Red Hat Partner Program Guide

Solution Provider and Corporate Reseller

EMEA

Accelerate Your Success

RED HAT PARTNER PROGRAM

Welcome to the Red Hat Partner Program for Solution Providers and Corporate Resellers. 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.

This Partner Program is the foundation of the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company. Red Hat views our Partners as playing an integral role in our go-to-market strategy and overall success. Our goal is to offer a Partner Program designed to help our Partners to develop a successful open source business.

The Red Hat Partner Program Guide for the Red Hat Solution Providers and Corporate Resellers Partner is your complete resource to partnering with Red Hat. In this guide, you will find the following:

- Overview of the Red Hat Partner Program
- Description of Partner Program benefits for each track and membership level
- Description of partnering requirements for each track and membership level
- Information regarding the application and enrollment processes

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PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered partner model designed to offer you the resources that will help to grow your open source practices or developments. As you begin your relationship with Red Hat, you will have access to a variety of benefits available to assist you in developing your expertise of open source solutions and sales skills related to Red Hat products. As your commitment to Red Hat grows to meet increasing customer demand, the benefits you receive from Red Hat will also expand.

The Red Hat Partner Program provides you with the tools that help you to 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. Tell us how you would like to build your open source practice. We will provide you with the resources that can help you grow.

Upon successful application and admittance to the Red Hat Partner Program for Solution Providers and Corporate Resellers, you will be a Red Hat Partner with access to an array of benefits via the Red Hat Partner Center*. As a Red Hat Partner you receive marketing, sales and training benefits designed to assist you with the promotion and sales of Red Hat's Platform, Middleware and Virtualization products.

When you meet additional qualification requirements defined for your geographic region, you can apply to ascend to higher membership levels in either the Solution Provider or Corporate Reseller Track. Upon approval by Red Hat of a higher membership level, your continued commitment to open source solutions will be rewarded through access to additional benefits.

Red Hat is offering three different Program Tracks for Partners. Those tracks were established to fit into Partners business models. During the application you can easily choose which track covers your business model. You will find the track description in the Partner Program Structure section on the following pages.

PARTNER PROGRAM STRUCTURE

PROGRAM TRACKS

The Red Hat Partner Program offers three Program Tracks – Solution Provider, Corporate Reseller and Independent Software Vendor (ISV). Additional tracks may be added to the Partner Program in future phases. This very document is the Partner Program Guide for both the Solution Provider and the Corporate Reseller Track.

Solution Provider Track
This track is meant for all partners who either resell or influence sales of Red Hat solutions. Value Added Resellers, channel partners, consultants and system integrator who help take Red Hat solutions to market and provide business and technology services to customers. Solution Providers market and sell their services and expertise along with infrastructure or Middleware solutions from Red Hat. Hence access to higher levels of membership in the Solution Provider program track is dependent on the partner's service and development capabilities.

Corporate Reseller Track
This track is designed for partners who's primary focus is on selling Red Hat products with high transaction volumes, with a business model that focuses mostly on reselling and rarely on providing technical or consulting services. There are higher program tiers available for Corporate Reseller Partners if certain requirements are met as set forth in this document.

Independent Software Vendor Track (ISV)
Independent Software Vendors who own, develop, distribute and support commercially available applications that support or integrate with Red Hat technology.

MEMBERSHIP LEVELS

The Red Hat Partner Program consists of three membership levels with specific benefits and tools corresponding to each level. The table below outlines the characteristics for each membership level.

Partner Level	Red Hat Solution Provider & Corporate Reseller
Premier Level	The Premier level is for partners that have a strategic relationship with Red Hat, and that provide the highest contribution to Red Hat and the Red Hat partner ecosystem. Premier Business Partners have the highest level of visibility at Red Hat and in the marketplace.
Advanced Level	Partners who have reached the Advanced membership level have consistently met sales targets and expectations as defined in this program guide. The Advanced business Partner has access to advanced sales benefits such as Deal Registration and higher NAT tiers, along with other benefits.
Ready Level	The Ready level membership enables you to grow your open source practice while building Red Hat Enterprise Linux and JBoss competency. At this membership level, Ready business Partners have access to a variety of marketing collateral, tools and access to software.

WHY JOIN

The software market is going open source. You know it. We know it. The industry knows it. The only questions are: 'How fast?' and 'Who will win?' As a Red Hat partner, the answers to both these questions are in your hands, because:

- The demand for open source solutions is already there.
- We have the products and the support tools to help you meet it.
- You have the customers, the skills and the experience to succeed.

