RED HAT NORTH AMERICA PARTNER PROGRAM GUIDE Version 2.0

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INTRODUCTION

Welcome to the Red Hat® Partner Program Guide Version 2.0. As market demand for open source solutions continues to increase, Red Hat looks forward to partnering with you and providing you with tools and resources that help you offer superior solutions to your customers. Whether your focus is on datacenter infrastructure, cloud, big data, or middleware, you will find opportunities to use Red Hat technology as you build successful practices.

This guide can help Resellers, Distributors and Hi-Volume partners define how they would like to partner with Red Hat and shows you how to access the tools and resources Red Hat provides. It is your starting point for understanding our program, its benefits, and requirements. In this guide, you will find:

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

Red Hat Partner Center www.partner.redhat.com

The Red Hat Partner Center is the starting point for marketing, sales, and training benefits.

PARTNER PROGRAM OVERVIEW

The Red Hat Partner Program outlines the benefits and requirements for developing successful open source practices and solutions that differentiate your business in the market and offer world-class solutions to customers.

Membership levels overview

The Red Hat Partner Program Version 2.0 is a multi-tiered partner model with three partnership levels. Each partnership level offers access to a variety of benefits that help develop your expertise and increase your capability to deliver business solutions built on open source Red Hat products. As your commitment to and knowledge of Red Hat solutions grows, the benefits you receive from Red Hat will also grow.

The program allows you to request the membership level that best fits your capabilities and business objectives. You can join the program at the Ready Partner level and then progress to higher membership levels with increased benefits.

Accreditation overview

Red Hat has three Red Hat partner-level accreditations. These are accreditations earned by the partner organization, not the individuals within the organization. These are recognized levels of expertise in three technology areas (Datacenter Infrastructure, Middleware Solutions and Cloud Infrastructure). In Table 1, you can see a brief description of each business area, along with a list of the requirements and Red Hat technologies included.

Three individual accreditations are currently available:

1. Red Hat Sales Specialist Partner Accreditation — Includes value pitch, sales qualification, competitive positioning, objection handling, and pricing.

2. Red Hat Sales Engineer Partner Accreditation — Includes technical sales information, technical qualification information, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.

3. Red Hat Delivery Partner Accreditation – Includes product installation information, application development, proof-of-concept delivery, and solution architecture.

TABLE 1

Partner Specialization	Description	Premier requirements**	Advanced requirements**	Ready requirements
Datacenter Infrastructure	This is an evolution of our historical Platform Specialization. This Specialization covers our RHEL Platform, Virtualization, and Storage portfolios.	**Requires individual accreditations in the base skill plus one additional skill.** Minimum of two (2) Red Hat Sales Specialists in each skill. Minimum of one (1) Red Hat Sales Engineer Specialist in each skill. Minimum of one (1) Red Hat Delivery Specialist in each skill. Minimum of two (2) customer success stories per year. We recommend one (1) Red Hat Certified Engineer (RHCE®) be on staff.	**Requires individual accreditations within the base skill.** Minimum of 2 Red Hat Sales Specialists in the base skill. Minimum of 1 Red Hat Sales Engineer Specialist in the base skill. **Optional** - 1 Red Hat Delivery Specialist in the base skill. Minimum of 1 customer success story per year. We recommend one RHCE® be on staff.	Requires a minimum of one (1) Sales Specialist.
Middleware Solutions*	This Specialization covers the Red Hat JBoss Middleware portfolio for use in building and integrating applications and automating business processes.	**Requires individual accreditations in the base skill plus one additional skill.** Minimum of two (2) Red Hat Sales Specialists in each skill. Minimum of one (1) Red Hat Sales Engineer Specialist in each skill. Minimum of one (1) Red Hat Delivery Specialist in each accreditation. Minimum of two (2) customer success stories per year.	**Requires individual accreditations within the base skill.** Minimum of two (2) Red Hat Sales Specialists in the base skill. Minimum of one (1) Red Hat Sales Engineer Specialist in the base skill. Minimum of one (1) Red Hat Delivery Specialist in the base skill. Minimum of one (1) customer success story per year.	Not available
Cloud Infrastructure*	This Specialization requires our Virtualization Specialization as a prerequisite. This Specialization covers our Cloud Infrastructure and Management product offerings (Red Hat	**Requires individual accreditations in a minimum of 2 skills** Minimum of two (2) Red Hat Sales Specialists in each skill. Minimum of one (1) Red Hat	**Requires individual accreditations within any one of the skills. All individual accreditations must be within the same skill.** Minimum of two (2) Red Hat Sales Specialists within the chosen skill.	Not available

