as a point of contact with Red Hat, conducts business planning with the partner, and assists the partner to make the most of the Partner Program benefits and of the partnership.

- **Partner communications**

Keep up on the latest news from Red Hat through our monthly partner-focused communications. Receive key information about new products, upcoming campaigns, Red Hat resources, success stories, and more.

## SALES BENEFITS

- **Partner Program / Specialization Welcome Kit**

Advanced and Premier partners will receive the Red Hat Partner Manual, access to online Red Hat information, and a plaque identifying your membership level in the Partner Program.

- **Web listing / partner locator**

Gain exposure through visibility in the redhat.com partner search function. Potential customers looking to engage Red Hat partners may search based on geography or other factors.

- **Access to sales training**

Access detailed Red Hat product training through Red Hat Sales College. This series of computer-based training modules develops an understanding of the Red Hat product portfolio, the competitive positioning of Red Hat products, and how to overcome objections in the sales cycle. Connect to Red Hat Sales College via the Red Hat Partner Center. Advanced and Premier Business Partners will also be able to attend in-person courses throughout the year, which focus on selling techniques, best practices, and product sales tips from Red Hat experts.

- **Partner website / Partner Center access**

Membership in the Red Hat Partner Program will give you access to the Red Hat Partner Center, our online content repository and partnership management tool. In the Red Hat Partner Center, you will find an array of program, product, marketing, and sales resources designed for the Red Hat partner community. The Red Hat Partner Center serves as your primary source of information regarding Red Hat, our product offerings, and our marketing campaigns. The Red Hat Partner Center also lets you administer your partner relationship with Red Hat, including applying for and receiving acceptance notices for higher membership levels and specializations and facilitating other important communication with Red Hat. Most content from Partner Center will be directly linked from our Red Hat external website, but will be password protected.

- **Product roadmap updates**

Partners at the Advanced and Premier level will have the opportunity to participate in Red Hat product roadmap webinars given periodically throughout the year.

- **Access to Partner Relationship Management (PRM) tool**

Advanced and Premier Business Partners will have access to Red Hat's PRM tool, which is used for managing leads, opportunities, Deal Registration, MDF, and business plans.



- **Demo / trial subscriptions – not for resale**

As a reseller you will be granted access to not-for-resale demonstration subscriptions to Red Hat and JBoss products for the purposes of training, testing, and demonstrating to potential customers. Not-for-resale demonstration subscriptions, provided to you as a benefit of the Red Hat Partner Program, are not for use in either internal or external production environments, or for resale to any other party.

- **Lead-pass eligible**

Advanced and Premier partners will be eligible to participate in lead-pass if they comply with the lead distribution rules defined by Red Hat. For more information, contact your Red Hat Channel Account Manager or the Partner Help Desk.

- **Access to Red Hat sales teams and joint customer calls**

Advanced and Premier partners are encouraged to develop engagement plans to work with the Red Hat sales teams as part of their business planning process. For more information, contact your Red Hat Channel Account Manager or the Partner Help Desk.

- **Pre-sales (solution architect) support program**

Advanced and Premier Business Partners will be able to access Red Hat solution architects for pre-sales technical support assistance with infrastructure and middleware proof of concepts, lab installations, product roadmaps, and client inquiries.

- **Dedicated pre-sales (solution architect) support**

Premier Business Partners will have a named Red Hat Solution Architect for pre-sales technical support assistance.

- **Co-operative solution development eligible**

Red Hat will work with Advanced and Premier Business Partners who have created solutions relevant to our business to help develop collateral and market to the rest of our partner ecosystem.

- **TCO / ROI / migration cost calculators**

Tool for quantifying the business value of migrating from a UNIX® infrastructure to a Red Hat Enterprise Linux based solution by identifying the costs, business benefits, investment, and ROI required to make the migration.

## MARKETING BENEFITS

- **Program logo usage**

Partners will be able to use the Red Hat logo of their corresponding level of partnership to market their open source expertise and Red Hat relationship in compliance with Red Hat policies. Logos are available via the Partner Center or by contacting your regional partner help desk.