Above all, it's a partnership based on establishing commitment to active participation, competence in advising customers and contribution to revenue and reference generation.

WHICH BENEFITS AND REQUIREMENTS APPLY?

This document contains the lists of benefits and requirements for both the Solution Provider and the Corporate Reseller Track. Which track you have applied for has been determined by yourself at the time of your registration. While at the Ready partner level, there are no differences regarding the program benefits and requirements between one program track and the other, but there are significant differences at the Advanced membership level or higher. Please ensure that you are referring to the right section of benefits and requirements, based on whether you have registered in the Solution Provider or Corporate Reseller Track.

PARTNER PROGRAM BENEFITS

BENEFITS OVERVIEW

The Red Hat Partner Program offers benefits designed to assist you in developing open source practices around Red Hat and JBoss solutions. As a Ready Partner you will receive access to marketing and training resources tailored to assist you in building open source success stories. As an Advanced Partner, your increased dedication to Red Hat and JBoss solutions will be supported through enhanced benefits. The table below summarizes the benefits available to Partners at each membership level. Each benefit is described in additional detail on the following pages.

SOLUTION PROVIDER TRACK

	Ready	Advanced			Premier		
Specialization	n/a	Infrastructure	Middleware	Virtualization	Infrastructure	Middleware	Virtualization
GENERAL PROGRAM BENEFITS							
Red Hat Partner Center access	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Product marketing collateral and campaigns	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Partner e-newsletter	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Partner Directory listing and search	(**Yes)	Yes	Yes	Yes	Yes	Yes	Yes
Success story highlights eligibility	No	Yes	Yes	Yes	Yes	Yes	Yes
Open Source Assurance	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TRAINING BENEFITS							
Sales and technical partner seminars	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Web-based product training	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Online Sales training	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Technical training discount	via distribution	Yes (25%)	Yes (25%)	Yes (25%)	Yes (30%)	Yes (30%)	Yes (30%)
JBoss Master class discount	No	n/a	50% Per Seat	n/a	n/a	50% discount per additional seat2 free seats	n/a
SALES BENEFITS							
Renewals annuity business	Yes	Yes	Yes	No	Yes	Yes	Yes
Access to Red Hat sales teams	No	Yes	Yes	Yes	Yes	Yes	Yes
Deal registration program	No	Yes	Yes	Yes	Yes	Yes	Yes

Lead distribution*	No	Yes	Yes	Yes	Yes	Yes	Yes
Demand-generation campaign participation eligibility	No	Yes	Yes	No	Yes (preferred)	Yes (preferred)	Yes (preferred)
Market development funds elibibility per annual business Plan	No	No	No	No	Yes	Yes	Yes
Partner Manager	No	No	No	Yes	Yes	Yes	Yes
Special Bid Request	No	Yes	No	No	Yes	Yes	Yes
Access to Transactional Discounts	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Co-Engagement with Red Hat Consulting***	No	Yes	Yes	No	Yes	Yes (preferred)	Yes
MARKETING BENEFITS							
Demonstration Subscriptions - Not for resale	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Campaign templates & guidelines	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Partner program logo usage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Partner program logo with specialization mark	No	Yes	Yes	Yes	Yes	Yes	Yes
Partnership plaque	No	Yes	Yes	Yes	Yes	Yes	Yes
Partner program certificate	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TECHNICAL SUPPORT							
Knowledgebase access	Yes	Yes	Yes	No	Yes	Yes	Yes
Discount on Red Hat Professional Services (10%)	No	Yes	Yes	No	Yes	Yes	Yes
JBoss Developer Support Professional	No	No	Yes	No	No	Yes	No
Access to a local Red Hat solution architect ****	No	No	No	Yes	No	No	Yes
Technical pre-sales support (web-Base)	No	Yes	Yes	No	Yes	Yes	Yes
Onsite Pre-sales Engagements	0	2	2	0	4	4	4

*= based on lead distribution rules; ** = only eligible if Ready Partner has 1 certified sales person (or certified engineer) and 1 annual customer reference; *** = based on participation rules; **** = expertise in Red Hat Virtualization; where available

