

Partner Program Guide

Solution Provider
EMEA

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Red Hat Partner Program

Welcome to the Red Hat Partner Program for Solution Providers. As market demand for open source solutions continues to increase, Red Hat looks forward to partnering with you to provide superior solutions to your customers.

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

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

- Overview of the Red Hat Partner Program
- Partner Program benefits and detailed description
- Partner Program requirements for each membership level
- Information regarding the application and enrolment processes

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Partner Program Overview

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

The Red Hat Partner Program provides you with the tools that help you to define how you would like to partner with us.

Need product information or marketing collateral?

It's available.

Need sales or technical training?

Learn how to access it.

Focus on operating systems?

Understand the latest Red Hat Enterprise Linux offerings.

Prefer to offer Middleware solutions?

Get up to speed on the Middleware product portfolio.

You want to learn more about Cloud?

Talk to us!

Tell us how you would like to partner with Red Hat and how you would like to build your open source practice.

We will provide you with the resources that can help you grow.

Upon successful application and admittance to the Red Hat Partner Program for Solution Providers, you will be a Red Hat Partner with access to an array of benefits via [Red Hat Partner Connect](#).

As a Red Hat Partner you receive marketing, sales and training benefits designed to assist you with the promotion and sales of the entire Red Hat product portfolio.

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

Partner Program Structure

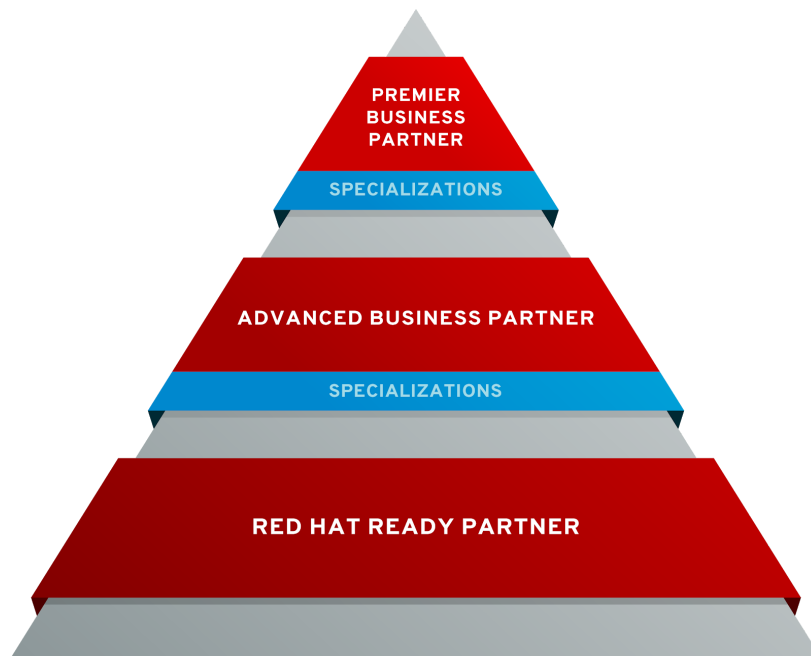
Solution Provider

This program is meant for all partners focussing on either reselling or influencing the sales of Red Hat products and solutions whilst running a strong service delivery strategy, attached to Red Hat subscription sales.

Value Added Resellers, channel partners, consultants and local system integrators who help take Red Hat solutions to the market by providing business and technology services to customers. Solution Providers market and sell their services and expertise along with infrastructure, middleware and cloud solutions from Red Hat. Hence, access to higher levels of membership in the Solution Provider program is dependent on your service and development capabilities.

Membership Levels

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



Membership Level

Red Hat Solution Provider

Premier Level	<p>The Premier level is for partners that have a strategic relationship with Red Hat, and that provide the highest contribution to Red Hat and the Red Hat partner ecosystem.</p> <p>Premier Business Partners have the highest level of visibility at Red Hat and in the marketplace.</p>
Advanced Level	<p>Partners who have reached the Advanced membership level have consistently met sales targets and expectations as defined in this program guide. The Advanced Business Partner has access to advanced sales benefits such as Opportunity Reward Program and higher NAT tiers, along with other benefits.</p>
Ready Level	<p>The Ready level membership enables you to grow your open source practice while building Red Hat Enterprise Linux, Red Hat Middleware and Red Hat Cloud competency. At this membership level, Ready Business Partners have access to a variety of marketing collateral, tools and access to software for test and development purposes.</p>

Why Join

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

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

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

Partner Program Benefits

The Red Hat Solution Provider Partner Program offers benefits designed to assist you in developing open source practices around Red Hat's product portfolio. Joining the program as a Ready Partner you will receive access to marketing and training resources tailored to assist you in building open source success stories.

