



Red Hat's Commitment to our Partners

APAC Partner Ecosystem

ver. July 2023





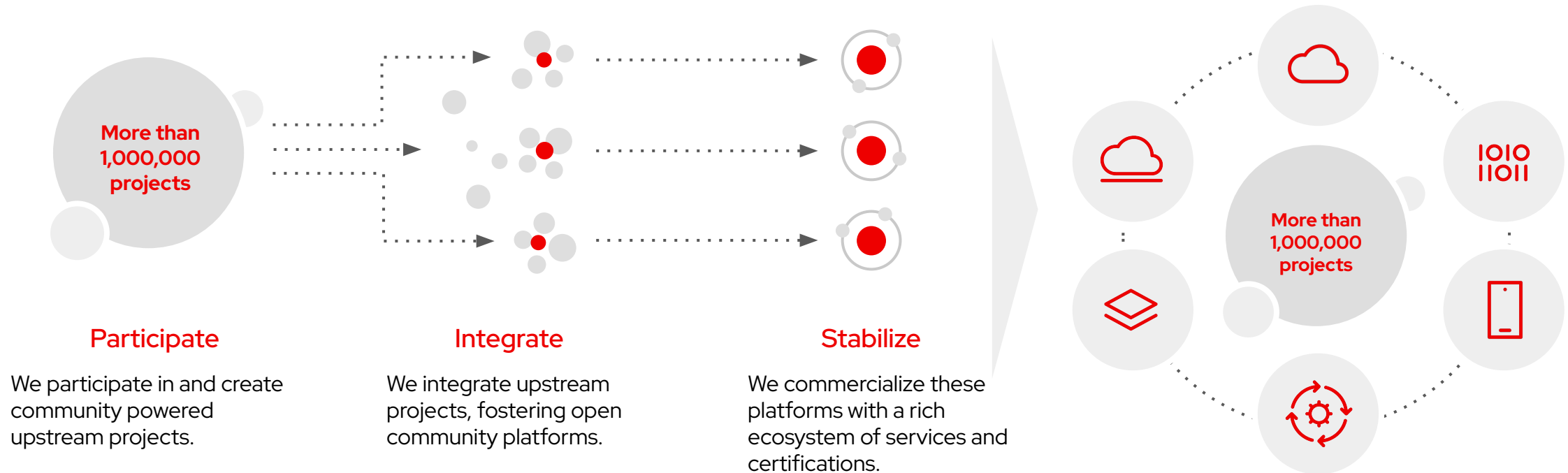
“We are firmly focused on catalyzing co-creation among the Red Hat ecosystem and within the network of ecosystems our partners bring - powered by open collaboration and community-driven technologies, core components of Red Hat’s identity.”



Stefanie Chiras

Senior Vice President, Partner Ecosystem Success

Open Drives Innovation



The world's leading provider of open source enterprise IT solutions

Collaborating with open source communities, partners, and customers, to ensure that our products are suitable for enterprise-wide, critical deployments - Collaboration & Contribution that makes sense for all

More than
90%
of the
Fortune
500
use
Red Hat
products and
solutions¹

~19,500
employees

105+
offices

The first
\$3
billion
open
source
company

Working Together to Achieve Stronger

Long term strategic, proactive relationships to win businesses



CUSTOMERS

Build sustainable solutions for our joint customers



BOOKINGS

Grow the relationships and reputation of both partners and Red Hat



REVENUES

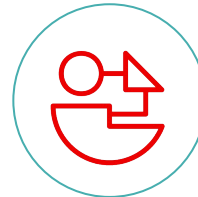
Build strong revenue growth for both partners and Red Hat



PROFITS

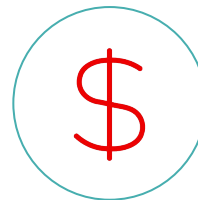
The Value Proposition to our Partners

Increase customer base, improve development velocity and accelerate sales cycle that scales



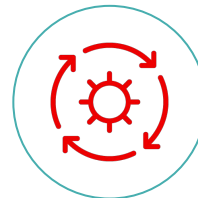
Build

Hone skill sets and technical capabilities to develop value added offerings



Sell

Resell and implement Red Hat® technologies and solutions to increase reach



Service

Provide high value professional, operational or managed services to form strategic relationships with customers

Open Drives Innovation: Program Benefits

Red Hat Partner Program assists Partners in developing enterprise open source practices around Red Hat solutions, delivering value for customers.



Our Expectations to our Partners

All partners participating in the Red Hat Partner Program must comply with the set of requirements for each level of the program they belong to.



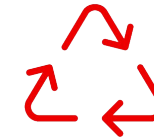
Accreditations & Certifications

Develop technical capabilities and customers can be confident that your team has the right skillset to implement the proposed solution



Business Plan and Reviews

Submit annual business plan with target revenue, value props, and partnership goals including strategy, action plan. Conduct a quarterly review meeting



Annual Requalification

Renew membership by completing an annual re-qualification process such as but not limited to partner vetting review, Code of Conduct and Integrity Training.

Business Partner Program Tiers



Ready

Becomes a Ready partner upon completing the partner program application and agreeing to the terms in the partner agreement.



Advanced

Maintains an active business relationship, consistently meet business plan targets and expectations, including sales and technical accreditations






Premier

Maintains a strategic relationship and completes a business plan with minimum annual revenue attainment. Demonstrates accreditations AND certifications of Red Hat technologies.

Benefits by Program Level

	Ready	Advanced	Premier
Access to Partner Connect & Partner Training Portal	Yes	Yes	Yes
Listing in Red Hat's Certification Catalog	Yes	Yes	Yes
Listing in Red Hat Partner Locator	Yes	Yes	Yes
Special Bid Pricing and Deal Registration Eligibility	Yes	Yes	Yes
Demo or trial subscriptions (RHPS - Red Hat Partner Subscription)	Yes	Supported	Supported
Marketing Development Funds (MDF)	No	Yes	Yes
Red Hat Learning Services discount	No (For CCSP 20%)	25%	30%
Red Hat Consulting Services discount (CCSP only)	No	5%	10%
Joint marketing activity planning	No	Yes, as defined in business plan	Yes, as defined in business plan

Program Requirements

	Ready	Advanced	Premier
Total Minimum Attainment of Red Hat Subscription Revenue	\$	\$\$	\$\$\$
Joint business plan		Yes	Yes
Minimum training commitment per Partner			
Designated specialization or Practices (container, platform, development) (e.g. Infra, developer)	No	Minimum 1	Minimum 2
Marketing commitment	None	Two Red Hat marketing events per year	Two Red Hat marketing events per year

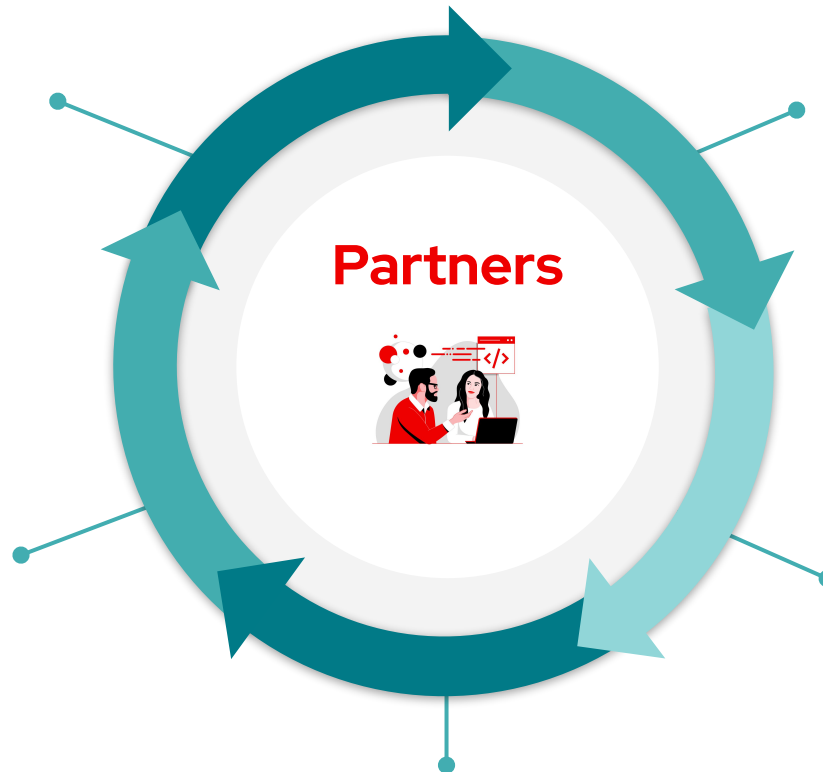
Red Hat Ecosystem Resources to help in your success

Ecosystem Programs

- ▶ Partner Investment and Rewards
- ▶ Building assistance and Red Hat Business Practice
- ▶ Advanced Upskilling by Practice

Partner Support Desk

- ▶ Technology Partner Support Desk
- ▶ Partner Success Managers
- ▶ Partner Technical Account Managers
- ▶ Partner Technical Integrated Support



Global Learning Services

- ▶ In person training
- ▶ Personal certifications

Ecosystem Development

- ▶ Recruitment
- ▶ Enablement
- ▶ Free training (Partner Training Portal)
- ▶ Accreditation monitoring
- ▶ Sales Plays
- ▶ Skills Assessments
- ▶ Solutions catalog
- ▶ Partner Success Management

Services

- ▶ Shadowing
- ▶ Co delivery



CY23 APAC Partner Program Guide

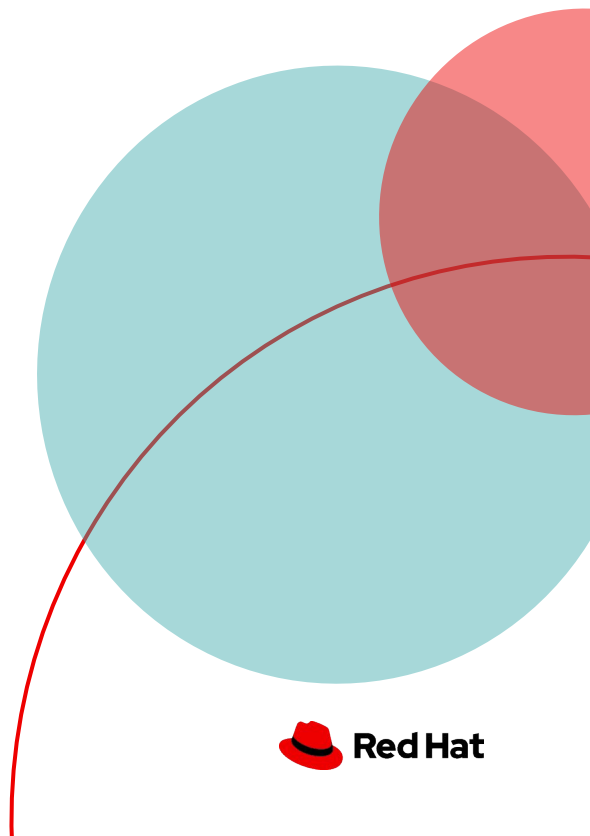
Customer First, Partner Always

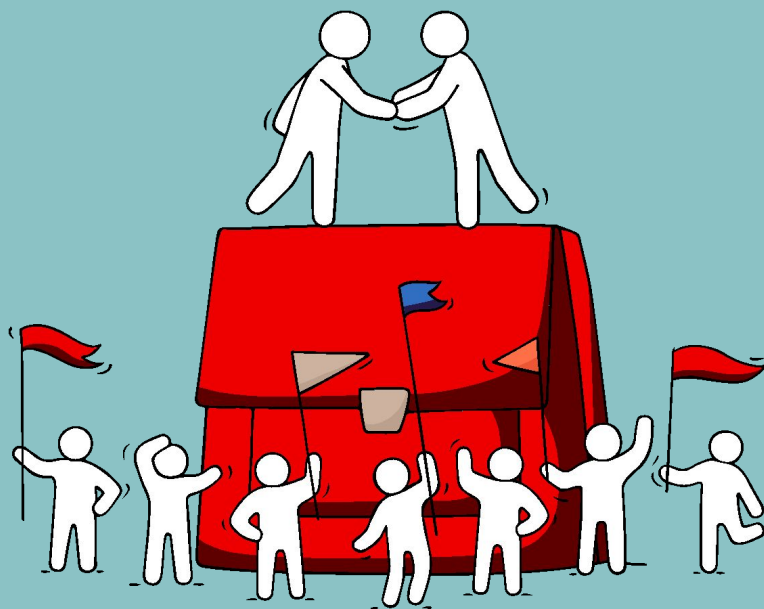
Driving to a better tomorrow – together



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2. APAC Partner Programs
3. How to Get Started