	CloudForms, OpenShift by Red Hat and Red Hat Enterprise Linux OpenStack Platform)	Sales Engineer Specialist in each skill. Minimum of one (1) Red Hat Delivery Specialist in each skill. Minimum of two (2) customer success stories per year. We recommend one Red Hat Certified Virtualization Architect (RHCVA) be on staff.	Minimum of one (1) Red Hat Sales Engineer Specialist within the chosen skill. Minimum of one (1) Red Hat Delivery Specialist within the chosen skill. Minimum of one (1) customer success story per year. We recommend one RHCVA be on staff.	

* The products that are in the Cloud Infrastructure Specialization are authorized for resale. These products include all Red Hat JBoss products, Red Hat Storage, Red Hat Enterprise Linux OpenStack Platform, Red Hat Cloud Infrastructure, OpenShift by Red Hat, and Red Hat CloudForms. All partners are eligible to become authorized to sell the Cloud Infrastructure products if they meet the authorization program terms and conditions, including individual and partner-level authorizations and certifications, and approved business plans. Only authorized partners will receive discounted pricing.

** Note: A mutually agreed-upon business plan is required for the Advanced and Premier levels. Business plan must be complete. The staffing levels in the table are recommended for every $2M in annual Red Hat Single Year Bookings (the bookings for the first year of a subscription sale).

PARTNER PROGRAM STRUCTURE

Under Red Hat Partner Program 2.0, partners at the Advanced and Premier level require a jointly agreed-to business plan that includes:

- Minimum net-new revenue targets
- Minimum number of net-new account targets
- Minimum of two (2) customer case studies annually (for Premier Partners) and one (1) customer case study annually (for Advanced Partners)
- Minimum deal registrations per month target
- Minimum Sales, Sales Engineer and Delivery Accreditations

Individual training accreditations are valid for two years after attainment or six months after a major product release--whichever comes first. A major product release is defined as a “dot-zero” (x.0) release, for example Red Hat Enterprise Linux 7.0. Individual training accreditations are required for a Partner to maintain partner program eligibility levels. In the case where the OPEN training is not available at GA of major product release, the partner will have 6 months from the time the training is available unless otherwise stated.

A partner organization is required to have the minimum level of individual training accreditations on staff at all times. If an accredited individual leaves their job (whether they take another job at the partner or leave the partner), the partner is required to replace that individual with the corresponding accreditations within 6 months in order to maintain their partner program level.

Accreditations are designed to help you:

- Differentiate your skills and expertise to customers (accreditation-specific logos).
- Extend your market reach.
- Align your business with relevant Red Hat marketing initiatives.
- Form closer relationships with other Red Hat ecosystem partners.
- Take advantage of priority listings in Red Hat partner directories.

PARTNERSHIP LEVEL DETAILS

Table Two below outlines the characteristics of each partnership level.

Ready Partner

The Ready partnership helps you grow your Red Hat open source practice while building Red Hat Datacenter Infrastructure, Middleware Solutions and Cloud Infrastructure competencies. Red Hat Ready Partner Level is the entry membership level and it offers partners access to a variety of resources, marketing collateral, tools, and benefits.

Advanced Partner

The Advanced Partner Level is the next membership level and provides an increasing set of benefits for building Red Hat business plans focusing on growing both renewals and identifying and closing new opportunities. At this level, partners need two or more sales accreditations, one sales engineer accreditation and one delivery accreditation (optional if the partner is not "delivering the services") in a minimum of one Specialization (Datacenter Infrastructure, Middleware Solutions, or Cloud Infrastructure). Delivery Partner Accreditation is required for Middleware Solutions and Cloud Infrastructure, and optional for Datacenter Infrastructure. Advanced Partners enjoy enhanced benefits, plus access to additional resources to help them build Red Hat open source practices.