Beginning at the Advanced Partner membership level, your increased dedication to Red Hat solutions will be supported through enhanced benefits. The table below summarizes the benefits available to Partners at each membership level. Each benefit is described in additional detail on the following pages.

Benefits Overview

	Ready level	Advanced level	Premier level
Specialization available	No	Yes	Yes

General program benefits

Red Hat Partner Connect access	Yes	Yes	Yes
Solution based marketing collateral and campaigns	Yes	Yes	Yes
Monthly partner e-newsletter	Yes	Yes	Yes
Success story highlights eligibility	No	Yes	Yes

Training benefits			
Sales and technical partner seminars	Yes	Yes	Yes
Web-based product training	Yes	Yes	Yes
Online Sales training	Yes	Yes	Yes
Technical training discount	via distribution	Yes	Yes
JBoss Master Class eligibility	No	Yes	Yes

Sales benefits	Ready level	Advanced level	Premier level
Renewals annuity business	Yes	Yes	Yes
Access to Red Hat sales teams	No	Yes	Yes
Opportunity Reward Program ¹	No	6%	up to 12%
Lead distribution ²	No	Yes	Yes, preferred
Eligibility in Demand-generation campaign participation	No	Yes	Yes, preferred
Market Development Funds (MDF)	No	No	Yes
Partner Manager	No	No	Yes
Special Bid Request	No	Yes	Yes
Access to Transactional Discounts ³	Yes	Yes	Yes

Marketing benefits

Not for Resale subscriptions (NFR)	Yes	Yes	Yes
Campaign templates & guidelines	Yes	Yes	Yes
Partner program logo usage	Yes	Yes	Yes
Program logo with specialization mark	No	Yes	Yes
Partnership plaque	No	Yes	Yes
Partner program certificate	Yes	Yes	Yes

Technical support

Knowledge base access	Yes	Yes	Yes
Discount on Red Hat Professional Services	No	6%	10%
Eligible for Partner Developer Support ⁴	No	Yes	Yes
Access to Red Hat Solution Architects ⁵	No	Yes	Yes
Technical pre-sales support (web-based)	No	Yes	Yes
On-site Pre-sales Engagements	No	2	4

¹ based on [Opportunity Reward Program](#) rules, please see page 11 for more details

² based on lead distribution rules

³ via distribution

⁴ please see page 14 for further information

⁵ based on participation rules

Benefits Description

Partner Program benefits are designed to provide you with the resources to assist in developing and maintaining a strong knowledge of Red Hat and the Red Hat product portfolio.

Welcome Information

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

Red Hat Partner Connect access

Membership in the Red Hat Partner Program entitles you access to gives you access to Red Hat Partner Connect for Business Partners', Red Hat's online content repository and partnership management tool. In the Red Hat Partner Connect, you will find an array of program, product, marketing, and sales resources designed for Red Hat's partner community. The Red Hat Partner Connect serves as your primary source of information regarding Red Hat, our product offerings and marketing campaigns. The Red Hat Partner Connect is also how you will administer your Partner relationship with Red Hat, including applying for and receiving Acceptance Notices for higher membership levels and specializations and facilitating other important communication with Red Hat.

Solution based marketing collateral and campaigns

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

Partner e-newsletters

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

Partner directory listing and search

Gain exposure through visibility in redhat.com's partner search function. Potential customers looking to engage Red Hat Partners may search based on geography or other factors, e.g. specializations or skills.

Success story highlights eligibility

Share your Red Hat success stories with Red Hat. Submit success story proposals through Partner Connect to Red Hat for consideration. Proposals selected by Red Hat may be developed into formal success stories which may be promoted by Red Hat and the Partner through various publicity vehicles. At the same time, submitting Customer References through Partner Connect counts for the annual requirements for Advanced and Premier partners.