CORPORATE RESELLER TRACK

Red Hat Partner Program Corporate Reseller Track Benefits	Ready	Advanced	Premier
Specializations	n/a	n/a	n/a
General Partner Program Benefits			
Red Hat Partner Center access	Yes	Yes	Yes
Product marketing collateral and campaigns	Yes	Yes	Yes
Partner e-newsletters	Yes	Yes	Yes
Partner Directory listing and search	(*Yes)	Yes	Yes
Success story highlights eligibility		Yes	Yes
Open Source Assurance	Yes	Yes	Yes
Training Benefits			
Sales and technical partner seminars	Yes	Yes	Yes
Web-based product training	Yes	Yes	Yes
Online sales training	Yes	Yes	Yes
Subscription Education training	Yes (elearning)	Yes (elearning or onsite)	Yes (elearning or onsite)
Sales Benefits			
Renewals annuity business	Yes	Yes	Yes
Access to Red Hat sales teams	No	Yes	Yes
Qualified for fulfillment relationship in country	No	Yes	Yes (preferred)
Demand-generation campaign participation eligibility	No	Yes	Yes
Market development funds eligibility per annual business plan	No	No	Yes
Partner Manager	No	Yes (if agreed in business plan)	Yes
Deal Registratration participation eligibility	No	Yes (3% - see deal registration guide for more details)	Yes (5% - see deal registration guide for more details)
Access to Transactional Discounts	Yes	Yes	Yes
Special Bid Request	No	No	Yes
Marketing Benefits			
Campaign Templates & Guidelines	Yes	Yes	Yes
Partner Program Logo with Corporate Reseller mark	No	Yes	Yes
Partnership Plaque		Yes	Yes
Partner program certificate pdf	Yes	Yes	Yes
Technical Support Benefits			
Knowledgebase access	Yes	Yes	Yes
Demonstration Subscriptions – Not for Resale	Yes	Yes	Yes

*only eligible if Ready Partner has 2 certified sales person and 1 annual customer reference

BENEFIT DETAILS

GENERAL RED HAT PARTNER PROGRAM BENEFITS FOR SOLUTION PROVIDERS AND CORPORATE RESELLERS

These benefits are designed to provide Partners with the resources to assist them in developing and maintaining a strong knowledge of Red Hat and the Red Hat product portfolio.

Welcome Information
As a new member of the Red Hat Partner Program, you receive access to an online repository of Red Hat information as well as guidance on how to do business with Red Hat.

Red Hat Partner Center access*
Membership in the Red Hat Partner Program entitles you access to the Red Hat Partner Center, Red Hat's 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 Red Hat's partner community. The Red Hat Partner Center serves as your primary source of information regarding Red Hat, our product offerings and marketing campaigns. The Red Hat Partner Center is also how you will 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.

Product marketing collateral and campaigns
Partners may access the latest information about all Red Hat and JBoss products, services, and campaigns. Access this material to train your sales teams and to present solutions to your customers.

Partner e-newsletters
Learn the latest news from Red Hat through Red Hat's monthly partner-focused communications. Receive key information about new products, upcoming campaigns, Red Hat resources, success stories and more.

Partner directory listing and search (*once available for Corporate Resellers*)
Gain exposure through visibility in RedHat.com's partner search function. Potential customers looking to engage Red Hat Partners may search based on geography or other factors.

Success story highlights eligibility
Share your Red Hat and JBoss success stories with Red Hat. Submit success story proposals through Partner Center to Red Hat for consideration. Proposals selected by Red Hat may 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 Partner Center counts for the annual requirements for Advanced and Premier partners.

Open Source Assurance
Red Hat views the protection of our customers and Partners as one of our most important priorities, so we developed the Open Source Assurance program. This Program safeguards customers and partners when developing and deploying open source solutions. The Open Source Assurance program provides certain assurances to customers and partners in the event that there is a intellectual property issue with Red Hat Enterprise Linux, JBoss Enterprise Middleware Suite or any other Red Hat branded subscription product. These assurances include (i) replacing the infringing portion of the software, (ii) modifying the software so that its use becomes non-infringing, or (iii) obtaining the rights necessary for a customer to continue its use of the software without interruption. As an additional protection, Red Hat also provides indemnification in its Open Source Assurance program. All customers with valid Red Hat subscriptions are eligible for the Open Source Assurance program. The terms of the Open Source Assurance program are contained in the Open Source Assurance Agreement that is available to Red Hat customers via Red Hat Network.

TRAINING BENEFITS

Training benefits provide you with multiple resources with which you can use to increase your overall knowledge of Red Hat and the Red Hat product portfolio. Whether product-, sales-, or technical-focused training, you can access the training necessary to help meet the needs of your growing open source business.

Sales and technical Partner seminars
Attend Red Hat sales seminars designed for Partners covering topics such as sales know how, best practices and product sales training. Advanced and Premier Business Partners may also request on-site sales force training seminars from Red Hat, which may be granted at Red Hat's discretion.
Technical Partner Seminars apply to Solution Provider Partners only.

Web-based product training
Learn about Red Hat products and campaigns through Red Hat-hosted webinars.

