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## Red Hat Programs for “Runtime\*” Hardware/Software Vendors

### Summary

This document provides an overview of the valuable programs available to “runtime\*” OEM system/software vendors from Red Hat. This document is for vendors that:

- Ship servers, workstations, desktops, laptops or other systems based on Intel x86, IA64, AMD64, Intel EM64T or IBM Power standard architectures
- Seek to pre-load or bundle Red Hat Enterprise Linux or other Red Hat technology on those systems ALONG WITH additional software (and possibly additional hardware) to ship a “complete solution” to customers
- Seek to provide the support interface directly to end customers. End customers would not contact Red Hat directly for support.

Additionally, in some cases, the vendor requires:

- Changes to the Red Hat Enterprise Linux operating system for the hardware or software solution to function correctly.

*\* For a definition and examples of “runtime” solutions, please refer to page 5*

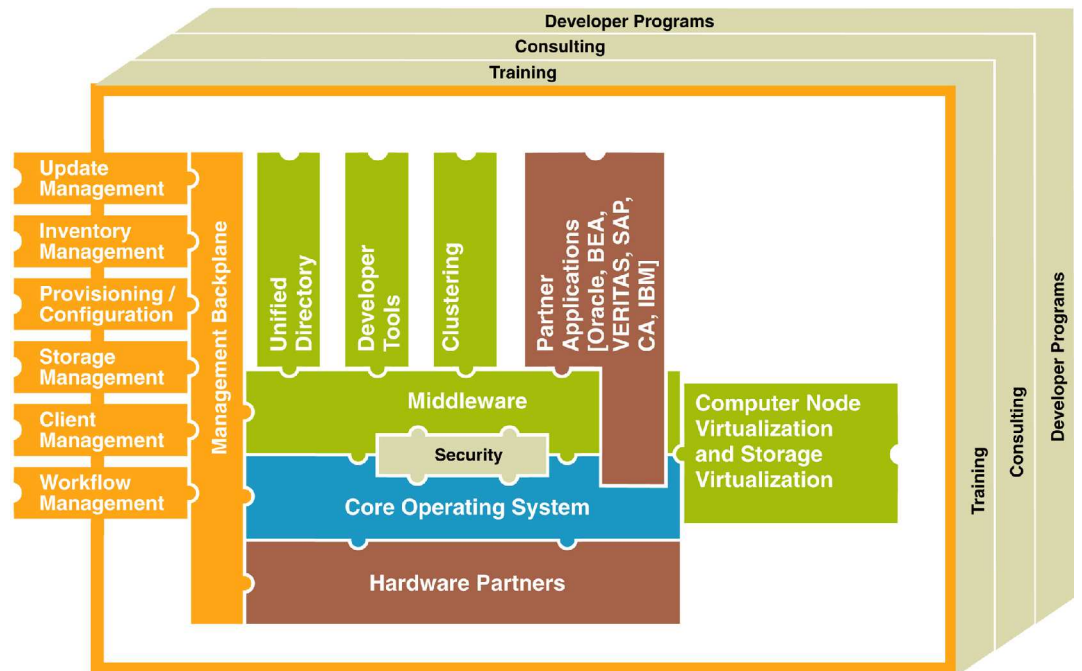
This document is updated as of 7/21/2004.

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## The Open Source Architecture

Red Hat is the recognized leader for Linux and open source solutions for the Enterprise. With a growing set of loyal customers, a strong brand name, and a healthy, profitable business, Red Hat is the best partner to help you take your Linux related hardware, software or services to market with. While Enterprise Linux is the largest business today, Red Hat is expanding its leadership position in the market with new products and services based on the Open Source Architecture (OSA), a vision of the future of IT based on open standards and interoperability. While Red Hat is looking to provide key parts of the OSA, the success of this vision is largely dependent on strong partnerships with software vendors, hardware vendors, and service providers. Take a look at the diagram of the OSA below... chances are, there is a place where your company can plug-in and benefit from a close alignment with Red Hat.



## “Runtime” Defined

You might be wondering what the “runtime” program really is. For Red Hat, a “runtime” solution is a **complete solution that ships to the end-customer**. The solution vendor is ultimately responsible for all product, service, and support that is delivered to that customer. In most of these cases, *Red Hat never engages directly with the end customer*. Rather, Red Hat technology and support are running in the background, helping make the partner solution successful. Here are some examples of types of solutions that might fall into the “runtime” category:

- A hardware appliance, that is a closed system that includes hardware, a Linux OS, and a software solution (like a firewall appliance)
- A specialized workstation, that includes hardware, a Linux OS, and a specialized application for a target market (like a video editing workstation) and is only going to be used for that application
- A piece of telecom equipment with a standard hardware architecture, an embedded OS, and a specialized telecom application
- A medical imaging system, that includes specialized software and specializes hardware connected to a workstation

In order to qualify to participate in the Red Hat Runtime programs, the following requirements must be met:

- The Red Hat Enterprise Linux operating system must be packaged as an integrated component of the Red Hat Runtime Partner's product.
- The Red Hat Enterprise Linux operating system must either be installed and configured prior to shipment to the end customer, or be seamlessly installed and configured as an integrated component of the solution's installation routine. Red Hat Network install is an acceptable method for installation of the entire solution.
- End users must not be permitted to install the Red Hat Enterprise Linux operating system separately and independently from the Red Hat Runtime Partner's software/hardware product.
- The end user may not install additional 3<sup>rd</sup> party applications on the system, other than those supported or recommended by the Red Hat Runtime Partner.
- Upgrades must be certified and distributed as a component of the solution and the end user shall be unable to upgrade the Red Hat Enterprise Linux operating system as a separate component. Use of a private Red Hat Network Satellite infrastructure for upgrades and updates is acceptable.
- The Red Hat Runtime Partner will provide customer service and education for all solution operations to the end user.