Training Benefits

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

Sales and technical Partner seminars

Attend Red Hat sales seminars designed for Partners covering topics such as sales know-how, the best practices and product sales training. Advanced and Premier Business Partners may also request on-site sales force training seminars from Red Hat, which may be granted at Red Hat's discretion.

Web-based product training

Learn about Red Hat products and campaigns through Red Hat-hosted webinars.

Online sales training

Access detailed Red Hat product training catalogue through the Red Hat Partner Connect. This series of computer-based training modules develops an understanding of the Red Hat product portfolio, the competitive positioning of Red Hat products, and how to overcome objections in the sales cycle.

Technical training discounts

Improve your technical knowledge through discounts off the MSRP price on Red Hat technical training courses.

For more details visit: <https://www.redhat.com/en/services/training/ways-to-train>

Technical training discount:

	Ready Business Partner	Advanced Business Partner	Premier Business Partner
Open enrolment	n/a	25%	30%
Virtual Training (VT)	n/a	25%	30%
ROLE trainings	n/a	25%	30%
Red Hat Learning Subscription (RHLS)	n/a	25%	30%

Sales Benefits

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

Renewals annuity business

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

Access to Red Hat sales teams

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

Opportunity Reward Program

Red Hat's Opportunity Reward Program is designed to provide active Advanced and Premier Solution Provider Partners with the ability to accrue additional benefits if a Partner identifies "NEW" Red Hat business opportunities whilst engaging in value added pre-sales activities to support the growth of Red Hat business. For more information see the [Opportunity Reward Program Guidelines](#) on Red Hat Partner Connect.

Partner specialization/level	Ready level	Advanced level	Premier level	Premier level*
Data Center Infrastructure	n/a	6%	10%	12%
Middleware Solutions	n/a	6%	12%**	12%
Cloud Infrastructure	n/a	6%	10%	12%

*investing in two additional individual per sales conversation to obtain all three role accreditations.

** All Middleware specialized Premier Solution Providers are eligible by default.

Lead Distribution

Red Hat Advanced and Premier Solution Provider Partners will be eligible to participate in lead distribution processes if they comply with the lead distribution rules defined by Red Hat. For more information, contact your Red Hat Channel Account Manager or EMEA Partner Engagement Team.

Demand-generation campaigns

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

Market development funds (MDF)

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

Partner Manager

Red Hat Premier Solution Provider Partners have access to a Red Hat Partner Manager who acts as a point of contact with Red Hat, conducts business planning with the Partner, and assists the Partner to make the most of the partner program benefits and of the partnership.

Special bid request

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

Access to Transactional Discounts

Red Hat offers its customers transactional volume discounts. Advanced Business Partners and Premier Business Partners can benefit from higher tiers via our distributors whilst Ready Partners are able to benefit from the entry level tiers. This makes it easy for our Advanced and Premier Partners to offer interesting pricing to your accounts. To learn more about this offering we kindly refer to get in contact with your preferred authorized Red Hat distributor.

Please note: Transactional discount is applicable to deals with end customers in territories only where partners obtained Advanced or Premier level.

Marketing Benefits

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

Not for Resale subscriptions (NFR's)

As a Solution Provider you are granted access to not-for-resale demonstration subscriptions to Red Hat products for the purpose of sales, marketing, sales enablement training of your personnel and demonstration of the functions and features of the Red Hat products to End Users and prospective End Users at no cost. Not-for-resale demonstration subscriptions provided to you as a benefit of the Red Hat Partner Program are not for use in either internal or external production environments or for resale to any other party.

Campaign templates and guidelines

Red Hat provides you with the latest marketing campaign materials and guidelines via Red Hat Partner Connect.

Partner Program logo usage | Partner Program Logo with specialization mark

Partners may use the Red Hat Solution Provider logo of their corresponding level of membership to market their relationship in compliance with Red Hat policies. Logos are available via Red Hat Partner Connect or from Red Hat EMEA Partner Engagement Team. Furthermore, Red Hat Premier and Advanced Business Partners will be provided with a logo outlining their specialization on the logo itself. Next to the specialization Red Hat may provide individual skill visuals for a more detailed level of expertise towards the end customer.