Red Hat Partner Program Overview

Business Partner Program Tiers



Ready

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Program Requirements

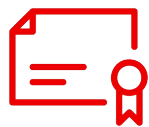
	Ready	Advanced	Premier
Total Minimum Attainment of Red Hat Subscription Revenue	\$	\$\$	\$\$\$
Joint business plan		Yes	Yes
Minimum training commitment per Partner	2 sales accreditations	4 sales accreditations 1 sales engineer accreditations 1 delivery specialist	5 sales accreditations 2 sales engineer accreditations 2 delivery specialists per skill
Designated specialization or Practices (container, platform, development) (e.g. Infra, developer)	No	Minimum ¹	Minimum ²
Marketing commitment	None	2 Red Hat marketing events per year	2 Red Hat marketing events per year

¹ Excludes services revenue

² In CCSP, minimum accreditations requirements are 2 sales and 2 technical accreditations for Ready, 4 each for Advanced and 6 each for Premier.

Open Drives Innovation: Program Benefits

Red Hat Partner Program assists Partners in developing enterprise open source practices around Red Hat solutions, delivering value for customers.



Enablement

Build foundational knowledge and level up sales and technical capabilities



Business

Offers incentives and sales challenges funds to support across partner lifecycle journey



Go-To-Market

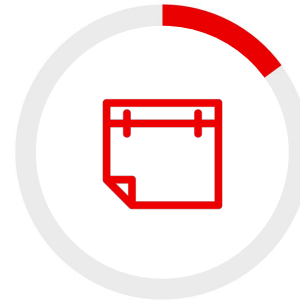
Access knowledge base, Market Development Funds, co-branding materials

Manage your talent with Red Hat Certification

Create a more productive team



Certified new hires reach full productivity **38% faster** than non-certified new hire.



Certified employees stay **15% longer** than non-certified employees.



Certified new hires have a **10% greater** chance of becoming high-performing contributors.

Learning Path Investments for Industry Recognized Skill Set

	Red Hat Enterprise Linux	Ansible Automation Platform	OpenShift
Sales Specialists	Starting from 4 hours	Starting from 3 hours	Starting from 3 hours
Advanced Sales Specialists	+2.5 to 11.5 hours	+2 to 11 hours	+6 to 16 hours
Sales Engineer Specialists	84 hours	6.5 hours	21 hours
Advanced Sales Engineer Specialists	+2.5 to 11.5 hours	+6 hours	+3 to 21 hours
Delivery Specialists	3.6 days for RHEL, 4.1 days for Platform, 4.8 days for Red HatEL for SAP Solutions	1.6 days for Ansible, 2 days for Ansible II, 2.6 days for SAP Solutions	2.8 days for Container Platform Deployment 3.8 days for Container Platform Deployment II

Grow sales competency in a Red Hat technology from as little as half day investment



Develop foundational knowledge needed for technical delivery specialist roles in less than a week



Partner with Red Hat Services to build delivery expertise and experience

Red Hat Partner Subscription (formerly known as NFR)

Partners are given access to RHPS for the purposes of training, testing and demonstrating Red Hat solutions to potential customers

BENEFITS

- ❑ Access to Red Hat software products at **no cost**, with an **expanded set of use cases** inclusive of software development, testing, internal training, demonstrations, proofs of concept, and more.
- ❑ Partners with a formal Red Hat partner designation will also receive **limited complimentary Red Hat support**, as well as additional support options
 - Base:** No cost, self-support
 - Standard:** \$5000 USD, business hours technical support
 - Premium:** \$10,000 USD, above + 24x7 for qualified Sev 1&2 business impacting issues

How to get access:

- 1) Eligibility - Have signed RH Partner Acceptance Agreement on the account
- 2) Request by connect.redhat.com and sign the **Partner Subscription Terms** (Note: the "Org Admin" of the account must be the person signing the T&C)
- 3) Partner receives access to RHPS

Not able to get access to RHPS? Please reach out to Red Hat Partner Accelerator Desk ([Support](#)):

<https://connect.redhat.com/support/technology-partner/#/case/list>

Other Partner Enablement Benefits

Accreditations (Free): Red Hat has online course content available via Partner Training Portal which allows our partners to develop fundamental skill set of Red Hat products and solutions allowing our partners to learn at their own pace and receive partner accreditations for their skill development and meet partner tier requirements. View our Training Portal Overview Video and choose the training journey based on Specialization Path or solution group.

Red Hat Global Learning System was developed in the effort to strengthen [Open Hybrid Cloud Expertise](#). Red Hat partners can now access and enjoy an expansion of technical [learning offerings](#) at no cost.

Certifications (Paid) are also available to further develop industry recognised skill certification.

Customer Portal and Knowledge Base Access: Red Hat subscriptions include access to Red Hat's knowledge base. Which includes tens of thousands of verified solutions to technical support related issues on Customer Portal. These knowledge base articles are written on real issues that were fielded with customers and partners. Customer Portal also have white papers, product documentations, training, labs, tools and more to enhance partner experience when working with Red Hat products.

Red Hat Developer Program offers tools and training to develop application for the cloud. Members get access to developer editions to Red Hat's software, documentation and premium books from our experts on [microservices](#), [serverless](#), [Kubernetes](#) and [Linux](#). Partners have access to the global network of experienced and knowledgeable Linux and Middleware Support engineers. Different support options are available throughout the development process. More information can be found on [Technical Account Management](#), [Production Support](#) and option to purchase [Red Hat Development subscription](#).

Red Hat Product Demo System is a tool exclusive to Red Hat partners. Content spans the Red Hat product portfolio including multi product and partner solutions and also has full-scripted workshops that can be used to deliver 1 to 2 day experiences for customers. The product demo system is available to Advanced and Premier level partners as well as guided Ecosystem SA Support.



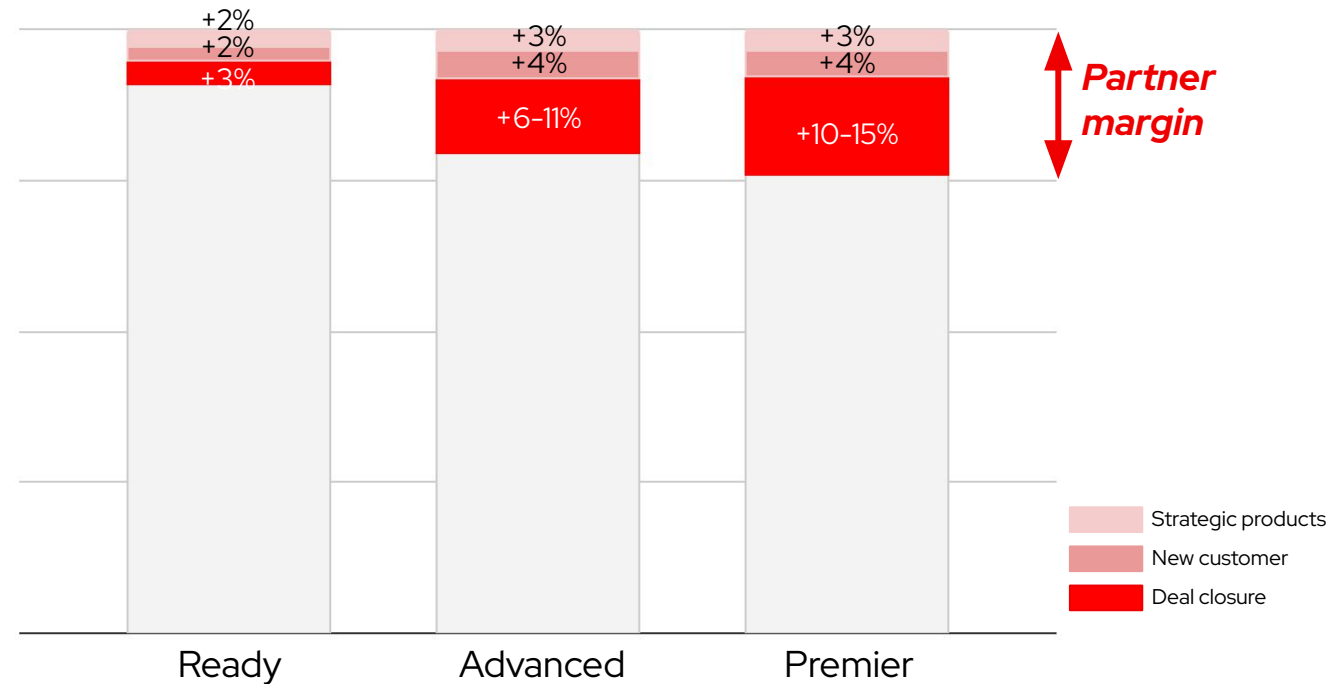
APAC Partner Programs

Red Hat's Deal Registration

Designed to reward Red Hat partners with additional margins upon identifying, sharing, driving and closure of "New" Red Hat opportunities

- Deal Registration Benefits to Red Hat Partners:

- Up-front discounts for:
 - Registering and Closing New Business
 - New Customer to Red Hat
 - Strategic Product Deal (Non-RHEL)
- Deal Protection:
 - "Protection" guarantees that Red Hat will not introduce other partners to the registered deal
- Co-sell assist from Red Hat sellers



Note: Deal Registration incentive is applicable for partners transacting under standard pricebook, not contractual or special price agreements



General Rules of Deal Registration

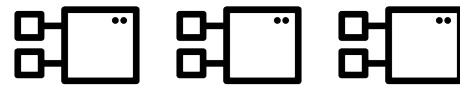
- ▶ Deal Registration is for NEW BUSINESS ONLY and it is not applicable for partner internal use cse
- ▶ **SIZE:** Minimum Deal Reg deal size is 10K (5K for China)
- ▶ **BENEFITS:** Deal Registration Discount available to partners selling through commercial prices bookings only, while Deal protection and co-sell assist available to all partners regardless or pricebooks used.
- ▶ **MANDATORY FIELDS:** Project Name, Proposed Solution, Products, Qty, Next Steps to close the opportunity, and distributor names for reseller deals
- ▶ **RENEWALS:** not applicable
- ▶ **DEFINITION OF "NEW CUSTOMER"** will be a customer who has not transacted with Red Hat for the last 24 months.
- ▶ **VALIDITY PERIOD** of deal reg is 180 days from approval date (if extension is required, partner must submit justification and approval)
- ▶ **ESTIMATED CLOSE DATE:** must be 30 days after the approved date
- ▶ If there is a change in the approved deal reg (e.g. products, tier upgrade), partner to reach out to Red Hat Operations Team