Premier Partner

The Premier Partner Level is for partners having the most strategic relationship with Red Hat. These partners are heavily invested in driving new opportunities and typically have multiple individuals capable of deploying the solutions that are sold. These partners contribute the most to Red Hat's partner ecosystem and subsequently receive the highest level of visibility at Red Hat. Premier Level Partners must achieve multiple accreditations across a minimum of two skills in any of the Specializations and must be capable of delivering solutions.

Partnership level advancement

All partners who have successfully completed the on-boarding process start out at the Ready Partner Level of the Red Hat Partner Program. In order to be considered for either Advanced or Premier Partner levels, a request for a program upgrade must be submitted through the Red Hat Partner Center. Once Red Hat has received your request, you will work with the Red Hat channel account manager for your region to complete a 12-month business plan that includes sales, marketing and enablement goals and activities. Upon approval of your business plan by Red Hat channel management, your request for promotion will be submitted for approval and if approved, you will begin receiving the incremental benefits associated with the new program level.

Please note that acceptance as an Advanced Partner requires a minimum of accreditations as defined within the base skill in an area of specialization. Acceptance as a Premier Level Partner requires a minimum of accreditations as defined within the base skill, plus a second skill within the same area of specialization.

EARN AN ACCREDITATION

Accreditations define your areas of expertise, help position you as a trusted adviser to you customers, and help your recognition in the marketplace. Partners can earn multiple accreditations. They are not required at the Ready Partner level, but are essential at the Advanced and Premier partnership levels. Accreditations can be earned at any time throughout the program year. Until partners meet all program level requirements for Advanced or Premier Business partnership, having just an accreditations alone do not qualify a Partner for Advanced or Premier Partner levels.

If you choose to earn an accreditation, once you have completed the requirements in the Red Hat Partner Center, your accreditation achievement will automatically be displayed the Red Hat Partner Locator.

Accreditation details

There are currently three types of partner-level accreditations. As Red Hat continues to expand its portfolio, additional accreditations and skills may be added.

TABLE TWO

Area of specializations (partner accreditations)	**Datacenter Infrastructure**	**Middleware Solutions**	**Cloud Infrastructure**
Prerequisites	Platform skills	Java expertise	Platform and Virtualization Specialization
Base skill	Platform Specialization (Red Hat Enterprise Linux)	Middleware Application Development Specialization (Red Hat JBoss Enterprise Application Platform)	Datacenter Infrastructure Accreditation + Cloud Management Specialization
Additional skills Premier Business Partners Requires 1 additional Skill within the Same area of specialization	Platform Migration Specialization (Services methodology)	Middleware Migration Specialization	IaaS Specialization (RHEL OpenStack Platform: RHEL-OSP)
	Virtualization Specialization (Red Hat Enterprise Virtualization)	Middleware Integration Specialization (Red Hat JBoss Fuse, Red Hat JBoss A-MQ)	PaaS Specialization (OpenShift)
	Storage Specialization (Red Hat Storage)	Business Process Automation Specialization (Red Hat JBoss BPM/BRMS)	

The structure of our new Cloud Infrastructure partner accreditation differs in that any one of the skills can serve as the base skill. This means that an Advanced Partner can specialize in Cloud Management or Infrastructure-as-a-Service (IaaS) or Platform as-a-Service (PaaS).

A partner is required to attain the defined number of individual level accreditations across any one of these skills to be eligible for Advanced Partner status. A partner is required to attain the defined number of individual level accreditations across any two of these skills to be eligible for Premier Partner status.

Please note that in order to have the competency for RHCI (Red Hat Cloud Infrastructure), a partner must obtain the required individual accreditations for Platform and Virtualization as pre-requisites. The partner must be an accredited Datacenter Infrastructure partner, and must obtain the individual accreditations for Cloud Management, and IaaS skills. Red Hat Storage is also recommended but not required.

Datacenter Infrastructure Accreditation

The Datacenter Infrastructure Accreditation is a specific designation for partners who have proven datacenter solution expertise at the Sales, Sales Engineer and Delivery levels.

