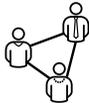


RED HAT ONLINE PARTNER ENABLEMENT (OPEN) PROGRAM

BROCHURE



RED HAT OPEN EMPOWERS PARTNERS

- Build skills
- Differentiate from competitors
- Generate more sales
- Enhance customer satisfaction
- Align with a globally-recognized brand

EXECUTIVE OVERVIEW

In a rapidly changing landscape, Red Hat® partners play a key role in developing customer relationships, understanding customer needs, and implementing innovative, cost-effective solutions that respond to business needs and deliver real value.

As customers use Red Hat technologies to help solve increasingly complex business issues, Red Hat recognizes that you need to provide reliable guidance and technical information to assist your customers in making sound technology decisions. To make sure you are empowered to build skills and knowledge about Red Hat solutions, Red Hat offers the Red Hat Online Partner Enablement Network (OPEN) program.

ENABLING PARTNERS TO SUCCEED

The Red Hat OPEN program empowers you to build your skills and understanding of Red Hat products, enabling you to generate more sales, enhance customer satisfaction, and successfully deliver Red Hat-related service engagements. Red Hat OPEN makes it easier for you to master information that's important for you and your customers.

As part of the overall Red Hat Partner program, Red Hat OPEN is designed to give you the tools, training, support, and resources you need to advance your business. Red Hat OPEN gives you access to:

- Role-specific, self-paced training courses designed for sales specialists, sales engineer specialists, and delivery specialists.
- Training that can lead to Red Hat Partner Accreditation, which validates your capabilities and increases customer trust.
- The Red Hat Partner Demo System, which provides pre-configured demos across the Red Hat product lines. It includes videos to help you become more proficient and confident when presenting Red Hat solutions.
- The online partner technical library, which offers tagged, searchable, and dynamic content that enables you to find useful information on your own, whenever you need it.

Available anytime, anywhere through the Red Hat Partner Center, Red Hat OPEN helps partners around the world work smarter, faster, and more efficiently. Red Hat OPEN enables you to deliver services based on Red Hat solutions using the same tools and frameworks that are used by Red Hat experts.



“The [Red Hat OPEN] training has really good real-world scenarios, and then goes into deep-dives on the technical side to show how you could solve problems. That’s been very beneficial.”

ALAN LEBERKNIGHT,
MIDDLEWARE PRACTICE MANAGER,
DHPC TECHNOLOGIES, INC.



RED HAT OPEN ONLINE TRAINING COURSES INCLUDE

- Platform
- Migration
- Virtualization
- Storage
- Application development
- Integration
- Business process automation
- Cloud management
- Infrastructure as a service (IaaS)
- Platform as a service (PaaS)

LEARN WITH ONLINE TRAINING COURSES

As part of the Red Hat OPEN program, you can access dozens of role-based online training courses at any time from anywhere. The self-paced, online training courses enable you to gain the expertise and skills you need to sell and deliver Red Hat solutions. The time needed to complete each course varies depending on the topic and level of specialization.

Courses ensure that you:

- Understand the features and functionality of Red Hat technology
- Are able to implement Red Hat technology in your customers' environments
- Can demonstrate and convey the offering's use and value to customers
- Are trained according to your role: sales specialist, sales engineer specialist, and delivery specialist

In addition to e-learning, some courses for sales engineers and delivery specialists have online lab work associated with them. Enrollees in these courses are provided with time-slots of lab and instructor availability to complete the coursework. There are also courses that are offered in the new Red Hat OPEN FASTRAX format, which takes less than half the time of traditional courses. No matter which course you take, you can use the Red Hat Partner Center to track and validate your progress.

BECOMING AN ACCREDITED RED HAT PARTNER

Red Hat Partner Accreditation is earned when individuals at your company take a prescribed combination of Red Hat OPEN training courses. Partner accreditation provides your company with a method to validate your capabilities in a globally-recognized program. Your customers can review your accreditations and be confident that you have the skills and capabilities needed to implement the proposed solution.

ROLE-BASED ACCREDITATION

Designed for individual employees, role-based accreditations are a subset of partner-level accreditations. There are three accredited roles: sales specialist, sales engineer specialist, and delivery specialist. You need to complete all of the courses in a role-based curriculum track to earn recognition as an accredited Red Hat Partner Specialist.

- **Red Hat Sales Specialist:** courses include value pitch, sales qualification, competitive positioning, objection handling, and pricing.
- **Red Hat Sales Engineer Specialist:** courses include technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.
- **Red Hat Delivery Specialist:** courses include product installation, application development, proof-of-concept delivery, and solution architecture.

Within each subject matter area, several different curriculum tracks are available for each role. For example, you can earn a Red Hat Sales Specialist-Middleware Application Development or a Red Hat Sales Engineer Specialist-Datacenter Platform Migration. Skills outcome differ within each specialty.



