



# JBoss Certified ISV Program Guide

Accelerate Your Success!

Fall 2008

*Welcome to the JBoss Certified ISV Partner Program!*

*As market demand for open source solutions increases, Red Hat looks forward to partnering with you to deliver superior solutions to your customers. Whether your focus is on operating systems, middleware, or services you'll find open source opportunities through the Red Hat Partner Program.*

*The Red Hat Partner Program is the foundation of the relationship between you, as marketplace experts, and Red Hat, the world's leading provider of open source solutions. Our partners play an integral role in our technology development and go-to-market strategies. Our goal is to offer a program designed to help our partners develop successful open source practices and solutions.*

*The JBoss Certified ISV Partner Program is a fully integrated component of the Red Hat Partner Program. This Partner Program Guide will give you an overview of the program's benefits, requirements and enrollment.*

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# RED HAT PARTNER PROGRAM

*As a JBoss Certified ISV Partner, you are a member of the Red Hat Partner Program.*

## PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered, multi track partner model designed for Business Partners and ISVs that support and integrate with Red Hat and/or JBoss software platforms. The program offers Business Partners the resources to help grow their open source practices and delivers the software and support needed to integrate ISV Partner applications, products and solutions. As your commitment to Red Hat's solution portfolio grows to meet increasing customer demand, the benefits you receive from Red Hat will also grow.

Upon successful application and admittance to the Red Hat Partner Program you will be a Red Hat Business Partner with access to an array of benefits via Red Hat's Partner Center. These include valuable software, developer, marketing and sales benefits – each designed to assist you in integrating your applications with Red Hat infrastructure and JBoss middleware products.

As a Red Hat or JBoss ISV, you are a Red Hat Business Partner. Partners who pursue a sales-based Business Partner status with Red Hat's worldwide sales teams and meet qualification requirements for that region, can apply for higher membership levels. Upon approval, these partners will be rewarded with additional benefits.

## PROGRAM TRACKS

Red Hat's Partner Program offers two Program Tracks – Solution Provider and Independent Software Vendor (ISV).

### **Solution Provider**

This track supports value-added resellers, channel partners, consultants, system integrators and ISVs who help take Red Hat solutions to market by providing business and technology services and expertise to customers. They can either directly resell or indirectly influence Red Hat and JBoss sales.

### **Certified ISV**

This track supports software vendors who develop, deliver and support commercial software applications that run-on or run-with Red Hat technology. While ISV partners are mixed in their usage of Red Hat and JBoss technology – embedding, bundling and integrating, all ISV partners certify that they have successfully tested interoperability of their applications and solutions with elements of the Red Hat/JBoss technology stack.

Additional tracks may be added in the future.

## **CERTIFIED ISV PROGRAM - MEMBERSHIP LEVELS**

The Certified ISV track consists of three membership levels with specific benefits and tools corresponding to each level – as shown below:

Ready	Intended for all ISVs, this membership level enables access to Red Hat Enterprise Linux and JBoss Enterprise Middleware , developer support and co-marketing support.
Advanced	Intended for ISVs who make additional commitments to the selling and marketing of Red Hat and/or JBoss solutions. Additional benefits, including co-selling activities and programs, are available to these partners.
Premier	Intended for Global ISVs who have a significant industry impact, eco-system, and community. (by invitation)

## **CERTIFIED ISV PROGRAM - SPECIALIZATIONS**

The ISV track of the Red Hat Partner Program embraces ISVs by delivering resources and benefits that align with your business model and relationship with Red Hat. Specialization allows you to access resources based on your interests; including sales and marketing materials, training and certification offerings as well as technical resources.

As a Certified ISV Partner, you can choose either or both, of the following specializations during the registration process:

Platform Infrastructure	Red Hat Enterprise Linux Platforms Red Hat Management Platforms
JBoss Middleware	JBoss Enterprise Application Platform JBoss Portal Platform, JBoss SOA Platform Metamatrix Data Services Platform JBoss Hibernate, JBPM, JBoss Rules, JBoss Developer Studio

## JBoss CERTIFIED ISV PROGRAM - BENEFITS

As a new member of the JBoss Certified ISV Program you receive access to an online collection of Red Hat and JBoss information, along with guidance on doing business with Red Hat.

