Partner Program Guide CY23

Solution Provider

Latin America Region

Last Review: March 01, 2023

SUMMARY

INTRODUCTION

Welcome to the Red Hat Partner Program. As market demand for enterprise open source solutions continues to increase, Red Hat looks forward to partnering with you to provide superior solutions to your customers. Whether your focus is on datacenter infrastructure, cloud, big data, or middleware, you will find opportunities to sell Red Hat technologies as you build successful practices.

The Red Hat Partner Program is the foundation for the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company. Our partners play an integral role in our go-to-market strategy and overall success. This program is designed to help you develop successful enterprise open source practices and solutions.

The Red Hat Partner Program Guide is your complete resource to partnering with Red Hat. In this guide, you will find:

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

> "Multi-tiered access with three partnership levels offer a variety of benefits and increase your access to marketing, sales, and training benefits"

DISCLAIMER

This Red Hat Program guide (the "guide") provides an overview of the **Latin America Partner Program**. The terms that govern the program are contained in the Red Hat Partner Agreement (the "agreement") entered into between Red Hat and each partner participating in the partner program (the "solution provider"). All terms not otherwise defined herein shall have the meaning set forth in the agreement. The current version of this guide will be made available to partners on the Red Hat Partner Connect at http://connect.redhat.com. Partner program benefits and requirements are applied based upon the country in which the partner is located. To the extent that this guide is translated into any language other than English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

Red Hat may require occasional corrections or updates to the guide and reserves the right to make such corrections or updates from time to time and to post such updates to the Red Hat Partner Connect.

PARTNER PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered partner model with three partnership levels. Each level offers access to a variety of benefits that help develop your expertise and increase your capability to sell and deliver Red Hat technologies. As your commitment to and knowledge of Red Hat technologies grow, the benefits you receive from Red Hat will also grow.

Upon successful application and admittance to the Red Hat Partner Program, you will gain access to an array of benefits via the Red Hat Partner Connect . As a Red Hat Partner, you are eligible to receive marketing, sales, and training benefits designed to assist you.

MEMBERSHIP

Application Process

To enroll in the Red Hat Partner Program, please visit Red Hat Partner Connect at http://connect.redhat.com/ to access the application. Complete the application profile and assent to the Red Hat Partner Agreement. If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat. Further instructions are provided with the agreement.

Membership Renewal

Red Hat Partner Program membership is for a one-year term. For partners maintaining good standing within the program and compliance with objective criteria, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner membership level will renew to their current membership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who are not meeting the requirements for their level of membership upon the annual membership renewal may be assigned a lower level of membership.

PARTNER PROGRAM STRUCTURE

Business Partnership

The Red Hat Partner Program Latin America offers multiple partnership programs – Solution Provider, Training and Certified Cloud Service Provider (CCSP). The additional partnership
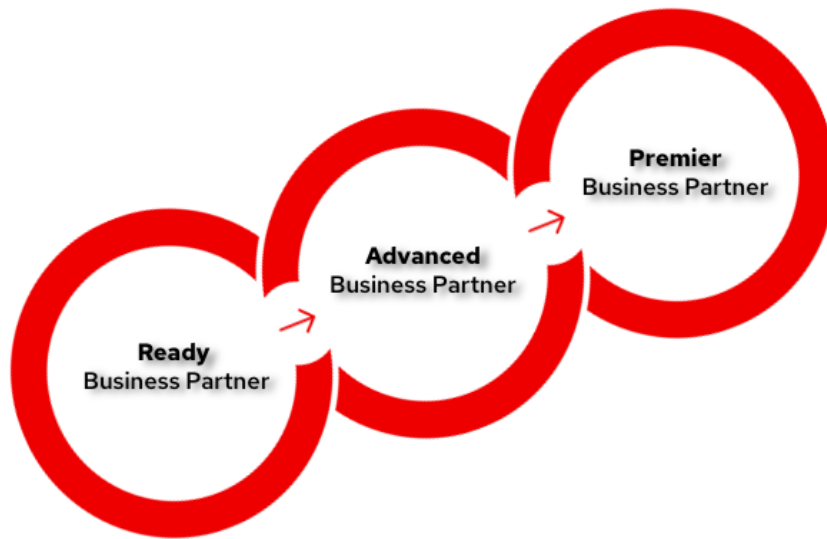
may be added to the Partner Program in future phases. This document is the Partner Program Guide for the Solution Provider Program.

Membership Levels

The Red Hat Partner Program offers a flexible structure designed to accommodate our partners individual business models and is composed of three partnership levels.