If a hardware vendor or ISV only wants to certify its hardware or software on Red Hat Enterprise Linux, then the Hardware Certification program

[hardware.redhat.com](http://hardware.redhat.com)) or Red Hat's ISV partner programs ([redhat.com/partners](http://redhat.com/partners)) may be sufficient. If a hardware vendor wants to simply resell or bundle Red Hat's Standard or Premium Enterprise Linux products, where Red Hat is available to provide all levels of technical support to customers directly, then a standard Red Hat OEM Hardware partnership may be sufficient ([redhat.com/partners](http://redhat.com/partners)). Please contact your Red Hat representative to help decide what program is best for your company.

## Red Hat Ready Runtime Program

The Red Hat Ready Runtime program is designed to allow you to pre-load or bundle Red Hat Enterprise Linux with your complete solution. Your customers can be assured that your solution is based on the leading Enterprise Linux distribution, Red Hat Enterprise Linux, and that your company has a relationship in place with Red Hat to assist you in supporting them.

The Red Hat Ready Runtime program is for vendors who will ship **less than 500 units annually**.

### Program Benefits

1. *Right to pre-load Red Hat Enterprise Linux:* As a participant in the Red Hat Runtime program, you will have the right to pre-load Red Hat Enterprise Linux on your complete solution. By using Red Hat Enterprise Linux in your solution you will have a “head-start”, allowing you to focus on *your solution* instead of the underlying Linux OS. You will get ongoing updates from Red Hat, that you can deliver to your customers as needed.
2. *Product discount based on term and volume commitment:* Depending on the volume commitment that you guarantee to Red Hat, you may be eligible for Red Hat volume discounts.
3. *Backed-up by Red Hat support:* While Red Hat will not be supporting your customers directly, you will have the assurance of knowing that Red Hat is ready to assist if issues arise.
4. *Branding:* By participating in this program, you will have the right to call your solution “Powered By Red Hat”, and use the associating “Powered By Red Hat” branding on your product marketing collateral. This way, customers will know that your solution is based on leading open-source technology and backed by Red Hat.
5. *WebSite Listing on Redhat.com:* Your company name can be listed on [redhat.com/partners](http://redhat.com/partners), as a Red Hat Ready runtime partner, if you desire.

### Program Requirements

The Red Hat Ready runtime program has the following requirements:

1. *Purchase Commitments:*
  - *Red Hat Ready Runtime Program:* The Red Hat Ready runtime program (US\$10,000) provides you with everything needed to effectively offer a complete solution based on Red Hat Enterprise Linux. The Red Hat Ready Runtime program includes:
    - Right to use the “Red Hat Ready Partner” and “Powered by Red Hat” marks
    - Updates and upgrades to Red Hat Enterprise Linux, through a Red Hat Network account from Red Hat
    - Ability to escalate any potential customer support issues through Red

- Hat's web support team. Customer support issues must be replicable on standard Red Hat Certified hardware (as indicated at [hardware.redhat.com](http://hardware.redhat.com)) to be eligible for Red Hat support.
- Subscription to the Red Hat Developer Connection, which includes 5 copies of Red Hat Enterprise Linux for development, testing, QA and support purposes
  - *100 Units Per Year Commitment for 3 Years:* Red Hat Ready runtime partners must commit to pre-purchasing 100 units per year from Red Hat, for a minimum commitment term of 3 years. At this commitment level, your annual revenue commitment to Red Hat will be a minimum of US\$25,000 per year. Larger unit commitments will result in lower per-unit pricing, so it is advantageous to commit to Red Hat in-line with your expected yearly forecasts.
  - *Optional Upgrades:*
    - *Developer Support:* Get support for your software developers directly from Red Hat. Includes Linux development advice and GNU-based programming tools assistance. If you are developing applications and want to make sure you can get questions answered, this offering is for you. Find out more at:  
<http://www.redhat.com/support/service/offerings/developer.html>
    - *Premium Developer Support:* Similar to Developer Support, but supports more developers, has an unlimited number of incidents and includes a primary point of contact for a consistent interface into Red Hat support. Find out more at:  
<http://www.redhat.com/support/service/offerings/premium.html>
    - *Level 3 Runtime Support:* If an additional level of support is desired, you may purchase a Level 3 Runtime support relationship with Red Hat (in no case is Red Hat supporting your customers directly). Customer support issues must be replicable on standard Red Hat Certified hardware (as indicated at [hardware.redhat.com](http://hardware.redhat.com)) to be eligible for Red Hat support. Please contact your Red Hat representative for more information about Level 3 Runtime Support pricing at the Red Hat Ready level.
    - *Red Hat Technical Account Management:* This service provides a consistent primary technical contact at Red Hat who will work with you to understand your ongoing technology requirements, and starts at US\$75,000 per year.
2. *RHCE Support Resource:* To ensure a baseline level of Red Hat Linux proficiency, you must have at least 1 Red Hat Certified Engineer on their customer-facing support team.
  3. *Red Hat Enterprise Linux versions:* You will work with Red Hat to decide on the best product fit for inclusion with their complete solution, based on the Red Hat Enterprise Linux product family.