What is Red Hat OpenShift

Traditional apps



Cloud-native apps



AI/ML, Functions



Communities of Innovation | Ecosystems of Solutions



Secure & Automated Infrastructure and Operations



Physical



Virtual



Private cloud

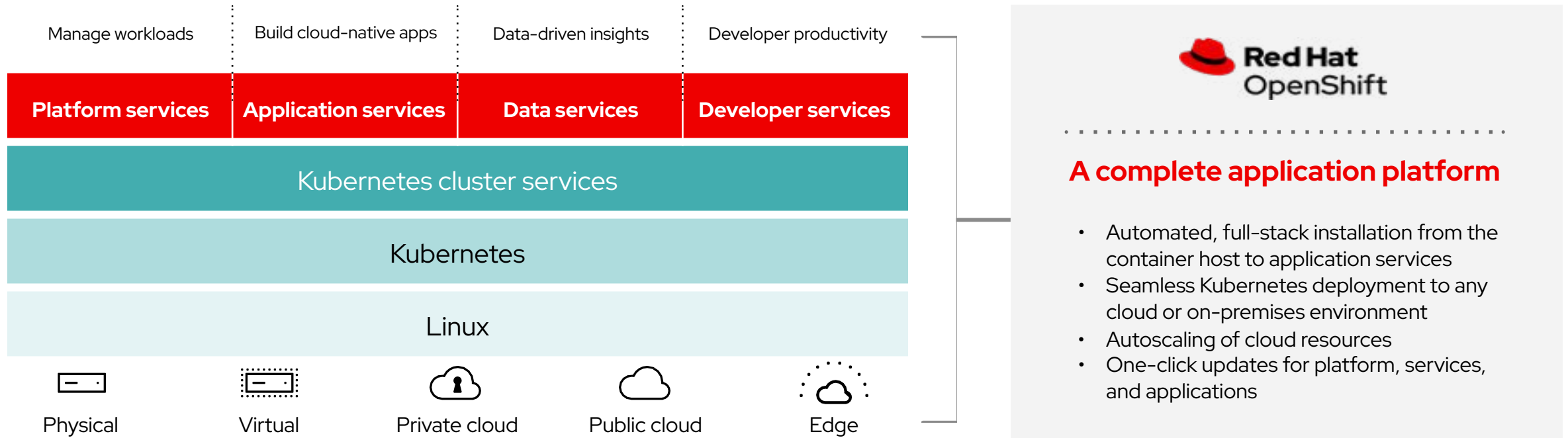



Public cloud



Edge

Use Cases for Red Hat OpenShift

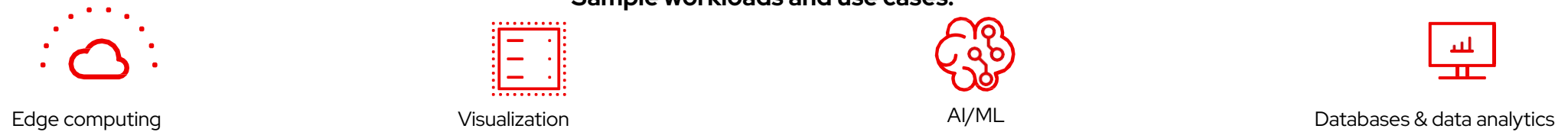



Red Hat OpenShift

A complete application platform

- Automated, full-stack installation from the container host to application services
- Seamless Kubernetes deployment to any cloud or on-premises environment
- Autoscaling of cloud resources
- One-click updates for platform, services, and applications

Sample workloads and use cases:





OpenShift Practice Builder Program

Build your OpenShift Practice with Red Hat

Red Hat OpenShift significantly increases partner revenue and profitability based on a Total Economic Impact™ (TEI) study conducted by Forrester Consulting, to examine how Red Hat partners can benefit from Red Hat OpenShift®.

Looking at the benefits partners' experience with Red Hat OpenShift, we want to support our potential and focused Container Platform Specialist partners to capitalize on the rapidly growing container platform market opportunity.

“OpenShift Practice Builder Program (OSPB)”, a partner initiative, now comes with a brand new Red Hat Container Platform Specialist partner badge and associated partner benefits. The aim of the initiative is to help our partners to be recognized as technology leaders and trusted advisors, working with the leading Container Platform in the market: Red Hat OpenShift.

As a Container Platform Specialist you have immediate access to the generous partner benefits available for 2022, which can be found on our program smartpage on the Red Hat Partner Content Hub or the program microsite with a lot more information.

For more information or clarification, contact us or reach out to your Regional Partner Account Manager.

OpenShift Practice Builder Program Requirements and Benefits

Program Requirements	Criteria
Partner Membership Level	Advanced or Premier
Approved Business Plan	Required
Program Contract	Required
Accreditations Prerequisites	2x Sales, 2x Pre-sales, 4x Delivery
Target subscription new Single Year Bookings	\$250K of OpenShift

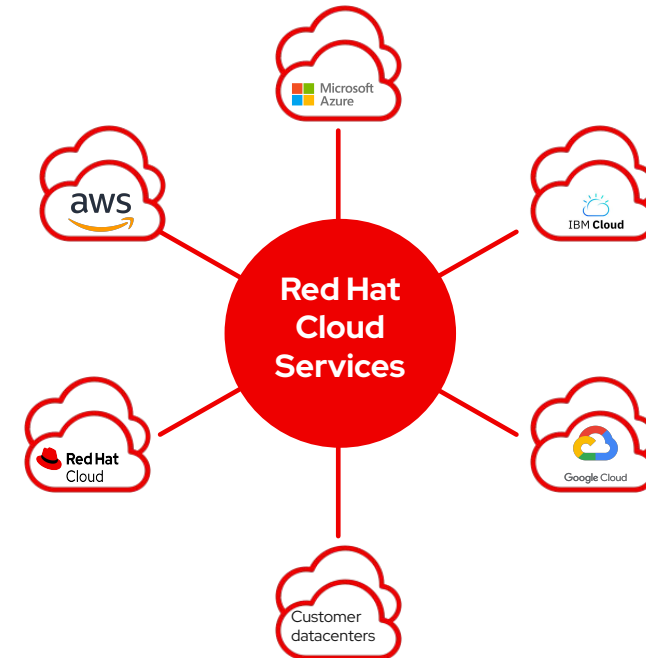
Useful Links:

- ▶ Red Hat OpenShift Practice Builder Partner Enablement Guide
- ▶ Partner Upskilling Guide
- ▶ Proof of Concept Guide (PoC)
- ▶ Marketing Guide: Drive discussions to decisions

Program Benefits	Eligibility
Rebate on OpenShift SKUs	10%
Rebate on Ansible SKUs	10%
Rebate on Application Services SKUs	5%
Rebate on RHEL SKUs	3%
Rebate earnings per annum	By tier, up to \$300K
Market Development Fund	Available per business planning to support key marketing activities such as: <ul style="list-style-type: none"> - Content Development (up to USD 5K) - Demand Generation (up to USD 10K) - Nurture and Engagement (up to USD 10K)
Sales Acceleration Fund	Available per business planning for following sales acceleration areas (per Q): <ul style="list-style-type: none"> - Partner incentive for upskilling (up to USD 4K) - Proof of concept activity funding (up to 15K)

What is Red Hat Cloud Services

Red Hat Cloud Services include hosted and managed platform, application, and data services that streamline the hybrid cloud experience, reducing the operational cost and complexity of delivering cloud-native applications.