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

Advanced Business Partner: The Advanced Partner level provides an increasing set of benefits for building Red Hat business plans focusing on growing both renewals and identifying and closing new opportunities. Advanced partners enjoy enhanced benefits, plus access to additional resources designed to help them build enterprise open source practices and increase revenue.

Premier Business Partner: The Premier Partner level is for partners who have a strategic relationship with Red Hat. These partners are heavily invested in driving new opportunities and contribute the most to Red Hat's partner ecosystem. They receive the highest level of visibility at Red Hat, for which they have the ability to purchase directly from Red Hat, as long as they meet the required credit conditions.

Partnership Level Advancement

All partners who have successfully completed the onboarding process begin at the Ready Business Partner level and to be considered for the Advanced or Premier partnership levels, must meet the required elements of the desired category. Likewise, compliance with the commercial rules defined throughout the year, financial statements and compliance with payments within the established deadlines will be taken into account.

In addition, there are reviews that assess whether the partner has met the requirements based on their partnership level, leaving Red Hat criteria to determine if they will be promoted to the next level. If the partner is approved to be in another tier, start receiving the benefits associated with the new program level.

The Partner Audit is a process lead by the Partner Program Team to review of all active partners who meet the following requirement:

- Quota Achieved: According to LSPR.
- Accreditation: According to LSPR.
- Complete Business Partner Integrity Training

According to the performance, PAMs, and local GPA leaders will join with the Partner Program Team to define if the partner should be upgraded or downgraded based on performance achieved available in the analyses, financial payment histories, and other requirements.

PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits designed to assist you in developing enterprise open source practices around Red Hat Infrastructure and Middleware solutions. As a Ready Partner, you will receive access to marketing collateral and training resources. The Advanced Business Partner's increased commitment to Red Hat is rewarded with enhanced benefits.

And because of their focus and dedication, Premier partners have access to the highest level of benefits available.

Economic Benefits

Benefits	Ready	Advanced	Premier
Special bid pricing eligibility	No	Yes	Yes
Deal registration pricing eligibility, tired by level	Yes	Yes	Yes
Renewals annuity business	Yes	Yes	Yes
Funded Red Hat eligibility	No	Yes	Yes
Technical training certification discounts	No	Yes (25%)	Yes (30%)
Discounts on Red Hat Consulting Services	Subject to validation of each business	Subject to validation of each business	Subject to validation of each business
Direct subscription purchase eligibility	No	No	Yes (subject to credit)

Relationship Benefits

Benefits	Ready	Advanced	Premier
Participation in partner conferences and events	Yes	Yes	Yes
Assigned field partner account manager (PAM) eligibility	No	Yes	Yes
Onboarding Journey	Yes	No	No

Sales Benefits

Benefits	Ready	Advanced	Premier
Web listing, Partner Locator	Yes	Yes	Yes
Red Hat Partner Connect access	Yes	Yes	Yes
Product roadmap updates	Yes	Yes	Yes
Red Hat Partners Sucriptions	Yes	Yes	Yes
Red Hat lead pass eligibility	Yes	Yes	Yes

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Latin America
Partner Program and
Enablement Team

Marketing Benefits

Benefits	Ready	Advanced	Premier
Program logo usage	Yes	Yes	Yes
Featured partner success story highlights	No	Yes	Yes
Case studies, whitepapers, and product literature	Yes	Yes	Yes
Customizable campaign materials	No	Yes	Yes
Marketing plan assistance and resources	No	Yes	Yes
Dedicated marketing contact	No	Yes	Yes
PIRP: Partner Incentives and Rewards Program eligibility	TBD Marketing Plan	Yes	Yes
Co-marketing eligibility (events, webinars, and more)	TBD Marketing Plan	Yes	Yes
Partner communications	Yes	Yes	Yes
Red Hat demand generation platform tool eligibility	No	Yes	Yes

Technical Benefits

Benefits	Ready	Advanced	Premier
Knowledgebase access	Yes	Yes	Yes
Training, tools, and corresponding accreditations across the Red Hat Portfolio (Sales, Sales Engineer and Delivery)	Yes	Yes	Yes
Participation in technical seminars, forums, networks, blogs, and more	Yes	Yes	Yes
Technical Library	Yes	Yes	Yes
Red Hat Product Demo System access	Yes(*)	Yes	Yes
Red Hat Sales Accreditation Level 2	Yes(*)	Yes	Yes
Red Hat Technical Accreditation Level 2	Yes(*)	Yes	Yes

* According to PAM approval

ACCREDITATION

Red Hat Partner Accreditation is earned when individuals at your company take a prescribed combination of 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: Includes value pitch, sales qualification, competitive positioning, objection handling, and pricing.
- Red Hat Sales Engineer: Includes technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demonstration, and product knowledge.
- Red Hat Delivery Specialist: Includes 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 Specialist-Datacenter Platform Migration. Skills outcomes differ within each specialty.