Online sales training
Access detailed Red Hat product training through the Partner Center*. 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.

Technical training discounts
Improve the technical knowledge of your staff trough discounts off the MSRP price on Red Hat technical trainings courses. Red Hat Advanced Solution Provider Partner enjoy a 25% discount; Red Hat Premier Solution Provider Partner a 30% discount.

SALES BENEFITS

Sales benefits are sales-enablement and revenue-generating features to assist you in developing a successful, continuing open source business with Red Hat.

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.

Access to Red Hat sales teams
Advanced and Premier Partners are eligible to network with Red Hat sales teams to coordinate efforts to close sales opportunities more effectively. For more information, contact your Red Hat Partner Manager or the Partner Team.

Demand-generation campaigns
Advanced and Premier Partners are eligible to participate in Red Hat-developed demand-generation campaigns. For more information, contact your Red Hat Partner Manager or the Partner Team.

Market development funds eligibility per annual business plan
As part of the annual business planning, Premier Partners can request market development funds for activities designed to drive brand awareness, lead generation, and sales opportunities of Red Hat and JBoss products. These activities must be aligned to Red Hat's goals per market, geography and industry. For more information, contact your Red Hat Partner Manager or the Partner Team.

Partner Manager
Premier and Advanced Business Partners have access to a Red Hat 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. A Red Hat Partner Manager is potentially available to Advanced Corporate Reseller Partners, if both parties agree so in an annual business plan.

Special bid request
Premier Partners may benefit from a “sell with” approach on large enterprise prospects and Red Hat enterprise accounts. Premier Partners are, therefore, eligible to request special bid pricing from Red Hat via their Red Hat partner managers to help close large sales opportunities.

Deal Registration Program
Red Hat’s Deal Registration Program is designed to provide approved Advanced and Premier Solution Provider Partners with the ability to accrue additional benefits when a Partner identifies “NEW” Red Hat business opportunities and engages in value added Pre-Sales activity in support of the growth of Red Hat business. Partners who apply to the program will be reviewed by Partner Sales Management to ensure that the partner has met criteria. For more information see the Deal Registration Guidelines on Red Hat Partner Center.

Access to Transactional Discounts
Access to Transactional Discounts based on volume tiers Red Hat is offering its customers transactional volume discounts. Advanced Business Partner and Premier Business Partner can benefit from higher tiers via our distributors whilst Ready Partners and Unaffiliated are able to benefit from the entry level tiers. This makes it easy for our Advanced and Premier Partners to offer interesting pricing to your accounts.

To learn more about the entry level and the scale of prices we kindly refer to get in contact with your preferred Red Hat distributor.

Fulfillment relationship eligibility
On occasion Red Hat may choose to fulfill Red Hat led deals through Advanced or Premier level Corporate Reseller Partners. Premier partners are preferred partners for local fulfillment relationships.
Only for Corporate Reseller

Lead distribution
Advanced and Premier Solution Provider Partners will be eligible to participate in lead distribution processes 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 Helpdesk.*
Only for Solution Provider

MARKETING BENEFITS

You will be able to receive access to customizable product and marketing collateral and templates designed to enable you to develop presentations and campaigns focused on Red Hat and JBoss solutions.

Logo usage
Partners may use the Red Hat Solution Provider or Corporate Reseller Partner logo of their corresponding level of membership to market their Red Hat relationship in compliance with Red Hat policies. Logos are available by contacting your regional Partner Helpdesk.

Partner Program Certificate
Advanced and Premier Solution Provider or Corporate Reseller Partners may use the Red Hat Advanced or Premier Partner Solution Provider or Corporate Reseller certificate to market their open source expertise and Red Hat relationship. Certificates are available by contacting your regional Partner Helpdesk.

Partnership Plaque
Advanced and Premier Solution Providers or Corporate Resellers receive a physical plaque to display their partnership and program membership level with Red Hat.

TECHNICAL BENEFITS

Support benefits provide you with some additional technical resources that may help you to more effectively market and sell Red Hat and JBoss solutions in the marketplace.

Demonstration Subscriptions – Not for Resale (NFR's)
As a Solution Provider or Corporate Reseller you are granted access to not-for-resale demonstration subscriptions to Red Hat and JBoss products for the purpose of sales, marketing, sales enablement training of your personnel and demonstration of the functions and features of the Red Hat Products to End Users and prospective End Users at no cost. 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.

Knowledge base access
You will have access to the Red Hat knowledge base through the Red Hat Partner Center to research answers to technical product questions.