Partner Program Certificate

Solution Provider Partners may use the Red Hat Advanced or Premier Partner Solution Provider certificate to market their open source expertise and Red Hat relationship. Certificates are available by contacting Red Hat EMEA Partner Engagement Team.

Partnership Plaque

Advanced and Premier Solution Providers may receive a physical plaque to display their partnership and program membership level with Red Hat.

Technical Benefits

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

Knowledge base access

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

Access to Partner Developer Support

Red Hat Partner Developer Support is designed for developers at Red Hat Solution Provider Partners who are deploying application(s) on the Red Hat Product portfolio. Red Hat Partner Developer Subscription offers one named contact with a forty-eight hours service level agreement (SLA) during standard business hours and unlimited incidents. The software entitlements included are for development purposes only.

To benefit from the developer support offering a developer subscription needs to be obtained, which is offered to Advanced and Premier Solution Providers only for a discounted price via distribution. For more details see the table below:

Product specific Developer Subscription	Price
Red Hat Enterprise Linux Developer Support, Professional	
JBoss Partner Developer	
Red Hat OpenShift Container Platform Partner Developer Support	2.400 GBP*
Red Hat Ceph Storage Developer Support, Professional	3.200 EUR*
Red Hat Gluster Storage Developer Support, Professional	4.000 USD*
Red Hat OpenShift Container Storage Partner Developer Support, Professional	

* Currency depending on partners territory

Technical pre-sales support (web-based)

Advanced and Premier Partners will be able to access Red Hat Global Support Services for pre-sales technical support assistance via web-based support with 48 hour SLA.

Red Hat On-site Pre-Sales Engagement

Eligibility:

- Advanced Business Partners: 2 Engagements (annual),
- Premier Business Partner: 4 Engagements (annual)

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

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

Assistance from Red Hat Pre-sales can be requested for either Data Center Infrastructure, Middleware Solutions or Cloud Infrastructure engagements. If the partner requires longer term on-site assistance from Red Hat in the pre-sales phase, services are available at a cost from the Red Hat Global Professional Services.

Regional Availability

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

Partner Program Requirements

Requirement	Ready level	Advanced level	Premier level
Completion of Red Hat Partner Program application	Mandatory across all membership levels		
Acceptance Red Hat Partner Program Agreement	Mandatory across all membership levels		
Partner delivered services attached to their business with Red Hat have to be equal or higher than 30% on top of their business with Red Hat	No	mandatory	mandatory
# of role accreditations in one sales conversation	1 ¹	6 ²	12 ³
# of annual customer references	No	1	2
# of Red Hat Certified individuals	No	1	2
Mutually agreed business plan	No	recommended	Yes
Annual Minimum Revenue Target	No	No	Yes
Forecast	No	No	quarterly
Participation in Red Hat Marketing offerings or campaigns	No	Yes	Yes
Annual Partnership Requalification	Yes	Yes	Yes
Annual Participation Fee	No	Yes	Yes

¹ Sales Accreditation or Sales Engineer Accreditation need to be achieved

² 2 Sales Accreditation, 2 Sales Engineer Accreditation and 2 Delivery Specialist Accreditation

³ 4 Sales Accreditation, 4 Sales Engineer Accreditation and 4 Delivery Specialist Accreditation

Overview

Outlined in the Partner Program Solution Provider Track Benefits section of this Program Guide are the resources that Red Hat will make available to you, our Partner.

Partners at the Ready membership level need only maintain accurate profiles and assent to and comply with the Red Hat Partner Agreement in exchange for a variety of tools and resources. Red Hat will make available enhanced resources to Partners who have achieved the Advanced or Premier membership level. The table above summarizes the requirements of each membership level. Each requirement is described in additional detail on the following pages.

Partner Program Specializations

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

Partner Program Specializations Eligibility

	Ready level	Advanced level	Premier level
Data Center Infrastructure	n/a	Yes	Yes
Middleware Solutions	n/a	Yes	Yes
Cloud Infrastructure	n/a	Yes	Yes

Partner Specializations Definition

Data Center Infrastructure

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

Middleware Solutions

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

Cloud Infrastructure

Cloud Infrastructure Specialist status means we give you top priority when it comes to Cloud related in deploying Red Hat Cloud Solutions to your customers. You'll be able to differentiate your offering via the use of a unique Red Hat Cloud Infrastructure Specialist logo. And there will be lots of support from Red Hat to help you close deals – from marketing materials to support from local experts.