RED HAT PARTNER CENTER

A one-stop portal gives you access to the tools and resources to understand, use, and sell Red Hat solutions. Through the Red Hat Partner Center you can access:

- Red Hat OPEN program elements
 - Deal registration
 - Business planning
 - Marketing campaigns
 - Partner community forum
 - And much more
- Login at redhat.com/partners

PARTNER-LEVEL ACCREDITATION

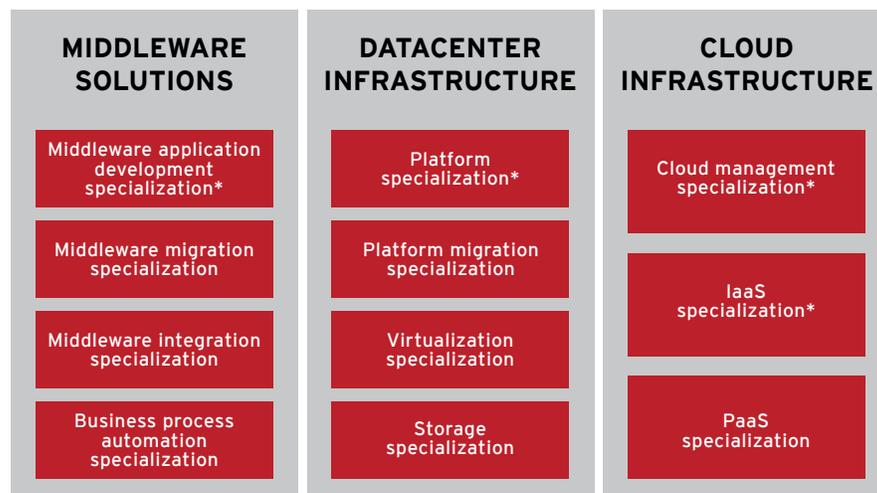
As part of the qualification for Red Hat Advanced and Premier Partner status, companies must achieve and maintain accreditation through the Red Hat OPEN program. To earn a partner-level accreditation, a prescribed combination of your employees must be accredited as sales specialists, sales engineer specialists, and delivery specialists, in addition to providing customer references.

There are currently three partner level accreditations:

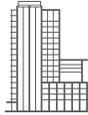
- **Red Hat Accredited Datacenter Infrastructure Partner:** this accreditation includes all Red Hat platform, migration, virtualization, and storage solutions.
- **Red Hat Accredited Middleware Solutions Partner:** this accreditation covers the Red Hat JBoss Middleware portfolio for use in building and integrating applications, as well as automating business processes.
- **Red Hat Accredited Cloud Infrastructure Partner:** this accreditation requires virtualization as a prerequisite and will include the newest Red Hat product offerings supporting cloud infrastructure and management.

To earn and maintain a Red Hat Partner accreditation, companies need to maintain a designated number of accredited partner specialists depending on the partnership level. In a few special circumstances, partner employees who have earned Red Hat Certification may be exempt from specific courses.

Red Hat partner accreditations are globally recognized. Contact your local partner account manager to find out requirements or program variations that may apply to your region or country. Partner accreditations are reviewed and audited annually.



*Denotes the baseline required track



ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services.

Red Hat is an S&P company with more than 70 offices spanning the globe, empowering its customers' businesses.

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redhat.com
#KVM87.2013_0913

RED HAT PARTNER DEMO SYSTEM

With the Red Hat Partner Demo System, you can observe online product demonstrations and practice how to perform the demos to become more proficient at presenting Red Hat technology in action to customers. The Red Hat Partner Demo System enables you to learn to confidently demonstrate and speak to the technical details of Red Hat technologies, leading to improved customer understanding. These valuable demo sessions are created by Red Hat technical experts. You can use the demos as stand-alone learning exercises, or in conjunction with Red Hat OPEN training courses. This on-demand system is available wherever you are, so you can use it to demonstrate the advantages of Red Hat products to customers first-hand.

ONLINE TECHNICAL LIBRARY

The Red Hat OPEN program offers a robust online technical library to help you find useful information independently and quickly. Managed by Red Hat solution architects, the goal of the online technical library is to give you access to the same content used by Red Hat experts, from product basics to advanced technologies and solutions. The technical library features an extensive database of resources, available for pre-sales, post-sales, and delivery teams.

- Reference architectures
- Sales and sizing guides
- Presentations and collateral
- Performance benchmarks
- Whitepapers
- Videos

GO FURTHER WITH RED HAT

The Red Hat partner program is designed to provide the tools, support, and resources needed to advance your business. Red Hat is committed to helping you become more successful—now and in the future. Through Red Hat OPEN, you can earn a globally-recognized accreditation, generate more sales, and deliver higher levels of customer satisfaction—while simultaneously differentiating yourself from your competitors.

Check out Red Hat OPEN on Red Hat Partner Center to explore the entire Red Hat portfolio of partner training courses, accreditation, demos, and technical information. For more information, contact your Partner Account Manager or access the Red Hat Partner Center at partner.redhat.com.