## Red Hat Advanced Runtime Program

The Red Hat Advanced Runtime program is designed to allow you to pre-load or bundle Red Hat Enterprise Linux with complete solutions, when higher volumes are expected. Your customers can be assured that your solution is based on the leading Enterprise Linux distribution, Red Hat Enterprise Linux, and that your company has a relationship in place with Red Hat to assist you in supporting them.

The Red Hat Advanced Runtime program is for vendors who will ship **more than 500 units annually**.

### Program Benefits

- 1. Right to pre-load Red Hat Enterprise Linux:* As a participant in the Red Hat Advanced Runtime program, you will have the right to pre-load Red Hat Enterprise Linux on your complete solution. By using Red Hat Enterprise Linux in your solution you will have a “head-start”, allowing you to focus on *your solution* instead of the underlying Linux OS. You will get ongoing updates from Red Hat, that you can deliver to your customers as needed.
- 2. Product discount based on term and volume commitment:* Depending on the volume commitment that you guarantee to Red Hat, you will be eligible for volume discounts that become greater as the commitment grows.
- 3. Backed-up by Red Hat support:* While Red Hat will not be supporting your customers directly, you will have the assurance of knowing that Red Hat is ready to assist if customer issues arise.
- 4. Branding:* By participating in this program, you will have the right to call your solution “Powered By Red Hat”, and use the associating “Powered By Red Hat” branding on your product marketing collateral. This way, customers will know that your solution is based on leading open-source technology and backed by Red Hat.
- 5. Website Solutions Profile Page on Redhat.com:* If desired, your company will get a page on [redhat.com/partners](https://www.redhat.com/partners), where you can provide information about your company and solution. This valuable marketing tool will describe your partnership with Red Hat, and the unique value proposition of your solution.
- 6. Joint Press Activities:* Red Hat will review press releases announcing your partnership with Red Hat and provide a supporting quote.

### Program Requirements

The Red Hat runtime program has the following requirements:

- 1. Purchase Commitments:*
  - 500 Units Per Year Commitment for 3 Years:* You must commit to pre-purchasing 500 units per year from Red Hat, for a minimum commitment term of 3 years. At this commitment level, the annual revenue commitment to Red Hat will be a minimum of US\$100,000 per year.

Larger unit commitments will result in lower per-unit pricing, so it is advantageous to commit to Red Hat in-line with your expected yearly forecasts.

- *Level 3 Runtime Support:* To ensure a high-level of support for your customers, you must have a Level 3 Runtime support relationship with Red Hat (in no case is Red Hat supporting your customers directly). Cost of Level 3 Runtime support starts at US\$100,000 per year. Customer support issues must be replicable on standard Red Hat Certified hardware (as indicated at [hardware.redhat.com](http://hardware.redhat.com)) to be eligible for Red Hat support.
- *Red Hat Technical Account Management:* This service provides a consistent primary technical contact at Red Hat who will work with you to understand your ongoing technology requirements. You must have Red Hat Technical Account Management for the first year of the partnership, to ensure a high-level of customer support, and this service starts at US\$75,000 per year.
- *Red Hat Developer Connection Standard Subscription:* You must join the Red Hat Developer Connection program at the Standard Level (\$299 for 5 copies of Red Hat Enterprise Linux for development purposes) or purchase at least 5 copies of Red Hat Enterprise Linux for development, testing, QA and support purposes.
- *Optional Upgrades:*
  - *Developer Support:* Get support for your software developers directly from Red Hat. Includes Linux development advice and GNU-based programming tools assistance. If you are developing applications and want to make sure you can get questions answered, this offering is for you. Find out more at:  
<http://www.redhat.com/support/service/offerings/developer.html>
  - *Premium Developer Support:* Similar to Developer Support, but supports more developers, has an unlimited number of incidents and includes a primary point of contact for a consistent interface into Red Hat support. Find out more at:  
<http://www.redhat.com/support/service/offerings/premium.html>
- 2. *RHCE Support Resource:* To ensure a baseline level of Red Hat Linux proficiency, you must have at least 2 Red Hat Certified Engineers on their customer-facing support team.
- 3. *Red Hat Enterprise Linux versions:* You will work with Red Hat to decide on the best product fit for inclusion with their complete solution, based on the Red Hat Enterprise Linux product family.

For more information or to join a Red Hat runtime partner program today, please contact your Red Hat representative at [oemsales@redhat.com](mailto:oemsales@redhat.com).