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PROGRAM REQUIREMENTS

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

General Requirements

Requirement	Ready	Advanced	Premier
Completion of Red Hat Partner Program application and company profile	Yes	Yes	Yes
Acceptance of Red Hat Partner Program Agreement	Yes	Yes	Yes
Approved 12-month business plan	No	Yes	Yes
Compliance Training	Yes	Yes	Yes
Participation on Red Hat Onboarding session	Yes	Yes	Yes
Completion Annual Requalification on the Red Hat Partner Connect	Yes	Yes	Yes
Completion Annual Re Acceptance of Code Of Conduct	Yes	Yes	Yes
Completion Annual Compliance Validation on the Red Hat Partner Connect	Yes*	Yes*	Yes*

* If is not an IBM partner

Quota Requirements

Requirement	Ready	Advanced	Premier
Annual Red Hat revenue target achievement	Yes	Yes, according to the country	Yes, according to the country
Net-new business targets	Yes, according to local LSPR	Yes, according to local LSPR	Yes, according to local LSPR

NOTE: Search LSPR (Rules of Engagement) in the Partner Connect to check the documentation according to the partner level.

Training Requirements

Requirement	Ready	Advanced	Premier
Minimum number of Sales Accreditation L1/L2	2	3	4
Minimum number of Sales Accreditation L3	–	1	2
Minimum number of Sales Engineer Accreditation L1	–	1	2
Minimum number of Sales Skill Readiness	–	1	3
Certification			1
Minimum number of Individuals	1	2	3

RED HAT PARTNER HELP DESK

Contact the Red Hat Partner Help Desk for questions regarding the Red Hat Partner Program: **Latin America Partner Help Desk:** latam-partner-helpdesk@redhat.com

APPENDIX 1: BENEFIT DESCRIPTIONS

Economic Benefits

Special bid pricing eligibility

Partners may benefit from a "sell with" approach on large enterprise prospects and therefore be eligible to request special bid pricing from Red Hat through their Red Hat channel account managers to help close large sales opportunities. Partners unaffiliated with the Red Hat Partner Program described in this document are not eligible to receive special bid pricing.

Deal registration pricing eligibility, tired by level

Red Hat's deal registration program rewards authorized partners for identifying qualified new subscription opportunities. The reward is an incentive benefit consisting of an additional discount that can increase the partner's margin on that specific subscription opportunity for the initial sale in the commercial sector, for the public sector is not available additional discount.

Renewals annuity business

Red Hat products are sold on a subscription basis. As a partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a periodic basis and develop an annuity revenue stream.

Funded Red Hat eligibility

Advanced and Premier Partners who put a Red Hat champion in place to focus on expanding Red Hat business opportunities and driving revenue within the partners customers and prospects will be considered for PIRP: Partner Incentives and Rewards Program, reimbursement funding, based on a mutually agreed-upon business, marketing, and training plan.

Technical training certification discounts

Improve the technical knowledge of your staff through discounts off the MSRP price on Red Hat Training courses.

Discounts on Red Hat Consulting Services

In certain sales situations, Red Hat and partner may agree to engage Red Hat Consulting with specific opportunities and the partner may earn discounts on that consulting engagement. This allows partners to sell Red Hat Consulting services to increase the deal size, add more value, and compliment the partner services.

Direct subscription purchase eligibility

In certain sales situations, Premier Partners may sell directly to the customer without a distributor, but each opportunity will be evaluated by Red Hat and the partner must have credit with Red Hat to transact the opportunity.

Relationship Benefits

Participation in conferences and events

Red Hat regularly sponsors a variety of industry events and conferences to promote brand awareness and acquire new customers. As part of your membership, you will be provided with the opportunity to participate in roles ranging from presenting Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that compliment Red Hat offerings.

Assigned field partner account manager (PAM)

Advanced and Premier Business Partners will have access to a Red Hat inside or field partner manager who acts as a point of contact within Red Hat, conducts business planning with the partner, and assists the partner to help them make the most of the Red Hat Partner program.

Onboarding Journey

Solution Provider Partners who joined the Solution Program as Ready received the orientation to be aware of the Program Guide and the current LSPR, marketing information, Deal Registration Program, and Red Hat Portfolio.