Red Hat Cloud Services Portfolio

Managed OpenShift + Application Services + Data Services



Full stack management and unified experience

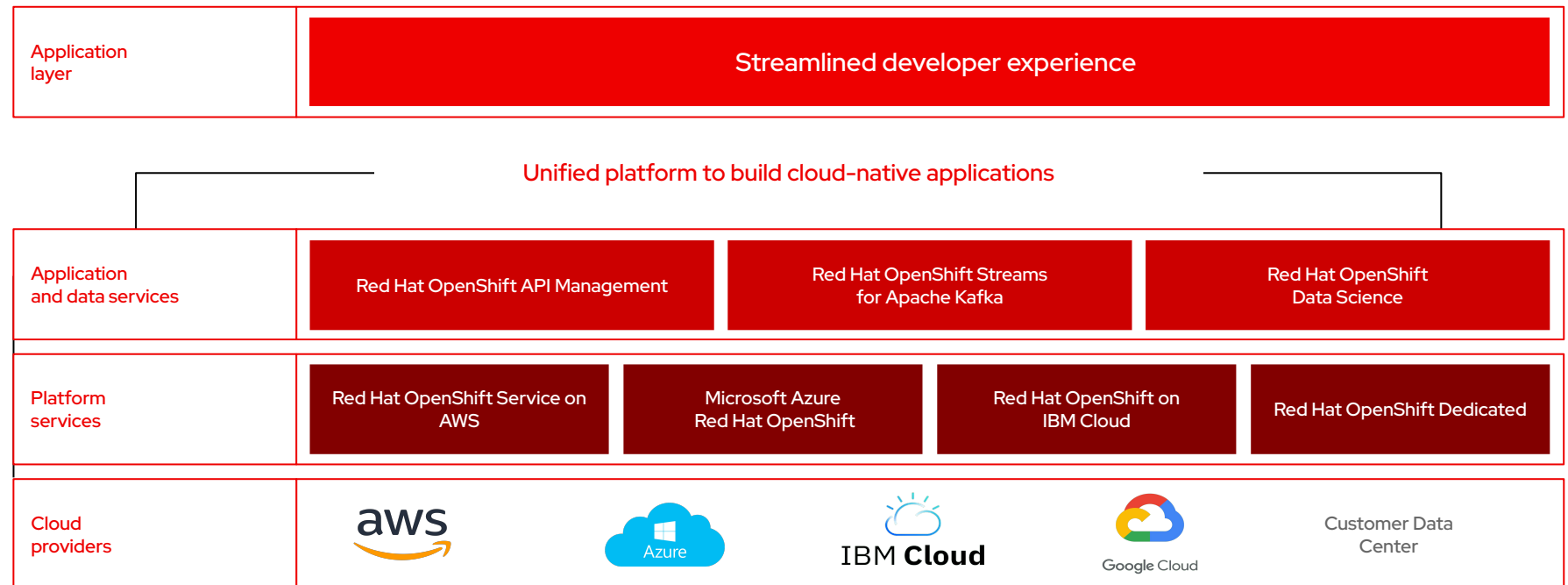


Maximize full value of Red Hat® OpenShift®

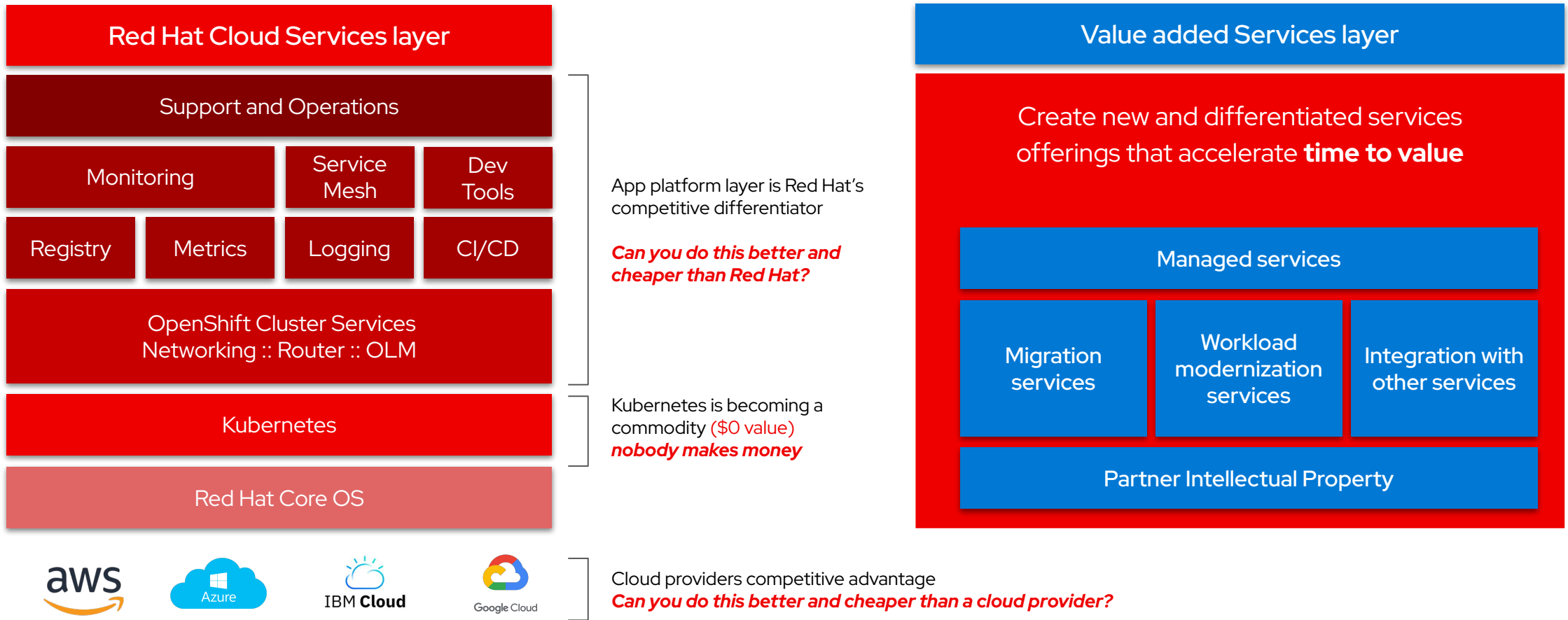


Hybrid cloud flexibility

Native integration



Partner Value Added Services

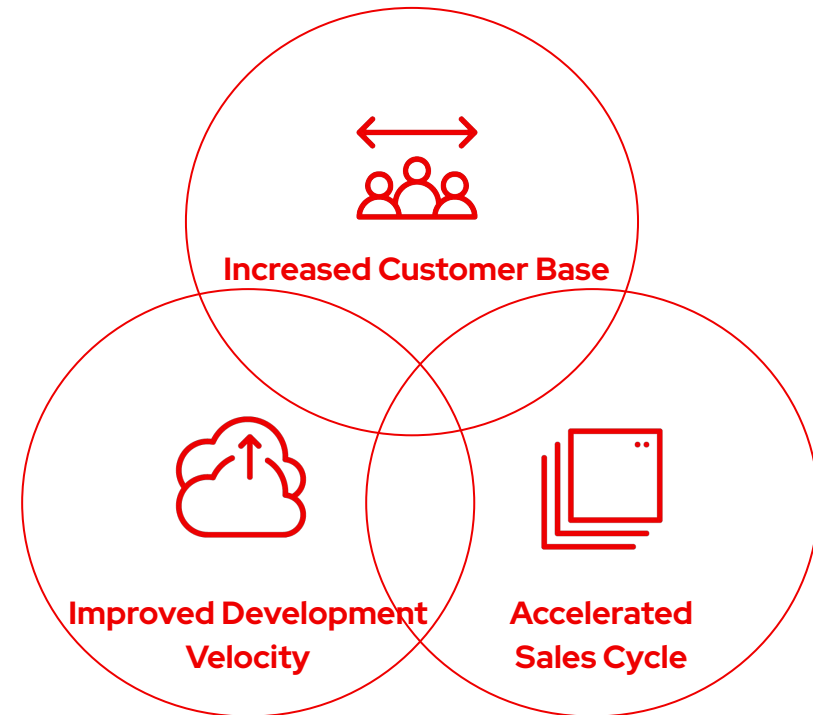


Red Hat Cloud Services Value Proposition

VALUE PROPOSITIONS FOR PARTNERS

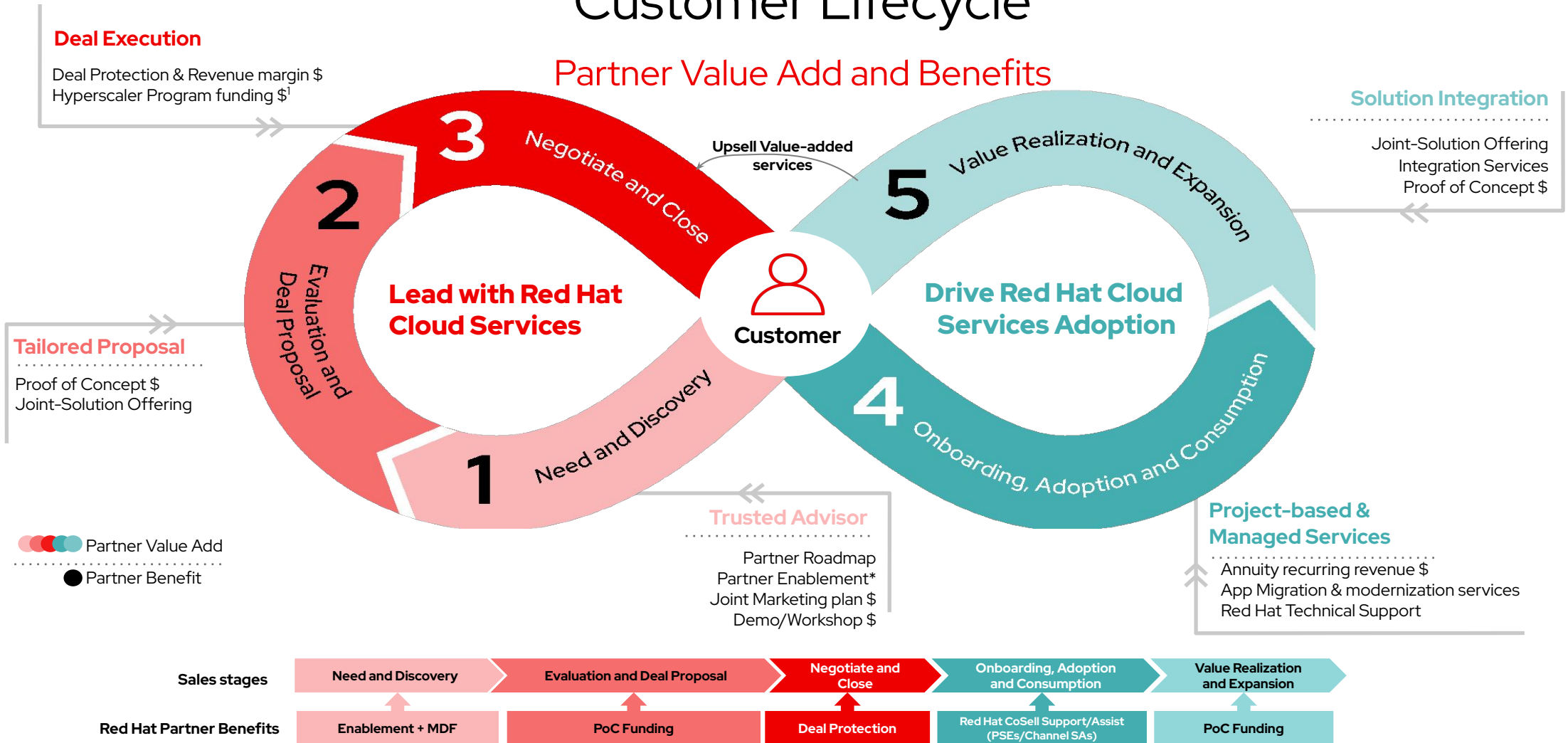
Red Hat partners can take advantage by developing their own intellectual property market ready offering integrated with Red Hat Cloud services technology and/or by attaching their own value-added services to capture the rapidly growing containerized application development opportunities.

The Cloud Services program is designed to help Partners to capitalize on Cloud Services Opportunities.



Customer Lifecycle

Partner Value Add and Benefits



*Red Hat Cloud Services QuickStart Program

¹Funding to migrate workloads - AWS MAP program ([link](#)); Azure AMMP program ([link](#))

Red Hat Cloud Services Quick Start Program

How the program works for select Red Hat Partners



Target Partner

- ▶ Develop partner ecosystem to drive successful customer engagements and identify joint solutions offerings with Red Hat Managed Cloud Services
- ▶ [Click](#) to enroll



Interactive Learning

- ▶ Select partners undergo Structured, guided and interactive training to build strong sales and pre-sales capabilities on Red Hat OpenShift Cloud Services and can opt to join Co-creation journey with Red Hat
- ▶ Master how to position Red Hat Managed OpenShift Platform to your customers



Unlock Benefits

- ▶ Become preferred go-to partner for Managed Red Hat OpenShift Managed Services deals
- ▶ Lead Pass
- ▶ Professional Services
- ▶ Partner who complete the program qualify for Red Hat Cloud Services Partner Program benefits*
- ▶ Eligible to join OpenShift Practice Builder Program and earn related incentives*



Demand Generation

- ▶ Tap into Marketing development activities and funds available to generate valid leads



Proposal Development

- ▶ White glove support for pilot Customer IT assessment or PoC to develop and close opportunities in Q3-Q4 2023

Cloud Services QuickStart Program

The path to a more skilled partner in Red Hat OpenShift Cloud Services

Target Roles

- ▶ Sales Professional
- ▶ Sales Engineer, Solution Architect (pre-sales)

The upskilling program consists of

- ▶ Introductory webinar
- ▶ Online courses, on-demand videos, sales plays
- ▶ Advanced ILT workshops with hands on lab practice
- ▶ Drop in clinics
- ▶ Co-creation exercise (where applicable)

The duration of the training program

- ▶ Runs over 4-8 weeks

Prerequisites

- ▶ Partners who have existing practices in AWS/Azure Cloud solutions
- ▶ Partners who have customers looking to move workloads to AWS/Azure public cloud
- ▶ Partners who have professional services capabilities or own intellectual property in;
 - Cloud apps migration, apps modernisation
 - Consultants who have cloud certifications
- ▶ Commitment to completion of the full program
- ▶ Need to have an active Red Hat Partner Account(login) to access Partner Training Portal

Key Outcome

- ▶ Apply skills-set to identify opportunities and build pipeline

Accreditations: [Red Hat Sales Specialist - Azure Red Hat OpenShift \(ARO\)](#), [Red Hat Sales Specialist - Red Hat and AWS Solutions](#), [Red Hat Sales Engineer Specialist - Azure](#)

[Red Hat OpenShift \(ARO\)](#), [Red Hat Sales Engineer Specialist - Red Hat OpenShift Service on AWS](#)

Partner Incentives and Rewards

Market Development Funds (MDF) are a crucial component of Red Hat's Partner Incentives & Rewards Program and the Go to Market strategy. These funds are available to Advanced and Premier Partners to target and support their sales and marketing activities. Partners use MDF to drive incremental sales and net new bookings of Red Hat's products and services.