JBoss Partner Developer Professional
JBoss Partner Developer Subscription is designed for developers at Red Hat Solution Provider Partners who are deploying application(s) on the JBoss Enterprise family products and/or Red Hat Enterprise Linux. Developer Subscription includes developer support for JBoss Enterprise Products and Red Hat Enterprise Linux. JBoss Partner Developer Subscription offers one named contact with a forty-eight hours service level agreement (SLA) during standard business hours and unlimited incidents, and includes 25 development entitlements. The software entitlements included are for development purposes only. *Only for Solution Provider*

Technical pre-sales support (web-based)
Advanced Partners will be able to access Red Hat Global Support Services for pre-sales technical support assistance via web-based support with 48 hour SLA. *Only for Solution Provider*

Red Hat Onsite Pre-Sales Engagement
Eligibility: Advanced Business Partners: 2 Engagements (annual), Premier Business Partner: 4 Engagements (annual) *Only for Solution Provider*

Regional Availability
Continental Europe, UK and Ireland, except Eastern European countries. In Middle East, Africa and Eastern Europe, in countries where Red Hat does not have a local presence, this program benefit will be made available on reasonable effort.

Only for Solution Provider
As an Advanced or Premier Solution Provider Partner, you will have access to Red Hat EMEA's technical pre-sales team on a defined number of occasions. The support of the Red Hat technical pre-sales team will have to be requested via the Partner Team or your Channel Manager at least 20 days in advance. The scope of pre-sales support is especially valuable when it comes to expert know how, above and beyond more general technical pre-sales activities (such as an average product overview presentation). The scope of this program benefit therefore includes the following high profile pre-sales scenarios, with a maximum duration of 2 days per engagement:

- Support with Proof-of-Concepts
- Assessment and scoping system architectures workshops
- Supporting your sales and pre-sales team in customer engagements on NEW Red Hat products (GA less than 6 months ago).
- Business Workshop - A detailed workshop about a specific Red Hat Solution
- Technical Workshop - Technical information and "Hands On" about Red Hat products

Assistance from Red Hat Pre-sales can be requested for either Infrastructure, Middlware or Virtualization engagements. If the partner requires longer term onsite assistance from Red Hat in the pre-sales phase, services are available at a cost from the Red Hat Global Professional Services.

PARTNER PROGRAM REQUIREMENTS

Overview
Outlined in the Partner Program Solution Provider Track Benefits section of this Program Guide are the resources that Red Hat will make available to you, our Partner. Partners at the Ready membership level need only maintain accurate profiles and assent to and comply with the Red Hat Partner Agreement in exchange for a variety of tools and resources. Red Hat will make available enhanced resources to Partners who have achieved the Advanced membership level. The table below summarizes the requirements of each membership level. Each requirement is described in additional detail on the following pages.

SOLUTION PROVIDER TRACK

Red Hat Partner Program Solution Provider Track Requirements	Ready	Advanced	Premier
Completion of Red Hat Partner Program application and profile	Yes	Yes	Yes
Acceptance of Red Hat Partner Program agreement	Yes	Yes	Yes
Annual Participation Fee	Free	980€** 3.200€**	980€** 3.200€**
Annual minimum revenue targets	0	Yes, if Business Plan is in place	Goal set in annual business plan
Minimum number of trained sales people on staff	0 (1)*	2	4
Minimum number of Red Hat Certified Engineers (RHCE) or Red Hat Certified Architects (RHCA)	0 (1)*	2	4
Annual 12- month business plan	No	Optional	Annually
Forecast	No	No	Quarterly
Active Participation in Focused Marketing Programs	No	Yes	Yes
Minimum number of customer success story submissions annually	0 (1)*	1	4

* Ready partners with a certified sales person (or 1 certified engineer) and 1 annual customer reference are eligible for an entry in the partner catalog
** 490€ only in discounted countries

SPECIALIZATIONS

Specializations address these different partner types and business models and allow access to resources based on your interests. Included are; sales and marketing collateral, training and certification offerings and technical resources. Specializations define your areas of expertise, they help position you as a trusted adviser to your customers, and help recognition in the marketplace.

PARTNER SPECIALIZATIONS – ADVANCED AND PREMIER LEVEL FOR SOLUTION PROVIDER

Infrastructure
The Infrastructure Specialist status is a specific designation for Partners with proven expertise on Red Hat Infrastructure Solutions. As a Red Hat Infrastructure Specialist, you may access specific tools designed to assist you in achieving your infrastructure- focused goals. Although all Red Hat Partners may sell the full portfolio of Red Hat's Infrastructure solutions, only qualified Infrastructure Specialists may identify themselves with a unique Red Hat Infrastructure Specialization logo.