- **Featured partner success story highlights**

Share your Red Hat and JBoss success stories. Submit success story proposals through the Partner Center to Red Hat for consideration. Proposals selected by Red Hat will be developed into formal success stories, which may be promoted by Red Hat and the partner through various publicity vehicles. At the same time, submitting customer references through the Partner Center counts toward the annual requirements for Advanced and Premier partners.

- **Case studies, whitepapers, and product literature**

All collateral will be made available to partners via the Red Hat external website and Partner Center.



- **Customizable campaign materials**  
You will be able to access customizable product and marketing collateral and templates designed to enable you to develop presentations and campaigns focused on Red Hat and JBoss solutions.
- **Marketing plan assistance and resources**  
Partners will have access to resources including a framework with which to develop joint go-to-market programs and marketing initiatives that will increase our mutual business and provide measurable results.
- **Dedicated marketing contact**  
As needed, Premier Partners will have access to a channel marketing specialist who can assist with developing demand generation campaigns, events, programs, and marketing initiatives to support the partner's unique business objectives.
- **Market development funds eligibility per annual business plan**  
As part of the annual business planning, Advanced and Premier Partners will be able to request market development funds for activities designed to drive brand awareness, lead generation, and sales opportunities of Red Hat and JBoss products.
- **Red Hat content syndication tool**  
Red Hat has partnered with Zift Solutions to provide Advanced and Premier partners with complete, ready-made marketing campaigns that you can run in three easy steps. This new service will help our partners generate more leads and close more deals.

## TECHNICAL BENEFITS

- **Knowledgebase access**  
You will have access to the Red Hat knowledgebase through the Red Hat Partner Center to research answers to technical product questions.
- **Web-based support (Basic SLA)**  
All partners will have access to unlimited web-based support during standard business hours, with a 48-hour response time and following Red Hat's Production Support Scope of Coverage. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.
- **Phone support (Standard SLA)**  
Advanced and Premier Business Partners will have access to unlimited phone-based support during standard business hours (9 a.m. - 5 p.m. EDT), with a four-hour response time and following Red Hat's Production Support Scope of Coverage. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.
- **Partner listed as a customer support contact**  
Customers are able to list partners on their Red Hat subscription agreements as a primary technical support contact. Partner will need the customer's account number and valid login associated with the customer's Red Hat Network account.
- **Pre-sales (solution architect) training and tools availability**  
Advanced and Premier Business Partners will have the opportunity to attend in-person courses throughout the year, which are hands-on and give access to tools for assisting in the pre-sales environment.



- **Participation in technical seminars, forums, networks, blogs, etc.**  
Partners will have the opportunity to participate in Red Hat-sponsored technical seminars, forums, networks, blogs, etc.
- **Access to beta products (or beta program participation)**  
Partners at the Advanced and Premier levels may be invited to join beta programs for certain Red Hat offerings.
- **Developer support (Professional SLA)**  
Get expert advice spanning architecture, design, configuration, optimization, and tuning recommendations. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.
- **Joint technology customer support**  
As a member of TSANet, Red Hat will provide coordinated support when required.

REQUIREMENTS	READY	ADVANCED	PREMIER
Completion of Red Hat Partner Program application and company profile	Yes	Yes	Yes
Acceptance of Red Hat Partner Agreement	Yes	Yes	Yes
Specialization achievement	No	1	2
Minimum number of trained sales people	No	2	2
Minimum number of trained technical people	No	1	1
Red Hat Renewals Program participation	No	Yes	Yes
Active participation in marketing programs	As available	Yes	Yes
Customer success story submissions	No	1	2
Approved 12-month business plan	No	Yes	Yes
Annual revenue target achievement	No	Yes, by business plan	Yes, by business plan
New business targets	No	Yes, by business plan	Yes, by business plan
Engagement plans	No	Yes, by business plan	Yes, by business plan



## PARTNER PROGRAM REQUIREMENTS

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All partners participating in the Red Hat Partner Program must comply at all times with the set of requirements defined for each level of the program.