For Advanced Partners, the requirement is a minimum of two Red Hat Platform Sales Specialists, one Red Hat Platform Sales Engineer Specialist, and one Red Hat Delivery Specialist. Advanced partners are not required to have a Delivery Specialist if they are not delivering services.

For Premier Partners, the partner must have a total of four accredited Red Hat Sales Specialists (two with the platform skill, two with a second Datacenter Infrastructure skill), two accredited Sales Engineer Specialists (one with the Platform Skill, one with the second chosen Datacenter Infrastructure skill, and two accredited Delivery Specialists (one with the Platform skill and one with the second chosen Datacenter Infrastructure skill).

The accreditations must be in the same track in order to achieve the accreditation. For example you cannot have a Sales accreditation in Platform and a Sales Engineer accreditation in Virtualization.

Middleware Solutions Accreditation

The Middleware Solution Accreditation is a specific designation for partners who have proven middleware expertise at the Sales, Sales Engineer and Delivery levels.

For Advanced Partners, the requirement is a minimum of two Red Hat Application Development Sales Specialists, one Red Hat Application Development Sales Engineer Specialist, and one Red Hat Application Delivery Specialist.

For Premier Partners, the partner must have a total of four accredited Red Hat Sales Specialists (two with the Application Development skill, two with a second Middleware Solutions skill), two accredited Sales Engineer Specialists (one with the Application Development skill, one with the second, chosen Middleware Solutions skill, and two accredited Delivery Specialists (one with the Application Development skill and one with the second chosen Middleware Solutions skill).

The accreditations must be in the same track in order to achieve the accreditation. For example, you cannot have a Sales accreditation in Application Development and a Sales Engineer accreditation in Middleware Integration Services. The partner is not limited to the number of skills and accreditations that can be obtained. Additional resources can have access and earn accreditations from within the same approved partner organization.

Cloud Infrastructure Accreditation

The Cloud Infrastructure accreditation is a specific designation for partners who have proven cloud expertise at the Sales, Sales Engineer and Delivery levels.

For Advanced Partners, the requirement is a minimum of two Red Hat Accredited Sales Specialists, one Red Hat Accredited Sales Engineer Specialist, and one Red Hat Accredited Delivery Specialist with one of the available Cloud Infrastructure skills (Cloud Management, PaaS, or IaaS). Virtualization is a prerequisite for the Cloud Management and IaaS skills. Platform Specialization is a prerequisite for all of the skills.

The table in the requirements section indicates that for Premier Partners, the requirement is a minimum of four accredited Red Hat Sales Specialists (two in the chosen base skill, and two in a second skill), two accredited Red Hat Sales Engineer Specialists (one with the chosen base skill, and one in the second skill) and two accredited Red Hat Delivery Specialists (one with the chosen base skill, and one in the second skill).

Please visit Red Hat Partner Center for current accreditation requirements and details.

Online Partner Enablement Network (OPEN)

The Red Hat Online Partner Enablement Network (OPEN) is available through Red Hat Partner Center. OPEN provides online training for the roles of Sales, Sales Engineer, and Delivery. Sales training is available to all Red Hat partners and is a self-paced e- learning approach with assessments. A formal accreditation with supporting logo is granted to the individual specialist at successful completion.

The Sales Engineer and Delivery training courses are a combination of e-learning and lab-oriented self-paced, instructor-guided online classes. These online classes require registration and are supported by an instructor and class forum. This level of technical training for the Sales Engineer and Delivery roles is available to Advanced and Premier Partners. Upon successful completion of the training, the individual specialist will receive a formal accreditation with supporting logo for use on their business card.

OPEN also provides access to the Red Hat Partner Demo System. The demo system requires registration and is only available to Advanced and Premier Partners. This provides a protected lab environment where the partner can access live environments of our various product offerings to practice and demonstrate our technologies within a protected environment.

OPEN also provides access to the Red Hat Partner technical library, a repository of technical documents ranging from reference architectures to whitepapers to videos, all tagged and available to support the technical learner with additional content and sales tools. The technical library is available to all partners.

PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits to help you develop open source practices around Red Hat Middleware Solutions, Datacenter Infrastructure, and Cloud Infrastructure. As a Ready Partner, you will receive access to marketing and training resources.