Middleware
The Middleware Specialist status is a specific designation for Partners with proven Middleware solution expertise. As a JBoss System Integrator, you may access Jboss- specific tools designed to assist you in achieving your Middleware-focused goals. Although all Red Hat Partners may sell JBoss solutions, only qualified Red Hat Middleware Specialists may identify themselves with a specific Middleware Specialization logo.

Virtualization
Virtualization Specialist status means we give you top priority when it comes to virtualization new in deploying Red Hat Virtualization solutions to your customers. As an accredited specialist, you'll have Red Hat Enterprise Virtualization business. You'll be able to differentiate your offering via the use of a unique Red Hat Virtualization Specialist logo. And there will be lots of support from us to help you close deals – from marketing materials to support from local experts.

As a Red Hat Solution Provider, you are invited to apply for one or more specializations once you meet the qualification criteria. Upon approval of your specialization request by Red Hat, you will be notified and the Red Hat Partner Center seamlessly customizes content and communications relevant to you.

HOW TO APPLY FOR A SPECIALIZATION

Every Solution Provider Partner interested in becoming an Advanced or Premier level Partner must participate in at least one specialization. In order to receive the accreditation for a Specialization, you must apply for the designation by submitting a partnership upgrade request through Partner Center. Additionally, the Partner must remit the applicable program fee. Qualified partners will receive the initial designation of Red Hat Advanced Solution Provider - Infrastructure Specialization, Red Hat Advanced Solution Provider - Middleware Specialization or Red Hat Advanced Solution Provider - Virtualization Specialization.

SPECIALIZATION REQUIREMENTS FOR SOLUTION PROVIDER

Advanced			Premier		
2 sales people per Specialization required			4 sales people per Specialization required		
Infrastructure	Middleware	Virtualization	Infrastructure	Middleware	Virtualization
RHPPCS	RHPMCS	RHPVCS	RHPPCS	RHPMCS	RHPVCS
2 technical people per Specialization required			4 technical people per Specialization required		
Infrastructure	Middleware	Virtualization	Infrastructure	Middleware	Virtualization
RHCE or RHCA	JB325*	RHCVA	RHCE or RHCA	JB325*	RHCVA

***** or higher – To achieve a minimum level of skill competency in the JBoss EAP (JBoss Enterprise Application Platform) tools we recommend all partners who wants to be JBOSS Advanced or Premier Business Partner attend our JB336 class and take our EX336 JBCAA (JBoss Certified Application Administrator) exam. This course will allow you to better design your customer's JBoss environment which will be easy to use, administrate and maintain. In addition you will learn how to monitor, control, secure, cluster and optimize applications under Jboss EAP.

Key	
RHPPCS	Red Hat Partner Platform Certified Salesperson
RHPMCS	Red Hat Partner Middleware Certified Salesperson
RHPVCS	Red Hat Partner Virtualization Certified Salesperson
RHCSA	Red Hat Certified System Administrator EX 200 (RH200 – preparation course with exam EX200)
RHCE	Red Hat Certified Engineer Requires RHCA (+)EX 300 RH300 – prep. course with exam EX 200 and EX 300
RHCA	Red Hat Certified Architect (+) EX333 (+) EX401 (+) EX423 (+) EX436 (+) EX442
RHCVA	Red Hat Certified Virtualization Administrator requires RHCSA (+)EX318 RH318 – preparation course w/o exam RH319 – BUNDLE preparation course AND EX318
JBCAA	JBoss Certified Application Administrator EX336 JB336 – preparation course w/o exam
JB325	Advanced JBoss Enterprise Development

SOLUTION PROVIDER REQUIREMENT DETAILS

In order to qualify for the Advanced Partner membership level, you will have to (I) meet the following minimum requirements, (II) submit an application to be promoted to Advanced status, (III) meet the objective criteria set forth in the application material and (IV) maintain your status as a Partner in good standing annually, including the compliance with said objective criteria. Partners failing to maintain good standing and/or objective criteria compliance as an Advanced Partner may automatically loose the benefits of the Advance Partner membership.

GENERAL RED HAT PARTNER PROGRAM REQUIREMENTS

Completion of Application, 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 online via the Partner Center at partner.redhat.com

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 via the Partner Center at partner.redhat.com.

Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

The following provides for an outline of the requested objective criteria.

Minimum Annual Revenue Targets
Red Hat Premier Partners must commit to meeting annual minimum revenue targets inclusive of the entire Red Hat product portfolio. The revenue targets will be set during the business planning.