### Program requirements

- **Completion of Red Hat Partner Program application and company profile**  
As part of the Red Hat Partner Program enrollment process, you will be required to complete the Red Hat Partner Program application and company profile as outlined in the Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com).
- **Acceptance of Red Hat Partner Agreement**  
As part of the Red Hat Partner Program enrollment process, you will be required to assent to the terms of the Red Hat Partner Agreement, available online in the Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com). Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.
- **Specialization achievement**  
The Advanced partnership level requires one Core specialization, while the Premier level requires one Core plus one other specialization. See the Specialization section of this Partner Program Guide for more details.
- **Minimum number of trained salespeople**  
As defined by the Core specialization requirements, Advanced and Premier Business Partners are required to have no fewer than two salespeople trained in any one area. Depending on the type of additional specialization the partner gets for the Premier level, they may need more. See the Specialization section of this Partner Program Guide for more details.
- **Minimum number of trained technical people**  
As part of the Core specialization requirement, Advanced and Premier partners are required to have at least one technical person trained accordingly. See the Specialization section of this Partner Program Guide for more details.
- **Active participation in marketing programs**  
Advanced and Premier Partners are required to work in coordination with their Red Hat channel marketing contact to identify appropriate Red Hat campaigns and develop a marketing initiative that aligns with both the partner's and Red Hat's goals.
- **Customer success story submissions**  
To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests that Advanced and Premier Partners submit customer references through Partner Center, using the Customer Success Story Submission Form at [www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html](http://www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html). Red Hat will review the proposals for approval against the annual program requirements. With approval and participation from both the partner and the customer, Red Hat will develop a co-branded customer success story that will be available for public use by Red Hat and the partner. Partners are to use the Customer Success Story Submission Form and obtain end-customer approval of participation prior to submission. Please refer to the Partner Program Reseller Track Requirements table in this Program Guide for the specific annual requirement. For questions, please email [communications@redhat.com](mailto:communications@redhat.com).



- **Approved 12-month business plan**

Developed in coordination with Red Hat Channel Account Managers, Advanced and Premier Business Partners will create an annual strategic plan focused on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Advanced and Premier partners create quarterly forecasts in cooperation with Red Hat channel account managers.

The following items are requirements of the approved 12-month business plan:

- **Annual revenue target achievement**

Partners at the Advanced and Premier levels must commit to meeting annual minimum revenue targets inclusive of the entire Red Hat product portfolio. The revenue targets will be set during business planning.

- **New business targets**

Advanced and Premier partners will work with their channel account managers to jointly establish plans and targets for net-new business. One of the key measures of a successful partnership is growing new business for the partner and Red Hat. The new business target is a key measure of our joint success.

- **Engagement plans**

Working jointly with their channel account managers, Advanced and Premier Business Partners will establish a plan for engagement with our Red Hat field sales force to work together on net-new opportunities in key accounts.

## TERRITORY

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The territory for partners based in Canada and the United States of America is defined as the country where the partner maintains its primary place of business, as communicated in the company profile. This territory applies regardless of partner's membership level or specializations.



## MEMBERSHIP PROCESS

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### APPLICATION PROCESS

To enroll in the Red Hat Partner Program, please visit the Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com) to access the application. Complete the application profile and assent to the Red Hat Partner Agreement. If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat according to the instructions provided.

### MEMBERSHIP RENEWAL

Red Hat Partner Program membership is for a one-year term. For partners maintaining good standing within the program and compliance with objective criteria, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner membership level will renew to their current membership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who are not meeting the requirements for their level of membership upon the annual membership renewal may be assigned a lower level of membership.

### PARTNER PROGRAM CHANGES

Red Hat reserves the right to modify the Red Hat Partner Program, including all tracks, partnership levels, and specializations, at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be required by Red Hat. Red Hat reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Partner Center. Partners agree that they are responsible for compliance with the terms of the Red Hat Partner Program Guide and the Partner Agreement.

### RED HAT PARTNER HELP DESK

Contact the Red Hat Partner Help Desk for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio.

#### North America Partner Help Desk:

Email: [na-partner-helpdesk@redhat.com](mailto:na-partner-helpdesk@redhat.com)

Telephone: 888-733-4281, ext: 49991

### RED HAT SALES AND INQUIRIES NORTH AMERICA

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1-888-REDHAT1

[www.redhat.com](http://www.redhat.com)