Marketing MDF Incentives

- ▶ Direct Marketing
- ▶ Digital Marketing
- ▶ Marketing Enablement
- ▶ Content
- ▶ Events

Sales MDF Incentives

- ▶ Training
- ▶ Proof of Concept
- ▶ Bookings Target
- ▶ Funded Head

Partner Sales MDF Incentives

Incentives for Sales Opportunity Acceleration offered to support customer journey in Red Hat Technology adoption.

1 Gain Expertise	2 Build Pipeline	3 Proposal & Validation	4 Grow Business
<p>Partner Training</p> <p>Training offered by Red Hat to build Partner Capabilities by providing Partner employees access to Relevant Red Hat Technical courses/ certification via Red Hat PTP (formerly OPEN), Red Hat Services Training or a Red Hat Training Partner (third party) provider, held on a specific date or to be completed by a specific date.</p>	<p>Proof of Concept</p> <p>Red Hat and partner will define an agreed upon number of POC engagements and/or solutions using Red Hat offerings. A POC and/or solution shall contain a scope of work and should include a specific period of time, a specific Red Hat solution offering and an objective of the outcomes.</p>	<p>New Business Bookings</p> <p>Partner will be given a Bookings Target to drive business growth through specific partner segment that Red Hat and Partner want to develop and grow. All Bookings Target challenges need to be aligned with the Business plan developed jointly with Partner and signed off with Regional P&A Leader.</p>	
<ol style="list-style-type: none"> Experience level Delivery Specialists with accreditation either in Red Hat OpenShift, Application Services or Ansible Technologies for \$1k per accreditation Advanced level Delivery Specialists with accreditation either in Red Hat OpenShift, Application Services or Ansible Technologies for \$2k per accreditation 	<ol style="list-style-type: none"> 1-3 days POC: Minimum deal value of \$50K USD for \$5k funding 5-10 days POC: Minimum deal value of \$100K USD for \$10k funding Over 2 weeks: Minimum deal value of \$150K USD for \$15k funding 	<p>Managed Ready/ ABP & Premier Rebates:</p> <ol style="list-style-type: none"> Baseline rebate credit of 3% rebate on NEW Business Rebate CAP => \$5K (Managed Ready) and \$10K (ABP/ Premier) <p>Solution Builder Program Rebates:</p> <ol style="list-style-type: none"> OSPB: 10% Rebate on OCP/Ansible and 5% on MW with \$25K/\$50K/\$75K cap per Q Ansible Partner Program : 10% Rebate on Ansible Subs with \$25K cap per Q 	

Distributor Sales MDF Incentives

Incentives for Sales Opportunity Acceleration offered to support customer journey in Red Hat Technology adoption.



Training & Enablement (SE)

- ▶ \$1k per training session (Max Reward: \$5K USD)
- ▶ \$200- Sales accreditations, \$500 - Sales Engineer accreditations, \$1000 - Delivery accreditation (Max Reward: \$5K USD)

Proof of Concept (SE)

- ▶ \$1K USD per POC (Max Reward: \$5K USD)

Bookings Target (RR)

- ▶ Baseline rebate credit on NEW Business: APAC is 5% and Japan is 6%
- ▶ Rebate CAP => \$10K (Disti)

Red Hat Ansible QuickStart Program

The path to a more skilled partner in Red Hat Ansible Automation Platform

Ansible QuickStart Program

A comprehensive learning program for partners to build skills and capabilities to deliver customer-facing pitches, workshops, or demos on Red Hat Ansible Automation Platform

Audience

- ▶ Sales and Sales Engineers

Prerequisites

- ▶ Experience with automation is beneficial
- ▶ Commitment to completion of the full program
- ▶ Basic knowledge of Red Hat

Accreditation:

- ▶ Red Hat Sales Specialist - Red Hat Ansible Automation Platform III and Red Hat Sales Engineer Specialist - Automation

Duration

The program will run over the course of 8 weeks. There is an anticipated 1-2 hours of content per week to be completed

- ▶ Step 1: Build Ansible Foundations
- ▶ Step 2: Advance Sales and Sales Engineer Skills
- ▶ Step 3: Practice Sales and Sales Engineer Skills

Partner Technical Account Managers (PTAMs)

What are PTAMs?

Experienced **technical** experts with backgrounds in support, engineering or operations



Paid for by annual **subscription** either direct or via MDF



Typically have one or more **certifications** in the technologies they support



SMEs in Red Hat's support policies and processes



What do PTAMs do for partners?



Bridge the gaps between **support** and **engineering**, provide technical **guidance** to partners.



Provide support to, through or with Red Hat partners. **Advocate** for partner feedback



Define and own the **support workflow** between partners (and customers) and Red Hat



Identify / work on **bugs and RFEs** in cases and ensure they have the correct priority and information

Partner TAM Engagement

Bringing increased value beyond just break-fix



Plan

.....

- ▶ Best practices
- ▶ Architecture reviews
- ▶ Product enhancements
- ▶ Early Beta access
- ▶ Specialist engagements
- ▶ Life Cycle planning



Deploy

.....

- ▶ Strategic cases
- ▶ Critical situation management
- ▶ Proactive notifications
- ▶ Health checks
- ▶ Multi Vendor collaboration
- ▶ Migration, tuning and configuration guidance



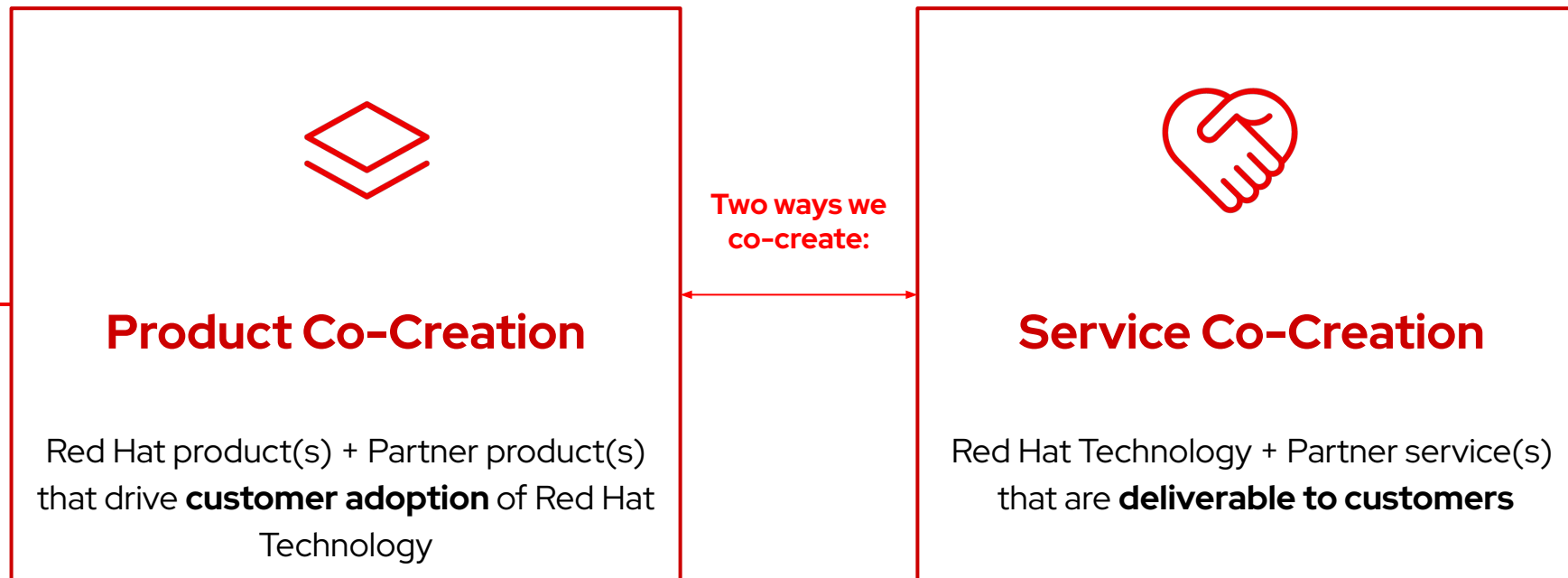
Connect

.....

- ▶ Customer Portal– private customer communities
- ▶ On site visits
- ▶ Proactive customer case and sosreport reviews
- ▶ TAM dashboard, newsletter and webinars
- ▶ Dedicated resource

Co-create joint solutions initiative

Creating solutions and incremental value with partners



Publish co-created solutions to Ecosystem Catalog

Provide customers with a solution-oriented perspective of our partner ecosystem

Customers

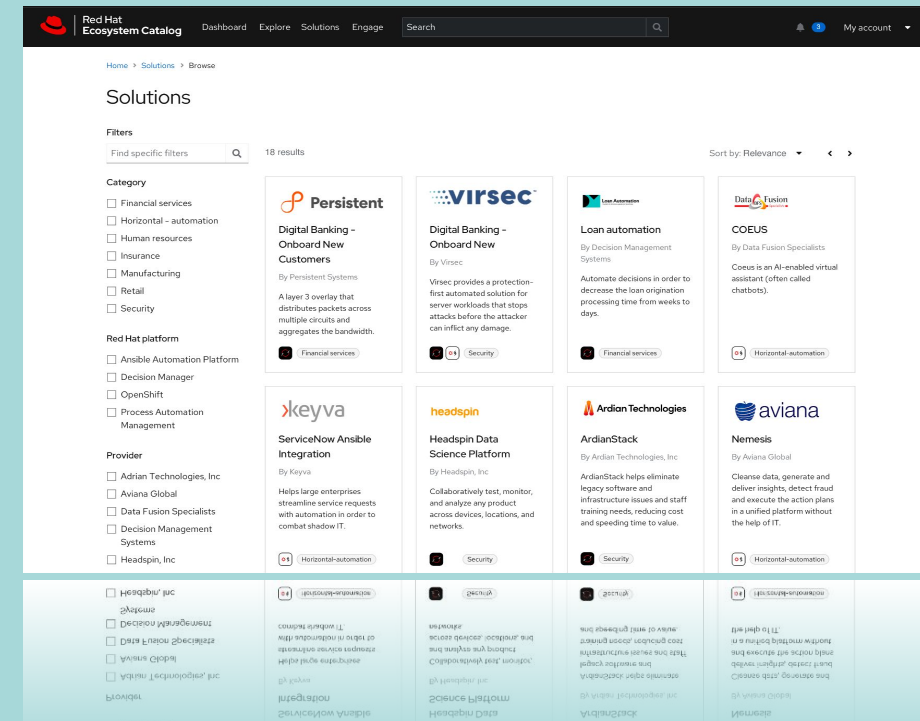
- Understand the value, breadth, and depth of the Red Hat solution ecosystem
- View the ecosystem and partners aligned with each Red Hat platform
- Browse an inventory of **all** Red Hat partner solutions
- Connect with a partner that solves their business problems

Partners

- Promote my solutions and differentiation
- Extend my reach to Red Hat customers
- Capture leads and build more pipeline