The Advanced 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 highest level of benefits this Red Hat Partner Program has to offer. Table Three below summarizes the benefits available at each partnership level. Each benefit is described in additional detail on the following pages.

TABLE THREE

Economic benefits	Ready	Advanced	Premier
Special bid pricing eligibility	**Yes**	**Yes**	**Yes**
Teaming agreement pricing, tiered by level	**Yes**	**Yes**	**Yes**
Deal registration pricing eligibility, tiered by level	**Yes**	**Yes**	**Yes**
Renewals annuity business	**Yes**	**Yes**	**Yes**
Red Hat Renewals Program eligibility	**Yes**	**Yes**	**Yes**
Funded Red Hat Champion eligibility	**No**	**Yes**	**Yes**
Technical training certification discounts	**Yes (20%)**	**Yes (25%)****	**Yes (30%)****
Discounts on Red Hat Consulting Services	**Yes**	**Yes**	**Yes**

Relationship benefits

Partner Advisory Board participation eligibility	No	Yes	Yes
Participation in partner conferences and events	Yes	Yes	Yes
Assigned field channel account manager	No	Yes	Yes
Assigned field channel solutions architect	No	Yes	Yes

Sales benefits

Partner Program and specialization welcome kit	Yes	Yes	Yes
Web listing, Partner locator	No	Yes	Yes, enhanced
Access to sales training	Yes	Yes	Yes
Partner website, Red Hat Partner Center access	Yes	Yes	Yes
Product roadmap updates	No	Yes	Yes
Demo or trial subscriptions (not for resale)	Yes	Supported	Supported
Red Hat lead pass eligibility	No	Yes	Yes
Access to Red Hat sales teams and joint customer calls	Yes	Yes	Yes
Co-operative solution development eligibility	No	Yes	Yes
TCO, ROI, and migration cost calculators	Yes	Yes	Yes

Marketing benefits

Program logo usage	Yes	Yes	Yes
Featured partner success story highlights	No	Yes	Yes
Case studies, whitepapers, and product literature	Yes	Yes	Yes
Customizable campaign materials	Yes	Yes	Yes
Marketing plan assistance and resources	No	Yes	Yes
Dedicated marketing contact	No	Yes	Yes
Market development funds (MDF) eligibility	No	Yes	Yes
Co-marketing eligibility (events, webinars, and more)	No	Yes	Yes
Partner communications	Yes	Yes	Yes
Red Hat demand generation platform tool eligibility	No	Yes	Yes

Technical benefits

Knowledgebase access	Yes	Yes	Yes
Web support (Basic support level)	Yes	Yes	Yes

Phone support (Standard support level)	**No**	**Yes**	**Yes**
Sales training, tools, and corresponding accreditations across the Red Hat portfolio	**Yes**	**Yes**	**Yes**
Sales engineer training, tools, and corresponding accreditations across the Red Hat portfolio	**No**	**Yes**	**Yes**
Delivery training, tools, and corresponding accreditations across the Red Hat portfolio	**No**	**Yes**	**Yes**
Participation in technical seminars, forums, networks, blogs, and more	**Yes**	**Yes**	**Yes**
Technical library	**Yes**	**Yes**	**Yes**
Access to technical community site	**Yes**	**Yes**	**Yes**
Partner demo system	**No**	**Yes**	**Yes**
Developer support (Professional support level)	**No**	**Yes**	**Yes**
Joint technology customer support (TSANet and others)	**Yes**	**Yes**	**Yes**

**On a limited basis and with written prior approval, Advanced and Premier Partners can submit requests to have Red Hat Global Learning Systems classes reimbursed through their channel account manager.