The JBoss Certified ISV Program delivers resources and benefits that align with your business model and relationship with Red Hat. We equip you with numerous benefits to train your sales teams and sell complete solutions to your customers. Program benefits include; software subscriptions, developer and technical support, marketing assistance and sales & business development. Additionally, partners have access to the Red Hat Knowledgebase through the Red Hat Partner Center to research answers to technical product questions, access to the latest information on Red Hat and JBoss products, as well as services and campaigns. .

### Software Benefits

	ISV Partner Level	
	Ready	Advanced
Developer Subscription (No support)	Yes	Yes
Developer Professional Support Subscription (4 CPU, 1 Named Contact, 2-Day Response Time)	Discounted	Yes
Developer Enterprise Support (32-CPU, 2 Named Contacts, 4-hr Response Time)	\$	\$
Not-for-Resale Software for pre-sales opportunities	Yes	Yes

### Developer Subscription

As a JBoss Certified ISV, you are granted access to not-for-resale demonstration subscriptions to Red Hat and JBoss products. These can be used for development, training, testing and end-user product demos. These are not intended for any commercial or production use within your organization or for resale.

### Developer Support Professional Subscription

This subscription gives you a 1-contact, 2-business day SLA with Red Hat's Global Support Services team – with unlimited developer support incidents. It includes an entitlement of up to 4-CPU's for all JBoss platforms, frameworks and tools. You can also access Red Hat Enterprise Linux Advanced Platform and all other Red Hat software products for development purposes. Ready-level ISV partners can buy this subscription through any authorized Red Hat distributor, while Advanced ISV partners receive this as part of the annual program membership fee.

### Developer Support Enterprise Subscription

This subscription gives your team a 2- contacts, 4-business hour SLA with Red Hat's Global Support Services team – again with unlimited developer support incidents. It includes an entitlement of up to 32-CPU's for all JBoss platforms, frameworks and tools. You can also access Red Hat Enterprise Linux Advanced Platform and all other Red Hat software products for development purposes. Advanced ISV partners can purchase this subscription at a 25% discount directly from the Partner Helpdesk.

## NFR for Pre-Sales opportunities

As an ISV Partner, you will be granted access to not-for-resale demonstration subscriptions to JBoss and Red Hat products for the purpose of training, testing and demonstration to potential customers. Not-for-resale demonstration subscriptions provided to you as a benefit of the JBoss Certified ISV Program are not for commercial use, either internally or externally nor for resale.

## Developer & Technical Support Benefits

	ISV Partner Level	
	Ready	Advanced
Discount on TSANet membership	Yes	Yes
Access to technical Architects	\$	\$
Access to Partner Helpdesk	Yes	Yes
Access to early release software - developer community	Yes	Yes
Self certification for ISV application/product	Yes	Yes
Discounted attendance at Red Hat Developer/User Conferences	Yes	Yes
Access to Product Roadmaps	--	Yes
Discounted access to Red Hat's Global Learning Services	Via Distribution	25%

### Discount on TSANet membership

Red Hat is a Member of TSANet. This multi-vendor industry program gives ISVs a common entry point when contacting other member ISV support centers during multi-vendor support incidents. Through this network, Red Hat will provide co-operative technical support to JBoss Certified ISV partners that belong to TSANet. Only JBoss customers with valid subscriptions are eligible for this shared support.

### Access to technical Architects

As a JBoss Certified ISV partner, you can take advantage of a Red Hat Technical Architect for either your own development efforts or for use in customer engagements. In most situations, you can book these resources at a discounted daily rate. Fees may be waived in special situations. Please contact the Partner Helpdesk for further information.

### Access to Partner Helpdesk

All JBoss Certified ISV Partners can access their region's Red Hat Partner Helpdesk for questions regarding the Red Hat Partner Program including opportunities and benefits, opportunities and information on the Red Hat product portfolio.

### Access to early release software – developer community

JBoss.org and fedoraproject.org are available to all developers, including JBoss Certified ISVs. Our community projects evolve at a rapid pace in advance of the QA tested and integrated JBoss and Red Hat Enterprise subscriptions. These project sites host early preview releases of upcoming versions of JBoss frameworks and tools as well as the Fedora distribution.

## Self certification for ISV applications and products

JBoss Certified ISV partners will test application integration with JBoss platforms and frameworks, often with Red Hat's assistance.