Red Hat

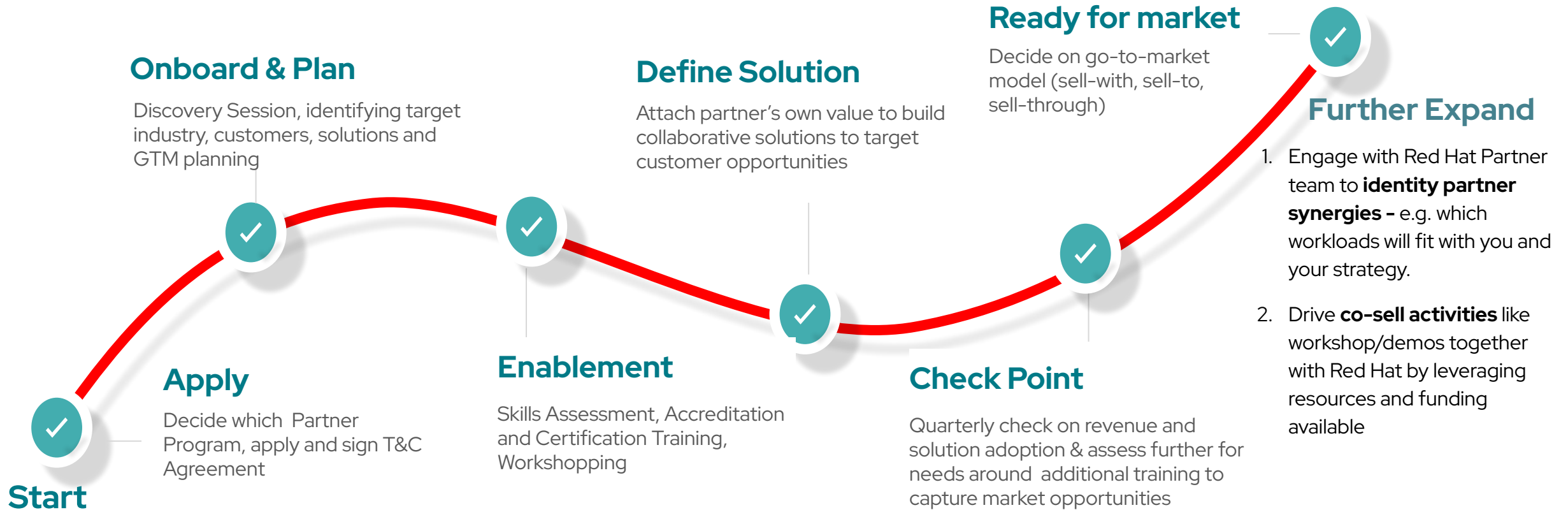
- Offer a unified inventory of solutions created by ecosystem teams
- Increase alignment of ecosystem content with customer use cases
- Insight into customer interest and behaviour to drive business decisions





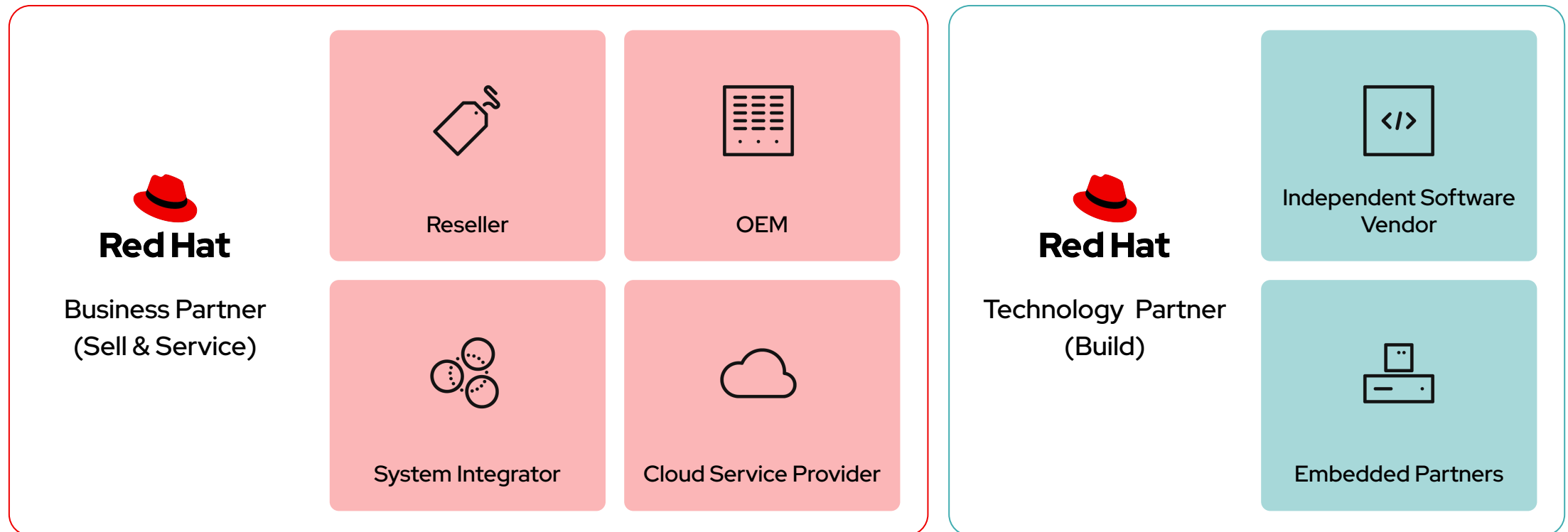
How to get started

Partner Onboarding Journey and Beyond



Red Hat Partner Programs

Partners can choose to be part of multiple partner programs depending on the use case, market opportunities and partner value proposition within the market.



Differentiating the Buying Programs

Providing flexible options for our partners and their end users

Red Hat "Solution Provider" Program (Reseller)

aka "Traditional" sales route

- Typical 1-year, 3-year, 5-year subscription terms
- Subscriptions **MUST** be owned by and entitled to the end customer
- **MUST NOT** be used to provide services to 3rd party (non-compliant)
- **MUST NOT** be used for infrastructure for CCSP platform (non-compliant)
- Suitable for customer purchase, systems integration (build or deploy)

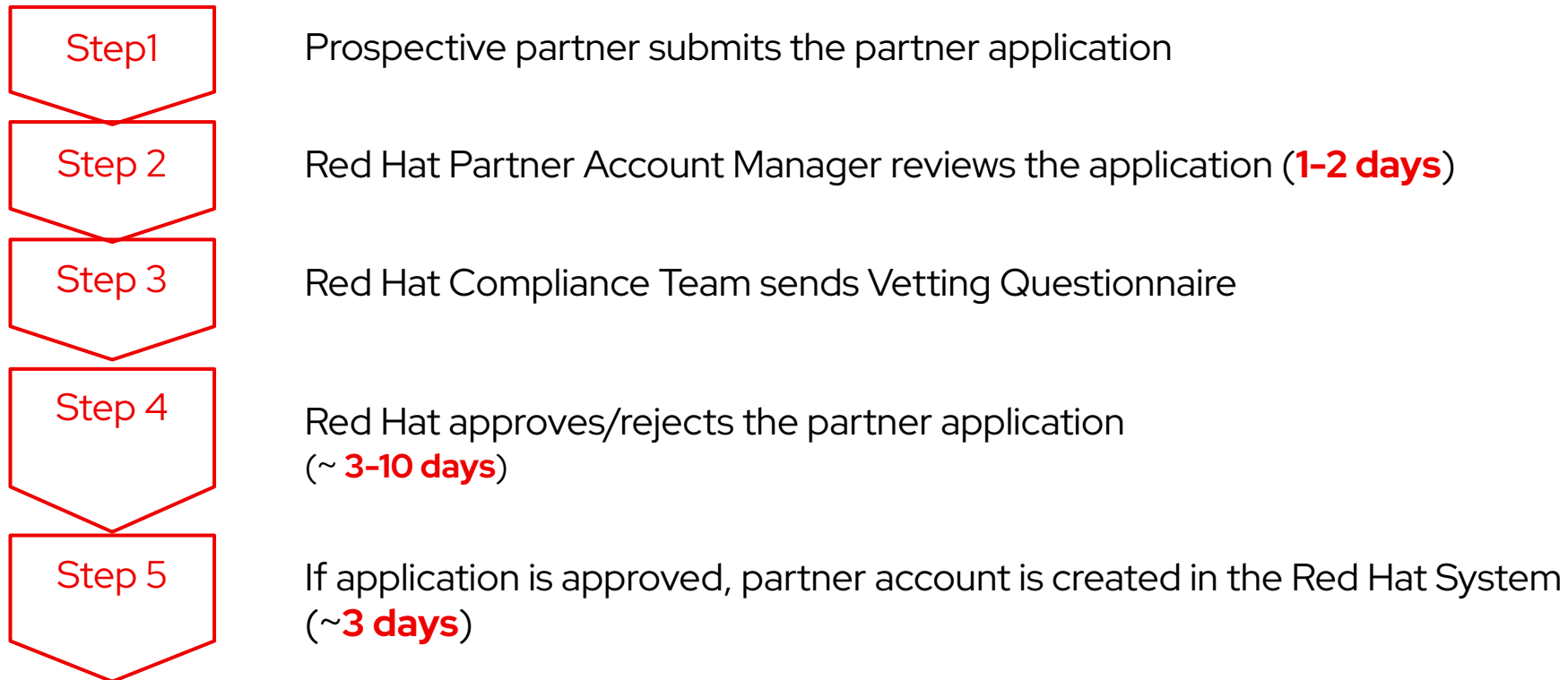
Red Hat "Certified Cloud & Service Provider" Program (Service Provider)

- Subscriptions are owned by **the CCSP provider**
 - Red Hat solution (RHEL, Ansible, Openshift, etc) provided to the end customer **as a service**
- **NOT** just a cloud program!
- Covers **ALL** service provider use cases
 - End user
 - Provider infrastructure
- **Flexible** billing models: e.g. Monthly, 1-year, 3-year

Technology Partner

- ▶ The technology Partner is the first step in the journey to a mutually beneficial partnership with Red Hat.
- ▶ It allows access to our technology and training without a commercial agreement between the two parties.
- ▶ We have many organisations, both big and small that are developing hybrid services and applications (knowing that this serves the business objectives of their customers). There is significant growth in companies wanting to use cloud services (ARO, ROSA etc), SaaS and on premise infrastructure to host their applications, but they need to develop their technical and sales capabilities. The Technology Partner agreement allows them to do this.
- ▶ The partner can choose their level of interaction with Red Hat. Some have considerable interaction and develop 'go to market' solutions that are bundled with services and sold by the combined sales force of both Red Hat and the new partner. Some just develop their application and certify it and essentially run their market activities themselves. The Tech Partner Agreement serves both.
- ▶ By working with a Recruitment BDM, the partner defines their level of interaction, their goals, and their needs.
- ▶ It is fast and free to join and a partner can be in the portal within the day.
- ▶ If the partner wishes to extend their partnership into re-selling, they can upgrade to a Business partner agreement.
- ▶ WHY? - Red Hat Partners work with Technology Partners to build complete, market ready solutions that are engineered for a hybrid infrastructure. Technology Partners are Red Hat trained and their applications are certified by Red Hat and co-supported by TSA.net. The combined solutions are more larger, stickier, and engage an executive audience.


Red Hat Partner Application Process



Step 1: Prospective partner submits the Red Hat Partner Application (1/5)

Access the partner portals

Here is where you will have access to resources that will deliver content and exclusive information on everything from training and certification to benefits and deals.



Certified technology portal

Deliver innovative solutions that build customer trust and confidence.