BENEFITS DESCRIPTIONS

Economic benefits

- Special bid pricing eligibility
  - Partners may benefit from a “sell with” approach on large enterprise prospects and therefore be eligible to request special bid pricing from Red Hat through their Red Hat channel account managers to help close large sales opportunities. Partners unaffiliated with the Red Hat partner program described in this document are not eligible to receive special bid pricing.
- Teaming agreement pricing, value depends on partner tier
  - Teaming agreements assist authorized partners with a financial benefit to engage with the Red Hat sales teams to collaborate to develop and drive new business. The reward is an incentive benefit consisting of an additional discount that can increase the partner's margin on that specific subscription opportunity for the initial sale and up to two subsequent renewals. Teaming agreements put a more strategic framework in place for the approved partner to act as an extension to the Red Hat team (including resources and sales activities). These teams will jointly drive identified new subscription sales opportunities and projects.
- Deal registration program eligibility
  - Red Hat's deal registration program rewards authorized partners for identifying qualified new subscription opportunities. The reward is an incentive benefit consisting of an additional discount that can increase the partner's margin on that specific subscription opportunity for the initial sale and up to two subsequent renewals.
- 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 eligibility
    - Red Hat renewals program is an end-to-end solution for managing your Red Hat renewals business. This partner-centric program helps increase renewal rates and return more revenue for you while increasing customer retention and satisfaction.
- Funded Red Hat champion eligibility
    - Advanced and 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 MDF reimbursement funding, based on a mutually agreed-upon business, marketing, and training plan.
- Technical training discounts
    - Improve the technical knowledge of your staff through discounts off the MSRP price on Red Hat Training courses. Partners eligible for discounts can find those codes in the Red Hat Partner Center.
- Discounts on Red Hat Consulting services
    - In certain sales situations, Red Hat and partner may agree to engage Red Hat Consulting with specific opportunities and the partner may earn discounts on that consulting engagement. This allows partners to sell Red Hat Consulting services to increase the deal size, add more value, and compliment the partner services.

Relationship benefits

- Partner Advisory Board participation eligibility
    - Participation in the Partner Advisory Board gives partners 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 voice in our channel strategies and programs.
- 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 with the opportunity to participate in roles ranging from presenting Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that compliment Red Hat offerings.
- Assigned field channel account management
    - Advanced and Premier Business Partners will have access to a Red Hat inside or field partner manager who acts as a point of contact within Red Hat, conducts business planning with the partner, and assists the partner to help them make the most of the Red Hat Partner program.
- Assigned field channel solutions architect
    - Advanced and Premier Business Partners will have a named non-dedicated Red Hat solution architect for pre-sales technical support assistance. The solutions architect goal is to assist the partner with configuring and conducting demonstrations and can help your technical staff with sales calls and support.

Sales benefits

- Partner Program welcome kit
    - All partners receive a welcome kit. In addition, Advanced and Premier Business Partners will receive a plaque identifying their membership level in the Red Hat program.
- Web listing and 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. Premier Partners will enjoy enhanced positioning in partner searches.

- Access to sales training
    - Access detailed Red Hat product training through Red Hat Online Partner Enablement Network (OPEN). This series of online training modules was developed for three specific roles: sales (available to all partners), sales engineer and delivery (available to Advanced and Premier Business Partners). Red Hat OPEN offers accreditation on Red Hat technologies.

- Access to Red Hat Partner Center (http://partner.redhat.com)
    - Red Hat Partner Center is an 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 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 communications with Red Hat.

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

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

- Lead pass eligibility
    - Advanced and Premier Business Partners may be eligible to receive sales leads if they comply with the lead distribution rules defined by Red Hat.

- Access to Red Hat sales teams and joint customer calls
    - Advanced and Premier Business 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.

- Co-operative solution development eligibility
    - Red Hat may 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, and migration cost calculators
    - Partner access to tools that help quantify the business value of migrating from a UNIX® infrastructure to a Red Hat-based solution by identifying the total cost of ownership (TCO), business benefits, investment, and return on investment (ROI) required to make the migration.

Marketing benefits

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

- Accreditation logos
    - Partner-level and individual-level logos will be available upon successful completion of Sales, Sales Engineer, or Delivery Specialization track found in the OPEN training center to be used in compliance with Red Hat policies and agreements.

- Featured partner success story highlights
    - Share your Red Hat success stories. Submit success story proposals through the Red Hat Partner Center 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
    - Extensive collateral will be made available to partners via the Red Hat external website and Red Hat Partner Center.

- Customizable campaign materials
    - Eligible partners are able to access customizable product and marketing collateral and templates that can help develop presentations and campaigns focused on Red Hat solutions.