## Discounted attendance at Red Hat Developer/User Conferences

As a JBoss Certified ISV Partner you are eligible for attendance discounts at selected developer or user conferences hosted by Red Hat and JBoss.

## Access to Product Roadmaps

Periodically, JBoss product management teams will share upcoming plans and roadmaps with our Certified ISV Partners. This is done either via live webinars and roadshows or by sharing materials in the Red Hat Partner Center portal.

## Discounted Access to Red Hat's Global Learning Services

JBoss Certified ISV Partner technical team members are eligible for discounts off Red Hat's list price of open enrollment training classes. Ready-level partners will receive this discount by purchasing the class directly from an authorized Red Hat distributor. Advanced partners will receive a 25% discount by contacting the Partner Help Desk directly.

## Marketing Benefits

	ISV Partner Level	
	Ready	Advanced
Promotion of partner's reference architectures	--	Optional
Red Hat booth presence at industry events	\$	\$
Exhibit presence at Developer/User Conferences	\$	\$
Partner profile in ISV Solutions Catalog	Yes	Yes
Success Story Support	Yes	Yes
Public Relations Announcement Support	--	Optional
Access to Partner Center	Yes	Yes
Partner newsletters, blog, mailing lists	Yes	Yes
Partner Program Logo usage	Yes	Yes
"Red Hat Ready" or "JBoss Ready" logo usage, upon self-certification	Yes	Yes
Partner Certificate	Yes	Yes
Partner Plaque	--	Yes

## Promotion of partner's reference architectures

JBoss Certified ISV Partners can promote their reference architectures on Red Hat's Partner Center extranet. This site delivers one-stop access to Red Hat's worldwide ecosystem of distributors, value-added resellers, integrators, consultants and trainers.

### **Red Hat booth presence at industry events**

As an industry leader, Red Hat often takes on sponsorship or exhibit presence at industry trade shows, road shows and conferences. Occasionally, Red Hat allocates space in its own booth or an affiliated Red Hat Partner booth for its partners. Certified ISV Partners are eligible to participate on a shared-cost basis. The Red Hat partner team will notify partners of upcoming events. For additional information, contact your Partner Account Manager.

### **Exhibit presence at Red Hat Developer or User Conferences**

Red Hat often hosts its own industry events, pulling together a community of Red Hat employees, partners, customers, prospects, industry analysts, press and observers. For these events, Red Hat will invite partners to participate through sponsorship, exhibit presence, and speaking opportunities. The Red Hat partner team will notify partners of upcoming events. For additional information, contact your Partner Account Manager.

### **Partner profile in ISV Solutions Catalog**

All JBoss ISV Partners can take advantage of visibility through Red Hat's ISV Solutions Catalog. This is an online directory of all Red Hat and JBoss ISV Partner solutions, applications and products. Customers and prospects regularly access this site to learn about the larger ecosystem around Red Hat technologies.

### **Success story support**

All JBoss Certified ISV Partners can share customer success stories and leverage Red Hat's corporate communications teams to distribute the news of these successes. We invite you to submit your customer references to Red Hat for consideration. Once accepted, these will be developed and formatted into joint success stories and made available to our sales teams, channel partners, customers and prospects.

### **Public Relations announcement support**

JBoss Certified ISV partners can seek Red Hat public relations support for newsworthy activities. Red Hat's involvement may range from a supporting quote in a press release to a joint press release. These opportunities are considered on a case-by-case basis. For additional information, contact your Partner Account Manager or the Partner Helpdesk.

### **Access to Partner Center**

All JBoss Certified ISV partners are eligible for access to the Red Hat Partner Center, Red Hat's online content repository and partnership management tool. The Partner Center delivers a range of program, product, marketing and sales resources designed for Red Hat's partner community. It serves as your primary source of information on Red Hat products and marketing campaigns. It also lets you manage your company and individual membership information.

### **Partner newsletters, blogs and mailing lists**

Learn the latest news about Red Hat from partner-focused communications about upcoming product releases, campaigns, available resources, success stories and more.



## JBoss Certified ISV Partner Program - Logo usage

JBoss Certified ISV Partners may use the JBoss ISV Program logo to promote their JBoss partnership. Logos are available through the Red Hat Partner Center or by contacting the Partner Helpdesk.