- Certify your software
- Manage products and projects
- Update your listings in the Ecosystem Catalog and Marketplace
- Download Red Hat software

[Log in for technology partners](#)

Business partner portal

Generate renewing revenue streams and access tools for marketing, sales and training to get offerings to market, faster.

- Update company profile
- Register deals
- Access the resource library
- Request marketing support

[Join an existing partner company](#)

[Log in for business partners](#)

Step 1: Prospective partner submits the Red Hat Partner Application (2/5)

Create a Red Hat Login

A Red Hat account gives you access to product evaluations, purchasing capabilities and knowledge management content. Red Hat will use the personal data collected below, such as your contact information and account information, to create and administer your Red Hat account. We use the personal data to identify and authenticate you, fulfill your requests and to provide you with information, support and customer service. For more information, please see [Red Hat's Privacy Statement](#).

* Indicates Required Field

Need access to an account?

If your company has an existing Red Hat account, your organization administrator can [grant you access](#). If you have questions, [contact customer service](#).

Login Information

* Create a Red Hat Login:

Your login is a user ID for accessing your account across all Red Hat sites. It must be at least five characters and cannot be changed once created.

* Email Address:

* Password:

Show

Contact Information

* First name:

* Last name:

* Country or Region:

Choose your country ▼

* Address line 1:

Address line 2:

Address line 3:

* Postal code:

* City:

State:

* Phone number:

Fax number:

Create a Red Hat Login (Red Hat Network ID) account by filling out the form, click on "Save."

SAVE & CONTINUE



Step 1: Prospective partner submits the Red Hat Partner Application (3/5)

Click on "Apply for Partnership."
After, choose the relevant partner program

Note: Partner Type "Solution Provider" = Reseller Program. OEMs and GSIs onboard manually due to hardcopy agreements - please contact apac-partner-helpdesk@redhat.com for further details.

Access the Partner Portal

GET ACCESS TO EVERYTHING YOU NEED FOR PARTNERSHIP SUCCESS

APPLY FOR PARTNERSHIP

JOIN AN EXISTING PARTNER COMPANY



APPLY FOR PARTNERSHIP

1 PARTNER TYPE [What is this?](#)

- Independent Software Vendor
- Solution Provider
- Service/Cloud Provider
- Embedded

SAVE

NEXT STEP

2 COMPANY AND CONTACT INFORMATION [What is this?](#)

Step 1: Prospective partner submits the Red Hat Partner Application (4/5)

Partner to fill in the information including company, contact information and FCPA (US Foreign Corrupt Practices Act) questionnaire.

2. Company and Contact information

PARTNER TYPE [What is this?](#)
 2 COMPANY AND CONTACT INFORMATION [What is this?](#)

Company Name: ABC Partner Company

Company City: Singapore

Company Address: Floor-2 & 3, IT Sector - Block 34

- Select Country -: Singapore

Company State/Province: - Select State/Province -

County:

Company Postal Code: 12345

Contact Email: john.smith@abcpartner.com

Language Preference: English

Job Title: Channel Manager

Primary Job Function: Business Development

Phone Number: +65-1234-5678

Website: www.abcpartner.com

3. Application to Become a New Partner

PARTNER TYPE [What is this?](#)
 COMPANY AND CONTACT INFORMATION [What is this?](#)
 3 APPLICATION TO BECOME A NEW PARTNER [What is this?](#)

Company Overview and Market

Company Description: Information Technology services company (Limit 2000 characters)

Number Of Employees: 101 - 500

Total Annual Revenue: \$2 Million - \$50 Million

Target Market Size:

- Small
- Medium**
- Large
- Enterprise

Software Platform:

- OS
- Middleware**
- Virtualization

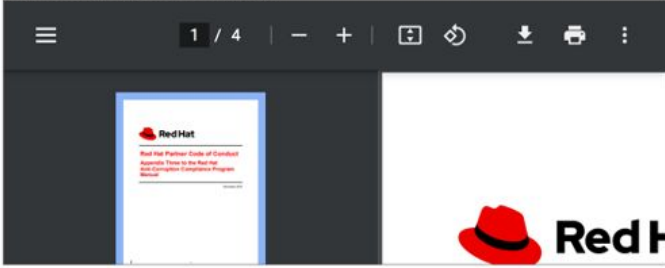
Operating System Expertise:

- Red Hat Enterprise Linux
- AIX
- CentOS
- Fedora**
- FreeBSD

4. Code of Conduct

4 CODE OF CONDUCT [What is this?](#)

Please indicate your acceptance of the following Red Hat business partner requirements on behalf of your firm:



Need more information about the program? Use the guide(s) below.

- [Red Hat Partner Reseller Code of Conduct](#)

I acknowledge that I read, understand and will abide by Red Hat's Partner Code of Conduct. Yes No

My firm's employees will promptly complete Red Hat's business partner integrity training or similar anti-corruption training offered by my firm or a third party. Yes No

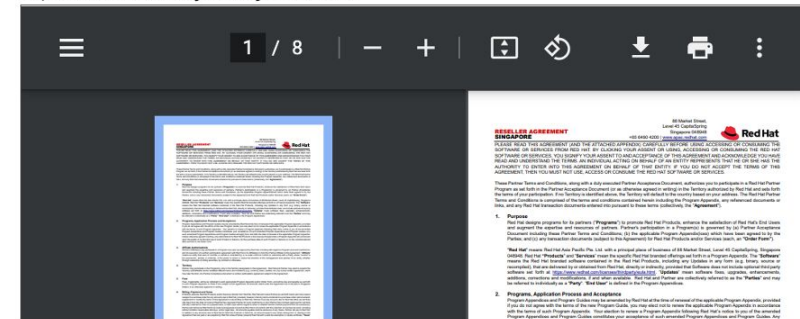


Step 1: Prospective partner submits the Red Hat Partner Application (5/5)

Partner to fill in the company information and contact information and review the Terms and Conditions and submits the application.

✓	PARTNER TYPE	What is this?
✓	COMPANY AND CONTACT INFORMATION	What is this?
✓	APPLICATION TO BECOME A NEW PARTNER	What is this?
✓	CODE OF CONDUCT	What is this?
5	TERMS AND CONDITIONS	What is this?

Please read and accept the following terms and conditions (Note: these do not supersede active signed agreements)



Need more information about the program? Use the guide(s) below.

- [Red Hat Partner Reseller Agreement - Singapore \(ASEAN\)](#)
- [Red Hat Reseller Partner Program Guide - APAC](#)

By proceeding, I acknowledge that I have read the above agreements and consent to their terms.

Yes No

PREVIOUS STEP

SAVE

SUBMIT FOR APPROVAL



Step 2: Red Hat Partner Account Manager reviews the Partner Application

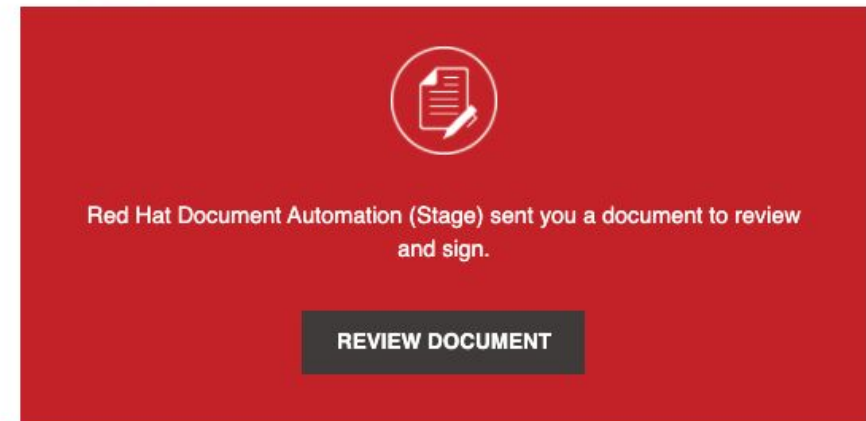
Step 3: Red Hat Compliance Team sends Vetting Questionnaire

Partner Vetting is an assessment process of Red Hat partners to support compliance with the US Foreign Corrupt Practices Act (FCPA). All Red Hat partners need to be vetted for partnerships within each country they are doing business.

The prospective partner may receive additional questionnaire through an email titled: "**Red Hat Partner Vetting questionnaire for your DocuSign Signature.**" Once received the questionnaire, the partner must respond and submit within 64 days, if not, the application will be rejected.

Once approved, the partner will be asked to do annual vetting. Reminders will be sent and if it is not completed on time, the partner is downgraded for non-completion.

From: Red Hat Document Automation (Stage) via DocuSign <dse_demo@docusign.net>
Date: Sat, Dec 4, 2021 at 1:41 PM
Subject: Reminder: Red Hat Partner Vetting questionnaire for your DocuSign Signature

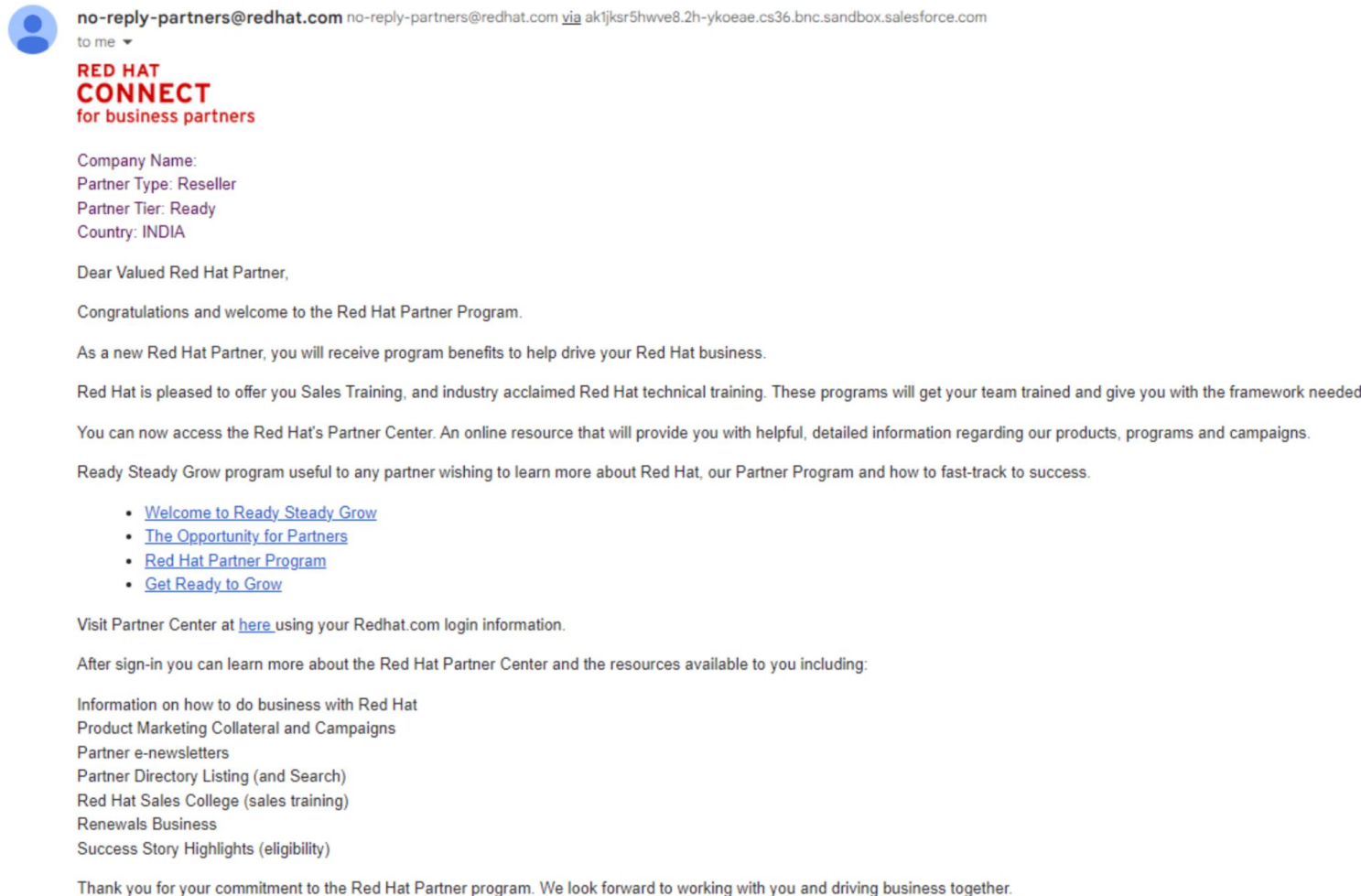


Red Hat Document Automation

is sending you this global Partner Vetting questionnaire for you to complete and electronically sign by following the link below. This questionnaire is part of Red Hat's Partner program that all business partners are required to complete.