Technical Staff Certifications and Trained Sales People
Red Hat Advanced and Premier Partners in the Infrastructure Specialization must maintain a minimum combined number of Red Hat Certified Engineers (RHCE) and Red Hat Certified Architects (RHCA) on staff as a means of developing their own internal open source expertise. Advanced and Premier Partners in the Middleware Specialization are required to complete JBoss- specific training tracks. Please refer to the Partner Program Track Requirements table in this Program Guide for the specific annual requirement. To be considered a trained sales person, the individual must successfully complete one of the following: Red Hat Certified Sales Person training via Red Hat Sales College, or have collected 20 sales certification points annually, through e.g. Red Hat EMEA Sales Classroom Seminars, Red Hat EMEA Sales Webinars, Red Hat EMEA JBoss Master Class, or attendance of the EMEA Partner Summit.

Annual 12-month Business Plan and Forecast
Developed in coordination with Red Hat Channel Account Managers, Red Hat Premier Partners create an annual strategic plan focusing on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Red Hat Premier Partners create quarterly forecasts in cooperation with Red Hat Partner Managers. Templates are available via Partner Center or through your Red Hat Channel Account Manager.

Active Participation in Focused Marketing Campaigns
Premier Partners are required to work in coordination with their Red Hat Channel Account Manager to identify appropriate Red Hat campaigns that align with both the Partner's and Red Hat's goals and develop action plans to launch and support the campaigns in their market space. For such campaigns, Premier Partners are required to utilize Red Hat-approved messaging to support the campaign via Partner websites and submit proof of participation, such as collateral or campaign activity metrics, to their Red Hat Channel Manager.

Customer Success Story Proposal Submission
To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests Advanced and Premier Partners to submit customer references through Partner Center. After submission, Red Hat will review and screen the customer reference if it will qualify for development into a customer success story available for public use by Red Hat and the Partner, assumed the approval from both the partner and the customer. Partners are to use the Red Hat Customer Success Story Submission form and obtain end-customer approval of participation prior to submission. Please refer to the Partner Program Solution Provider Track Requirements table in this Program Guide for the specific annual requirement.

Participation Fee
The annual participation fee (program fee) applies for Advanced and Premier Partners. The actual fee depends on the participation in a Specialization. See “Requirements Table” for details.

CORPORATE RESELLER TRACK

OVERVIEW

Outlined in the Partner Program Corporate Reseller Track Benefits section of this Program Guide are the resources that Red Hat make available to you, our Partner. Partners at the Ready membership level need only maintain accurate profiles and assent to and comply with the Red Hat Partner Agreement in exchange for a variety of tools and resources. Red Hat provides enhanced resources to Partners who have achieved the Advanced membership level. The table below summarizes the requirements of each membership level. Each requirement is described in additional detail on the following pages.

	Ready	Advanced	Premier
Specializations	n/a	n/a	n/a
Completion of Red Hat Partner Program application	Yes	Yes	Yes
Acceptance of Red Hat Partner Program agreement	Yes	Yes	Yes
Corporate Reseller Requirements			
Annual Participation Fee	Free	980€	980€
Annual minimum revenue target	0	1 Mio € in Red Hat subscriptions annually	2 Mio € in Red Hat subscriptions annually
Minimum of compliance and Renewal experts, trained by Red Hat	0	4	8
Product Manager / Partner Manager for Red Hat	0	1	1
Red Hat Certified Solution Architect	0	Recommended	1
Annual 12- month business plan		Yes	Yes
Forecast		Quarterly	Quarterly
Active Participation in Focused Marketing Programs		Yes	Yes
Partner-led marketing campaigns or events		1 quarterly	1 quarterly
Minimum number of attendees annually at the EMEA Partner Event		1	2
Minimum number of customer success story submissions annually	0 (1*)	1	2

*Ready partners with a certified sales person (or 1 certified engineer) and 1 annual customer reference are eligible for an entry in the partner catalog

CORPORATE RESELLER REQUIREMENT DETAILS

To qualify for the Advanced and Premier Partner membership level, you must achieve the following minimum requirements, submit an application to be promoted to Advanced or Premier level, and maintain your status as a Partner annually. Partners failing to maintain good standing as an Advanced Partner or Premier Partner may automatically be demoted to the Red Hat Ready membership level at Red Hat's sole discretion.

RED HAT CORPORATE RESELLER GENERAL REQUIREMENTS

Completion of Application, Company Profile
As part of the Red Hat Partner Program enrollment process, you are required to complete the Red Hat Partner Program application and company profile as outlined online via the Partner Center* at partner.redhat.com.