## Red Hat Ready or JBoss Ready logo usage

JBoss Certified ISV Partners who have self-certified that their application or product has been successfully integrated with the JBoss or Red Hat distributions may use these certified ISV logos; available in Partner Center or by contacting the Partner Helpdesk.

## ISV Partner Program certificate

All JBoss Certified ISV Partners will receive a JBoss ISV Program certificate as an indication of our partnership. Certificates are available in Partner Center or by contacting the Partner Helpdesk.

## ISV Partner Program plaque

JBoss Advanced-Level Certified ISV Partners will receive a plaque commemorating our partnership. These will be sent by the Partner Helpdesk team.

## Sales & Business Development Benefits

	ISV Partner Level	
	Ready	Advanced
Partner account manager	--	Yes
Pre-sales & bid assistance support	--	Yes
Supported Eval Subscriptions for pre-sales opportunities	--	Yes
Access to Red Hat Center of Excellence	--	Yes
Sales College, Sales Training webinars	--	Yes
Reseller, embedded subscription privileges	Yes	Yes

## Partner Account Manager

Advanced-level JBoss Certified ISV Partners have access to a Partner Account Manager. This contact acts as a primary interface into Red Hat, drives cooperative planning efforts and helps the ISV take advantage of the JBoss ISV Partner Program's overall set of benefits.

### **Pre-sales and bid assistance support**

Advanced-level JBoss Certified ISV Partners are eligible for technical pre-sales support or cooperation from Red Hat sales teams, including:

- Proof-of-Concept assistance
- Scoping and assessment workshops
- Pre-sales customer engagements
- Business Workshops – related to specific JBoss solutions
- Technical Hands-on Workshops –related to specific JBoss solutions

Support can be either remote or onsite, is designed to be no longer than a 2-day period and is subject to Red Hat's sales qualification and resource availability. Longer engagements usually require a paid services engagement.

Additionally, all JBoss Certified ISV Partners can seek special bid pricing assistance to help in closing large mutual customer opportunities.

The availability of this support may vary in each worldwide geographic sales region. For additional information, contact your Partner Account Manager or the Partner Helpdesk.

### **Access to Red Hat's Center of Excellence**

Red Hat and Intel offer Advanced-level JBoss ISV Partners a unique sales tool – the Red Hat and Intel Centers of Excellence. These Centers are designed to help ISVs accelerate the deployment of solutions optimized for Intel® platforms. These centers are located throughout the world and can also be accessed remotely. For additional information, contact your Partner Account Manager or the Partner Helpdesk.

### **Sales College, Sales Trainings, and Webinars**

Training benefits provide you with multiple resources with which to increase your overall knowledge of JBoss and Red Hat products. Whether product, sales, or technically focused training, you can access the training necessary to help meet the needs of your growing open source practice.

As a JBoss Certified ISV Partner you can access detailed JBoss or Red Hat product trainings through the Red Hat Sales College. This series of computer- based training modules is designed to develop an understanding of the Red Hat and Jboss product portfolio , positioning and sales cycle activities. You can also access Red Hat product and campaign training via Red Hat-hosted webinars.

## JBoss ISV PROGRAM - REQUIREMENTS

In order to maintain a partnership status and take advantage of the Partner Program benefits delivered by Red Hat, Jboss Certified ISV Partners are required to maintain accurate profiles and accept Red Hat's ISV Partner Agreement. Partnership requirements are listed below:

	ISV Partner Level	
	Ready	Advanced
<b>Enrollment</b>		
Complete Online Application	--	Yes
Sign Partner Agreement with applicable Addenda	--	Yes
<b>Technical</b>		
Self-certify on applicable Red Hat or JBoss platform	Yes	Yes
TSANet membership	Advised	Advised
(1) Red Hat Certified Technician, or equivalent	--	If applicable
(1) Certified J2EE Advanced Developer, or equivalent	--	If applicable
L1-L2 Support, if embedding JBoss technology	If applicable	If applicable
<b>Marketing</b>		
Public customer references	--	Yes
Business Plan	--	Yes
Annual Fee	--	Yes

### Complete Online Application

At this time, all Jboss Certified ISV Partners must complete the online application process at [https://www.redhat.com/apps/isv\\_catalog/login.html?action=register](https://www.redhat.com/apps/isv_catalog/login.html?action=register). In the near future all JBoss Certified ISV Partners will be required to complete the Red Hat ISV Program Track application as part of the enrollment process. This includes company profile and application details, as outlined in Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com).