Sales Benefits

Web listing, Partner Locator

Gain exposure through visibility in the redhat.com partner search function. Potential customers looking to engage Red Hat partners may search based on geography or other factors. Premier Partners will enjoy enhanced positioning in partner searches.

Red Hat Partner Connect access

Red Hat Partner Connect Portal is an online content repository and partnership management tool. In the Red Hat Partner Connect Portal, you will find an array of program, product, marketing, and sales resources for the Red Hat partner community. The Red Hat Partner Connect Portal serves as your primary source of information regarding Red Hat, our product offerings, and our marketing campaigns. Red Hat Partner Connect Portal also lets you administer your partner relationship with Red Hat, including applying for and receiving acceptance notices for higher membership levels and specializations and facilitating other important communications with Red Hat.

Product roadmap updates

Partners will have the opportunity to participate in Red Hat product roadmap webinars given periodically throughout the year

Red Hat Partner Subscriptions

Partner subscriptions allow Red Hat partners to use the Red Hat software at no cost for a complete set of use cases that include software development, testing individual, internal training, demonstrations and proof of concepts.

Partners who participate in the partner program of Red Hat with active category (Ready, Advance, Premier) will also receive limited free support from Red Hat, as well as additional support options available to purchase through the Red Hat store.

Red Hat lead pass eligibility

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

Marketing Benefits

Program logo usage

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

Featured partner success story highlights

Share your Red Hat success stories. Submit success story proposals through the Red Hat Partner Connect Portal Portal for consideration. Proposals selected by Red Hat will be developed into formal success stories, which may be promoted by Red Hat and the partner through various publicity vehicles. At the same time, submitting customer references through the Portal counts toward the annual requirements for Advanced and Premier Partners.

Case studies, whitepapers, and product literature

Extensive collateral will be made available to partners via the Red Hat external website and Red Hat Partner Connect Portal.

Customizable campaign materials

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

Marketing plan assistance and resources

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

Dedicated marketing contact

Advanced and Premier Partners may have access to a channel marketing specialist who can assist with developing demand-generation campaigns, events, programs, and marketing initiatives to support the partner's unique business objectives as available.

PIRP: Partner Incentives and Rewards Program eligibility

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

Co-marketing eligibility (events, webinars, and more)

The following co-marketing activities are eligible for PIRP:

- Demand generation activities
- Training, webinar, and enablement activities
- Technical development projects
- Building a lab or demo center with Red Hat demo capabilities
- Joint customer visits
- Hosting and sponsoring customer events
- Proof of concept
- Other activity-based initiatives as agreed with Marketing and Partner Sales

Partner communications

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

Red Hat demand generation platform tool eligibility

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

Technical Benefits

Knowledgebase access

You will have access to the Red Hat technical library through the Red Hat Partner Connect Portal to research answers to technical product questions.

Training, tools, and corresponding accreditations across the Red Hat Portfolio (Sales, Sales Engineer and Delivery)

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

Participation in technical seminars, forums, networks, blogs, and more

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

Technical library

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

Red Hat Product Demo System access

The demonstration system is a lab environment where the partner can access live environments using our various product offerings where they can practice and demonstrate Red Hat solutions within a non-production environment.

Red Hat Sales Accreditation Level 2

Training Level 2, is online or presential training available for Premier and Advanced Partners who have an assigned PAM and is available according to the calendar of the Enablement Team. Focus for the sales team.

Red Hat Technical Accreditation Level 2

Training Level 2, is online or presential training available for Premier and Advanced Partners who have an assigned PAM and is available according to the calendar of the GPTE (Global Partner & Technical Enablement) Team. Focus for the technical team.

APPENDIX 2: REQUIREMENT DEFINITIONS

General Requirements

Completion of Red Hat Partner Program application and company profile

As part of the Red Hat Partner Program enrollment process, partners will be required to complete the Red Hat Partner Program application and company profile as outlined in the Red Hat Partner Connect Portal at www.connect.redhat.com. As part of annual requalification, a partner's company profile will need to be updated to reflect any changes.

Acceptance of Red Hat Partner Program agreement

As part of the Red Hat Partner Program enrollment process, partners will be required to agree to the terms of the Red Hat Partner agreement, available online in the Portal at www.connect.redhat.com. Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.

Approved 12-month business plan (POP – Partner Overview Plan)

Partner and Red Hat or distributor will conduct quarterly business reviews. This review will determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments. Failure to achieve these goals and commitments may require corrective action to be taken by the partner and Red Hat or may result in the partner being demoted to the appropriate Red Hat Partner Program tier.