- Marketing plan assistance and resources
    - Partners have access to resources, including a framework with which to develop go-to-market programs and marketing initiatives that will increase our mutual business and provide measurable results.

- Dedicated marketing contact
    - Advanced and Premier Partners may 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 as available.

- Market development funds (MDF) eligibility per annual business plan
    - As part of the annual business planning and written agreement, Advanced and Premier Partners will be able to request market development funds (MDF) for activities that drive brand awareness, lead generation, and sales opportunities for Red Hat technology.

- Co-marketing Activity
    - The following co-marketing activities are eligible for MDF:
        - Demand generation activities
        - Training, webinar, and enablement activities
        - Technical development projects
        - Building a lab or demo center with Red Hat demo capabilities
        - Joint customer visits
        - Hosting and sponsoring customer events
        - Proof of concept
        - Other activity-based initiatives as agreed with Senior Marketing and Partner Sales

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

- Red Hat demand generation platform tool eligibility
    - Eligible partners can access a demand generation platform allowing them self-service access to a series of demand generation programs.

Technical benefits

- Knowledgebase access
    - You will have access to the Red Hat technical library through the Red Hat Partner Center to research answers to technical product questions.

- Web-based support (Basic support level)
    - All partners will have access to unlimited web-based support during standard business hours following Red Hat Production Support's scope of coverage. See www.redhat.com/support/policy/ for more details.

- Phone support (Standard support level)
    - Advanced and Premier Partners will have access to unlimited phone-based support during standard business hours following Red Hat Production Support's scope of coverage. See www.redhat.com/support/policy/ for more details.

- Sales representative, Sales Engineer, and Delivery training and tools availability
    - All business partners will have access to online training for sales skills across all areas of specialization. These online classes are available through OPEN in Red Hat Partner Center with access to an online instructor for lab-oriented courses. Additional in-person sessions may be available in the technical library.

- Sales engineer and delivery training and tools availability
    - Advanced and Premier Partners will have access to online training for skills across our areas of specialization. These online classes are available through OPEN in Red Hat Partner Center with access to an online instructor for lab-oriented courses. Additional in-person sessions may be available throughout the year.

- Technical library
    - Through OPEN, partners can access the Red Hat partner technical library. This library is a repository of technical documents ranging from reference architectures to whitepapers to videos, all tagged and available to support the technical learner with additional content and sales tools.

- Participation in technical seminars, forums, networks, blogs, and more
    - Partners will have the opportunity to participate in Red Hat-sponsored technical seminars, forums, networks, blogs, and more.

- Partner demo system
    - This demonstration system requires registration and is only available to Advanced and Premier Partners. The demonstration system is lab environment where the partner can access live environments using our various product offerings where they can practice and demonstrate Red Hat solutions within a non-production environment.

- Developer Support (Professional support level)
    - Get advice spanning architecture, design, configuration, optimization, and tuning recommendations. See 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.

PARTNER PROGRAM REQUIREMENTS

TABLE FOUR

Requirement	Ready	Advanced	Premier
Completion of Red Hat Partner Program application and company profile	Yes	Yes	Yes
Acceptance of Red Hat Partner Program Agreement	Yes	Yes	Yes
Annual re-accreditations	Yes	Yes	Yes

Designated skills	No	Minimum of 1	Minimum of 2
Minimum number of Red Hat Accredited Sales Specialists	1	2**	4**
Minimum number of Red Hat Accredited Sales Engineer Specialists	None	1	2***
Minimum number of Red Hat Accredited Delivery Specialists	None	Optional	Minimum of 2 (for each skill) and aligned with mutually agreeable business plan
Active participation in marketing programs	As available	Yes	Yes
Customer success story submissions	None	1 per year	2 per year
Approved 12-month business plan	None	Yes	Yes
Annual Red Hat revenue target achievement	No	Yes, per business plan	Yes, per business plan
Net-new business targets	No	Yes, per business plan	Yes, per business plan
Working lab	No	No	Yes
Engagement plans	No	Yes, per business plan	Yes, per business plan

Note: there are special requirements for Middleware Solutions and Cloud Infrastructure that that are called out in the Middleware and Cloud Infrastructure Accreditation sections.