Red Hat Partner Agreement
As part of the Red Hat Partner Program enrollment process, you are required to agree to the terms of the Red Hat Partner Agreement, available online via the Partner Center at partner.redhat.com. Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

The application to become a Corporate Reseller partner, cannot currently be completed online. Until, such time as it is available it will need to be signed on paper.

The following provides for an outline of the requested objective criteria.

Minimum Annual Revenue Targets
Red Hat Advanced and Premier Corporate Reseller Partners must commit to meeting annual minimum revenue targets on Red Hat subscriptions. The actual revenue targets will be agreed to during the business planning, but the minimum revenue targets as described in this document apply.

Minimum Number of Compliance and Renewal Experts
Red Hat Advanced and Premier Corporate Reseller Partners must maintain a minimum number of Red Hat trained experts on compliance and renewal knowledge around Red Hat subscriptions. These partner employees then serve as internal go-to persons and advisors to the partners sales team, and to help end users better understand the rules of Red Hat subscriptions. Only Red Hat approved material may be used in end user subscription educations.

Minimum Number of Certified Sales People
To be considered a Red Hat Certified Sales Person, the individual must successfully obtain the respective online certifications on Partner Center*.

Minimum Number of Certified Solution Architects
On the Premier level, Corporate Reseller Partners are expected to employ at least one Red hat Certified Solution Architect to help with tenders, customer inquiries and support the partner's sales team with product and architecture ‘know-how’ in sales situations. Such a resource is also recommended for the Advanced Corporate Reseller level.

Annual 12-month Business Plan and Forecast
Developed in coordination with Red Hat Partner Managers, Red Hat Advanced and Premier Corporate Reseller Partners create an annual strategic plan focusing on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Red Hat Premier Partners create quarterly forecasts and conduct quarterly business plan reviews in cooperation with Red Hat Partner Managers. Templates are available via Partner Center* or from your Red Hat Partner Manager.

Active Participation in Focused Marketing Campaigns
Advanced and Premier Corporate Reseller Partners are required to work in coordination with their Red Hat Partner Manager to identify appropriate Red Hat campaigns that align with both the Partner's and Red Hat's goals and develop action plans to launch and support the campaigns in their market space. For such campaigns, Advanced and Premier Corporate Reseller Partners are required to utilize Red Hat-approved messaging to support the campaign via Partner websites and submit proof of participation, such as collateral or campaign activity metrics, to their Red Hat Partner Manager.

Partner led marketing campaigns or events
Advanced and Premier Corporate Reseller Partners are expected to define and execute their own, Red Hat focused marketing campaigns or events and customer seminars to actively drive lead generation and prospect identification. At least one of the above per quarter is expected.

Customer Success Story Proposal Submission
To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests Advanced and Premier Partners to submit customer references through Partner Center. After submission, Red Hat will review and screen the customer reference if it will qualify for development into a customer success story available for public use by Red Hat and the Partner, assumed the approval from both the partner and the customer. Partners are to use the Red Hat Customer Success Story Submission form and obtain end-customer approval of participation prior to submission. Please refer to the Partner Program Corporate Reseller Track Requirements table in this Program Guide for the specific annual requirement.

Red Hat Annual Partner Event Participation
Red Hat Advanced and Premier Corporate Reseller Partners will register a minimum number of staff members to the Red Hat EMEA Annual Partner Event. Please refer to the Requirements table in this Program Guide for the specific annual requirement.

Participation Fee
The annual participation fee (program fee) applies for Advanced and Premier Partners. See “Requirements Table” for details.

TERRITORY

The Territory for partners based in EMEA 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.

MEMBERSHIP PROCESS

Application Process
To enroll in the Red Hat Partner Program, please visit the Partner Center* at partner.redhat.com to access the application. Complete the application profile and agree 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 in the Partner Agreement. Note that partners in some countries are required to return a signed copy of the partner agreement. This is due to requirements in local legislation regarding the enforcability of online agreements. The countries for which a "wet signature" is required are specified in the partner agreement.
Note: should the application into a Corporate Reseller track be not available through the above mentioned URL, please contact your partner manager for a paper based application.

Membership Renewal
Red Hat Partner Program membership is for a 1-year term. For Partners maintaining good standing within the Program, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner membership level will renew 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 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 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 HELPDESK

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

EMEA Partner Helpdesk Email: emea-partner-helpdesk@redhat.com
Telephone: 00800 7334 2888 English, German, Italian, Spanish, French, Russian and Polish

*Partner Center will be available for Corporate Resellers following Q3 2011

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

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