Compliance Training

Partner users who work together with Red Hat in any partnership process (marketing, sales, operations, technicians) must conduct Business Partner Integrity training available at OPEN free of charge or equivalent training by a company hired by the partner.

Participation on Red Hat Onboarding session

Red Hat regularly hosts Red Hat Day events for new partners and users, partners are invited to participate for team training in partner tools, Red Hat products and SEAP (Subscription Education Awareness Program).

Completion Annual Requalification on the Red Hat Partner Connect

Completion Annual Requalification on the Red Hat Partner Connect to review the address and information about the company profile, at this moment the user checks if some users are not working on the company and requests the remotion. The requalification is a process whatever partner users can do through the Red Hat Partner Connect is not required a legal representative to complete the process.

Completion Annual Re Acceptance of Code Of Conduct

Completion Annual Re Acceptance of Code Of Conduct on the Red Hat Partner Connect to accept the Code of Conduct and accept to do the Compliance Training. The requalification is a process whatever partner users can do through the Red Hat Partner Connect is not required a legal representative to complete the process.

Completion Annual Compliance Validation

The partner will need to inform who is responsible for receiving the Compliance Questionnaire, necessary to validate whether the partner complies with the Foreign Corrupt Practices Act is a federal law of the United States of America (USA) - FCPA. In this step, if any inconsistencies are identified, the partner will pass to the evaluation and maybe de-accredited from the partner program. Those partners who previously answered this questionnaire due to the existing partnership with IBM, will not go through this process with Red Hat again.

Quota Requirements

Annual Red Hat revenue target achievement

Partners who have assigned PAM and Red Hat will conduct quarterly business reviews. This review will determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments. Failure to achieve these goals and commitments may require corrective action to be taken by the partner and Red Hat or may result in the partner being demoted to the appropriate Red Hat Partner Program tier. Annual Red Hat revenue is also required to all Solution Provider Partners and the amount is informed on local LSPR (Rules of Engagement).

Net-new business targets

Ready, Advanced, and Premier Partners will work with their Partner Account Managers (PAM) or distributors to jointly establish plans and targets for net-new business (can be new opportunities within an existing customer). One of the key measures of a successful partnership is growing a net-new business for the partner and Red Hat that is measured primarily by deal registrations and teaming agreements.

Training Requirements

Minimum number of Sales Accreditation L1 (Level 1) and L2 (Level 2)

Ready, Advanced and Premier Partners are required to have a minimum Red Hat Accredited Sales Specialists partner users.. These accreditation are available on OPEN (Online Partner Enablement Network) access though the Partner Connect, these accreditation are free and are available every day of the year.

Minimum number of Sales Accreditation L3 (Level 3)

Partners who have assigned PAM are required to have a minimum of Sales Accreditation L3 (Level 3). These accreditation are led by Enablement Team focus to sales partner team. Accreditations Level 1 and or Level 2 are required to enroll in Accreditation Level 3.

Minimum number of Sales Engineer Accreditation L1 (Level 1)

Advanced and Premier Partners are required to have a minimum of Sales Engineer Accreditation L1 partner users. These accreditation are available on Red Hat Partner Training Portal access though the Partner Connect, these accreditation are free and are available every day of the year.

Minimum number of Delivery Accreditation L1 (Level 1)

Partners who delivery Red Hat solutions are required to have a minimum of Delivery Accreditation L1 (Level 1). hese accreditation are available on Red Hat Partner Training Portal access though the Partner Connect, these accreditation are free and are available every day of the year.

Minimum number of Delivery Accreditation L2 (Level 2)

Partners who delivery Red Hat solutions are required to have a minimum of Delivery Accreditation L1 (Level 1). These accreditation are led by GPTE Team focus to Technical partner team. Accreditation Level 1 is required to enroll in Accreditation Level 2.

Certification

Certification are not required for Ready, Advanced and Premier Partners, but all partners can access the accreditations available on Red Hat Partner Training Portal, these courses offer partners the same

self-paced content available to customers today and will complement the enablement offerings currently available to partners.

Sales Skill Readiness:

Sales Skill Readiness is a partner presentation on a Red Hat technology (Automation (Ansible), Cloud Native (Openshift) or Hybrid Cloud (RHEL).) to a Red Hat community (Sales Account Manager, Partner Account Manager, Partner Enablement Team, and Sales Architect), which, through feedback, evaluate if the partner's commercial speech addresses all the knowledge acquired during the various face-to-face and online training through the Partner Training Portal.

Minimum number of Individuals

Ready, Advanced and Premier partners have to have a minimum of individual training according to the current tier.