Step 4: Red Hat approves/rejects the Partner Application

Step 5: If approved, partner account is created in Red Hat System



The screenshot shows an email from 'no-reply-partners@redhat.com' with a subject line 'no-reply-partners@redhat.com via aktjksr5hwve8.2h-ykoeae.cs36.bnc.sandbox.salesforce.com'. The email is addressed to 'me'. The sender is identified as 'RED HAT CONNECT for business partners'. The email content includes the following details:

- Company Name:
- Partner Type: Reseller
- Partner Tier: Ready
- Country: INDIA

The email body starts with 'Dear Valued Red Hat Partner,' followed by 'Congratulations and welcome to the Red Hat Partner Program.' It then states: 'As a new Red Hat Partner, you will receive program benefits to help drive your Red Hat business.' Further down, it says: 'Red Hat is pleased to offer you Sales Training, and industry acclaimed Red Hat technical training. These programs will get your team trained and give you with the framework needed' and 'You can now access the Red Hat's Partner Center. An online resource that will provide you with helpful, detailed information regarding our products, programs and campaigns.' It also mentions: 'Ready Steady Grow program useful to any partner wishing to learn more about Red Hat, our Partner Program and how to fast-track to success.'

There is a bulleted list of links:

- [Welcome to Ready Steady Grow](#)
- [The Opportunity for Partners](#)
- [Red Hat Partner Program](#)
- [Get Ready to Grow](#)

It concludes with: 'Visit Partner Center at [here](#) using your Redhat.com login information.' and 'After sign-in you can learn more about the Red Hat Partner Center and the resources available to you including:'

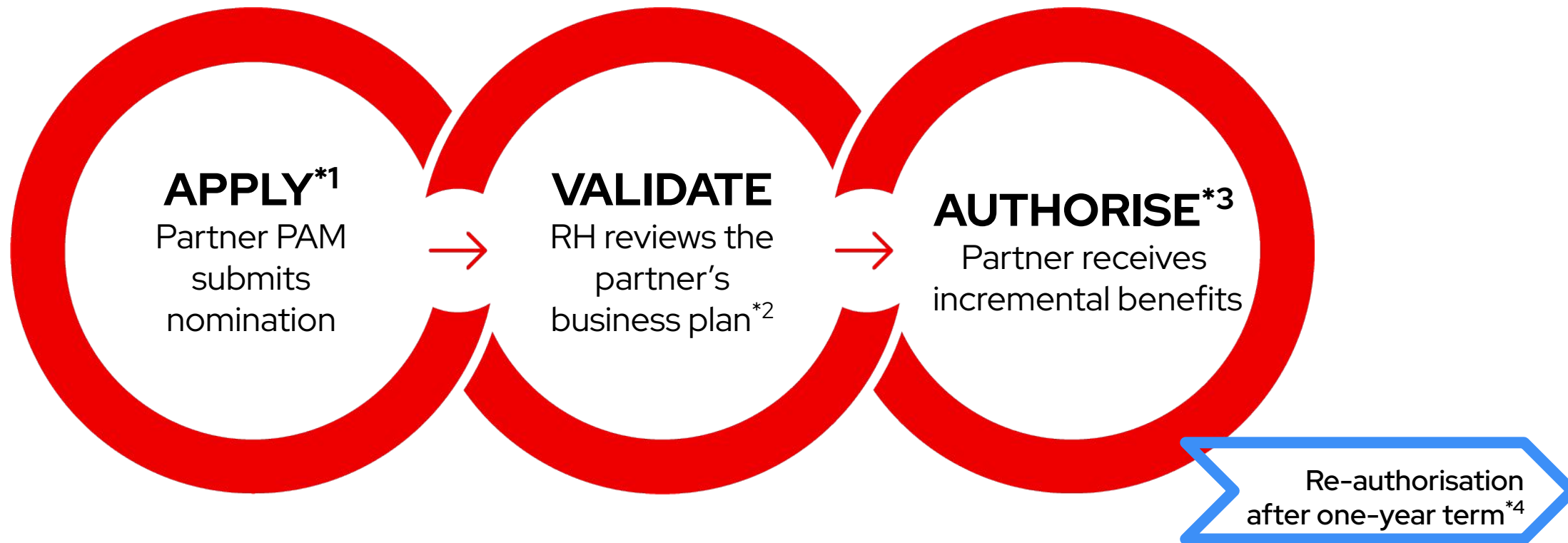
Information on how to do business with Red Hat

- Product Marketing Collateral and Campaigns
- Partner e-newsletters
- Partner Directory Listing (and Search)
- Red Hat Sales College (sales training)
- Renewals Business
- Success Story Highlights (eligibility)

Thank you for your commitment to the Red Hat Partner program. We look forward to working with you and driving business together.

Partner Tier Upgrading

To accelerate key partners to build momentum on the partner program, partners can receive the highest level of benefits based on partners' commitment and investment in Red Hat



*1: Nomination cycle will be on a quarterly cycle

*2: To include target revenue and grow planning, value propositions, partnership goals including strategy and action plan

*3: New membership will be in effect first month of every quarter.

*4: Membership Renewal - 3 months before expiration, partner will receive notification for renewal

Partner Tier Downgrading

Partners who does not meet minimum program requirements may be assigned to a lower tier



Minimum Revenue Requirement

Partner and Red Hat to conduct quarterly business reviews to determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments



Accreditations and Certification

Red Hat requires the training of a minimum number of full time employees participating at each partner tier in Sales, Sales Engineers as well as Delivery Engineers.

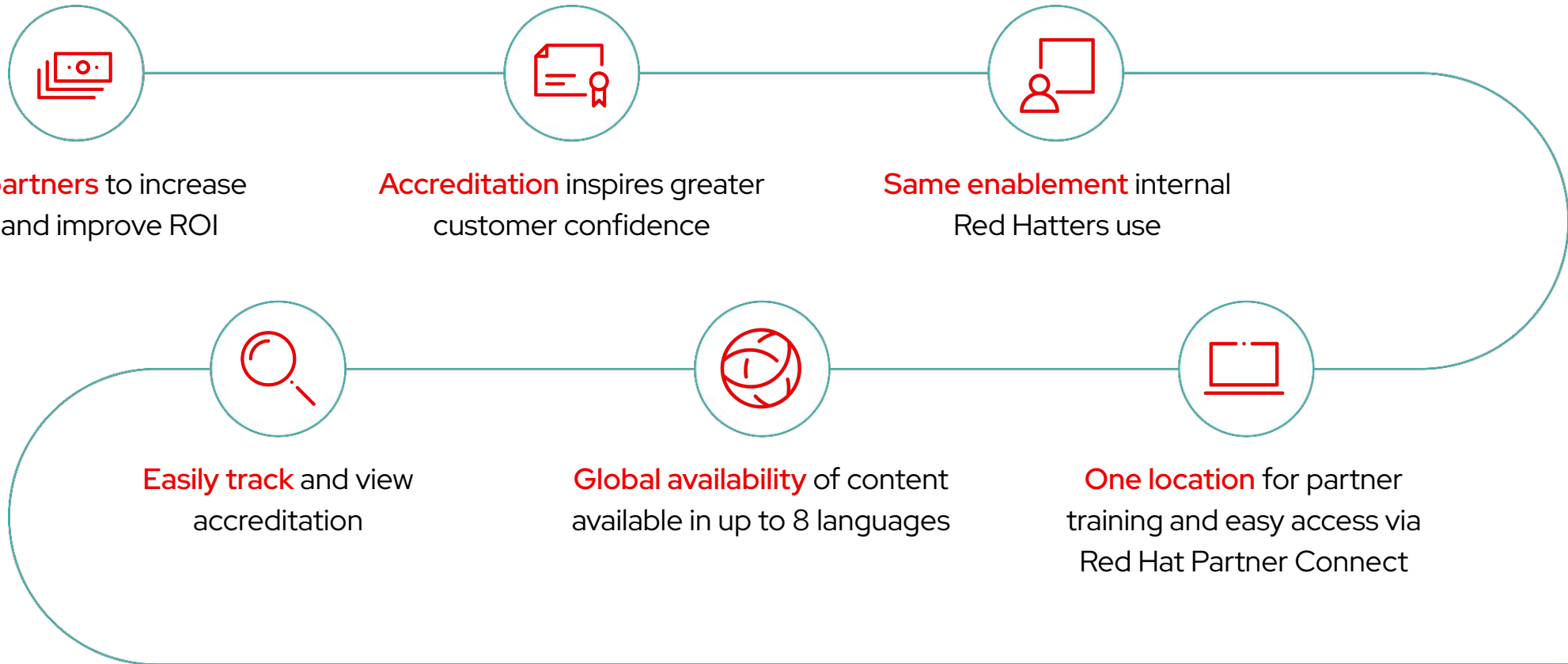


Requalification

All partners' membership will be renewed upon completing an annual re-qualification process including FCPA (anti-corruption questionnaire).

Failure to complete may have their status changed to unaffiliated; they may not be able to receive any discounts or participate in any monetary-based program offerings.

Red Hat Partner Training Portal Overview



Red Hat Partner Connect

All the tools you need to succeed (<https://connect.redhat.com>)



Red Hat Partner Training Portal

Role-based training for sales, sales engineers, and delivery specialists



Partner content hub

Library of marketing, sales, and technical content.



Partner news on demand

The Red Hat Partner newsletter, customized to your preferences.



Red Hat product demo system

Product and solution demos
(For Advanced and Premier partners only)



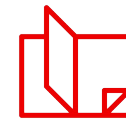
Red Hat Partner Launch Pad

Ignite your enablement journey and let us guide you through all the training, assets and product information.



Ready steady grow

Learn more about Red Hat, our Partner Program and how to fast-track to success.



Ecosystem catalog

Providers and repository of Red Hat certified products for hardware, software, and cloud.



Red Hat Marketplace

Showcase your product to millions of potential clients, customers, sellers, and developers

Additional Questions?



**Any inquiries can be directed to
Red Hat Operations Team**
apac-partner-helpdesk@redhat.com



Thank You!

Version Notes

<u>Version</u>	<u>Revised Date</u>	<u>Description of Change</u>
July 2023	03/07/2023	Release of CY23 APAC Partner Program Guide