** In addition to the number of accredited sales people to any other commitments in the mutually agreed to business plans.

*** This is a minimum requirement for each skill.

All partners participating in the Red Hat Partner Program must comply at all times with the requirements, as defined for each level of the program in Table 4.

Red Hat Partner Program participants must also:

- Complete the 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 Red Hat Partner Center at www.partner.redhat.com.
- Accept the Red Hat Partner agreement.
  - As part of the Red Hat Partner Program enrollment process, partner will be required to agree to the terms of the Red Hat Partner agreement, available online in the Partner Center at www.partner.redhat.com. Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.
- Achieve all required accreditations.
  - Advanced Partners must complete required accreditations within the base skill, while Premier Partners must complete the required accreditations within the base skill, plus one other within the same area of specialization.
- Employ the minimum number of trained sales people.
  - As defined in Table 4, Advanced Partners are required to have no fewer than two Red Hat Accredited Sales Specialists and Premier Partners are required to have no fewer than four Red Hat Accredited Sales Specialists trained in any one specialization. Depending on the type of additional specialization the partner gets for the Premier Business Partner level, they may need more.
- Maintain the minimum number of trained sales engineers.
  - As defined in Table 4, Advanced Partners are required to have a minimum of one Red Hat Accredited Sales Engineer Specialist. Premier Partners are required to have a minimum of two Red Hat Accredited Sales Engineer Specialists.
- Maintain the minimum number of trained delivery people.
  - As defined in Table 4, Premier Partners are required to have a minimum of two Red Hat Accredited Delivery Specialists for each area of specialization in the base skill plus one other.
- Participate regularly in marketing programs.
  - Advanced and Premier Partners are required to develop a business plan that includes marketing programs designed to drive net-new opportunities. Advanced and Premier Business Partners must coordinate 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.
- Submit customer success stories.
  - Approved customer references are also a requirement for earning a Red Hat accreditation. More information can be found in Red Hat Partner Center, and you can submit customer success stories using the form at www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html.

    Partners are able to submit as many customer references as desired. You may submit more than one reference for the same customer, but they must be for different projects.

    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 responsible for obtaining the end-customer approval prior to submission of the Red Hat form.

    For questions about success stories, please email communications@redhat.com.
- Have an approved 12-month business plan.
  - Developed in coordination with Red Hat channel account managers, Advanced and Premier 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. Partners must agree to quarterly plan reviews.

- Achieve your annual revenue target.
    - Partner and Red Hat will conduct quarterly business reviews. This review will determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments. Failure to achieve these goals and commitments may require corrective action to be taken by the partner and Red Hat or may result in the partner being demoted to the appropriate Red Hat Partner Program tier.
- Provide new business targets.
    - Advanced and Premier Partners will work with their channel account managers to jointly establish plans and targets for net-new business (can be new opportunities within an existing customer). One of the key measures of a successful partnership is growing net-new business for the partner and Red Hat that is measured primarily by deal registrations and teaming agreements.
- Provide new customer targets.
    - Advanced and Premier Partners will work with their channel account managers to jointly establish plans and targets for net-new customers. One of the key measures of a successful partnership is growing net new customers for the partner and Red Hat that is measured by deal registrations and teaming agreements.
- Offer engagement plans.
    - Working jointly with their channel account managers, Advanced and Premier 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

The territory for partners based in Canada and/or the United States 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

Application process

To enroll in the Red Hat Partner Program, please visit the Red Hat Partner Center at 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. Further instructions are provided with the agreement.

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 at 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 programs, partnership levels, benefits, accreditations, training, materials and specializations, at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this program guide, Red Hat may require an occasional correction or update. Red Hat reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Red Hat 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 reserves the right to add new partner program requirements as needed as new products and solutions are introduced to the partner community. Red Hat also reserves the right to restrict or limit access to certain products or solutions based on special specific program requirements.

Annual review plan

Partners must agree to quarterly business reviews with reasonable notice from Red Hat in order to determine if the partner is making significant progress towards their agreed-on goals and commitments. Failure to achieve those goals and commitments may require corrective action to be taken by the partner and may result in the partner being demoted to the appropriate tier that they are qualified for.

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
Telephone: 888-733-4281, ext: 49991

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