### Sign Partner Agreement with applicable Addenda

At this time, all Jboss Certified ISV Partners must accept the ISV Partner Agreement included in the application process. A reference of this agreement maybe found here: <https://www.redhat.com/partners/redhatpartners/guidelines/>. In the future all JBoss Certified ISV Partners are required to accept the terms of the Red Hat ISV Partner Agreement, available in 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.

### Technical Skills and Certified Staff

JBoss Certified ISV Partners are expected to maintain at least one JBoss-Certified Advanced J2EE Developer or equivalent on staff.

### **Production Support, if embedding JBoss technology**

Any JBoss Certified ISV Partner that embeds JBoss technology will need to comply with the L1-L2 technical support requirements of the Embedded Addendum. These are detailed in the specific agreement signed by both Red Hat and the ISV Partner.

### **Public Customer References**

Red Hat requests JBoss Certified ISV Partners to provide customer success story proposals. This helps promote our partner ecosystem and highlights joint customer successes.

### **Business Plan**

JBoss Advanced-level ISV partners will work with their Partner Account Manager to develop annual plans that highlight the integrated solutions. Those Advanced ISVs working directly with Red Hat Regional Channel teams may be required to establish joint targeting and revenue forecasts. Templates are available via Partner Center or through your Red Hat Channel Account Manager.

### **Annual Fee**

JBoss Advanced-level ISV Partners are required to pay an annual membership fee. The cost of an annual Developer Professional Subscription is fully included with this fee. Partners receive unlimited incident technical support, as described in the benefits section of this program guide, at no additional cost.

### **TERRITORY**

The territory for EMEA-based partners is defined as the country of the partner's primary address as submitted in the Company Profile. This territory applies regardless of Partner's membership level for specializations.

## **JBoss ISV PROGRAM - ENROLLMENT**

### **Application Process**

To become a JBoss ISV Partner, please visit :

[https://www.redhat.com/apps/isv\\_catalog/login.html?action=register](https://www.redhat.com/apps/isv_catalog/login.html?action=register) and:

1. Complete the application profile
2. Accept 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 in the Partner Agreement.

Note that partners in certain countries are required to return a signed copy of the partner agreement. This is mandated by requirements in local legislation regarding the enforceability of online agreements. The countries for which a “wet signature” is required are specified in the partner agreement.

### **Membership Renewal**

The term of all JBoss Certified ISV Partner Program memberships is one year. Membership will automatically renew for partners who maintain good standing within the Program. Advanced-level partners meeting the annual guidelines will automatically renew at that level. Otherwise, those partners will renew at the Ready-level.

### **Partner Program Changes**

Red Hat reserves the right to alter the Red Hat Partner Program, including all tracks, membership 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. Red Hat reserves the right to make any correction or updates on an as-needed basis by posting such updates in 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 HELPDESK

## Worldwide

Contact the Red Hat Partner Helpdesk for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio:

## In Europe and Middle East

Contact EMEA partner helpdesk:

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

Telephone:

+44 1252 362 851 [English, German, and French]

+44 1252 362 878 [English, Italian, Spanish]

### List of discounted countries:

*Albania, Algeria, Angola, Azerbaijan, Bahrain, Belarus, Benin, Bosnia and Herzegovina, Botswana, Bulgaria, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Cote d'Ivoire, Croatia, Cyprus, Czech Republic, Djibouti, Egypt, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Faroe Islands, Gabon, Gambia, Georgia, Ghana, Greece, Guinea, Guinea-Bissau, Hungary, Israel, Jordan, Kenya, Kuwait, Latvia, Lebanon, Lesotho, Lithuania, Macedonia, Madagascar, Malawi, Mali, Malta, Mauritius, Moldova, Republic of , Morocco, Mozambique, Namibia, Niger, Nigeria, Oman, Poland, Qatar, Romania, Rwanda, Saudi Arabia, Senegal, Serbia and Montenegro, Sierra Leone, Slovakia, Slovenia, South Africa, Swaziland, Tanzania, United Republic of Togo, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, Yemen, Democratic Republic of Congo (Zaire), Zambia, Zimbabwe, Russia*