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

How to Apply for a Specialization and Membership Upgrade

Every Ready Solution Provider Partner interested in upgrading to Advanced or Premier membership level must enroll in a specialization, by meeting its requirement. To initiate your membership upgrade request you have to apply for it by submitting a partnership upgrade request through Red Hat Partner Connect. Additionally, you must remit the applicable program fee. Qualified partners will receive the initial designation of:

Red Hat Advanced or Premier Solution Provider:

- Data Center Infrastructure Specialization
- Middleware Solutions Specialization
- Cloud Infrastructure Specialization

Specializations And Sales Conversations

All specializations are based on a sales conversation. Specializations are exclusive to Advanced and Premier membership level and are free to choose, based on applicable rules. In order to upgrade and attain a specialization, Ready partners have to meet sales or sales engineer accreditation requirements and remain free to choose from available sales conversations.

The table below shows all available sales conversations within each specialization.

Data Center Infrastructure Specialization	Middleware Solutions Specialization	Cloud Infrastructure Specialization
I.T. Automation + Management	Cloud-Native Application Development	Hybrid Cloud Infrastructure

In order to meet sales conversation requirements, you need to get a team of minimum two employees trained across all three accreditation roles. Complimentary accreditations (training roles) are available on Red Hat Partner Connect for Business Partners under "Learn" tab.

Required roles to get upgraded are:

- Sales Specialist
- Sales Engineer Specialist
- Delivery Specialist

The combinations and available roles will be explained on the following pages.

Accreditation Roles

Each of the three following roles cover a certain area of expertise. The table will help you to identify what topics will be covered during training per role accreditation. In the following table the roles are highlighted and specify core capabilities an individual will obtain by successful completion per roles accreditation. All role-required knowledge will be delivered via Red Hat OPEN (**O**nline **P**artner **E**nablement **N**etwork) accessible via Red Hat Connect for Business partners.

Red Hat Sales Specialist	Red Hat Sales Engineer	Red Hat Delivery Specialist
Value Pitch	Technical Sales	Product Installation
Qualification	Technical Qualification	Application Development
Competitive Positioning	Competitive Positioning	Proof Of Concept Delivery
Objection Handling	Objection Handling	Solution Architecture
Pricing	Pricing	
	How To Demo	
	Product Knowledge	

Through Red Hat OPEN you have access to a robust library of role-based online training courses at any time, from anywhere. All offered self-paced training courses and labs enable you to gain the expertise and skills needed to sell and deliver Red Hat solutions.

Red Hat Online Partner Enablement Network (OPEN) will provide you with the tools you need to build skills that can generate more product and services sales while enhancing customer satisfaction. Red Hat OPEN has three main components:

- Red Hat OPEN training that results in accreditations
- Online technical library
- Red Hat Product Demo System

Red Hat OPEN catalog is available on www.redhat.com/en/partners/course_catalog

Sales Conversation Training Requirements

Ready Membership Level

Ready membership level does not offer a specialization as such. In order to be compliant with the program guidelines, Ready partners have to maintain at least one sales or sales engineer accreditation to meet program requirements. The table below will outline all qualifying role trainings:

Role	Sales Conversation
Sales or Sales Engineer	I.T. Automation + Management
	Cloud-Native Application Development
	Hybrid Cloud Infrastructure

Advanced Membership Level

The Red Hat sales conversation requirement on the Advanced membership level is fully met once your company obtained two accreditations per role within the same sales conversation. This can be achieved by a minimum of two individuals obtaining accreditations per each role.

In the process of completing sales conversation requirements, some sales conversations can offer two options which are up to you to enrol to. However, once one option has been chosen, the sales conversation requirements have to be met and cannot be mixed. Therefore, if the Sales Engineer accreditation for Cloud Infrastructure Specialization is Cloud Platform, the Delivery Specialist Accreditation has to be Cloud Platform too.

Premier Membership Level

On Premier level your company is required to meet sales conversation requirements by completing each role with a minimum of four individuals per sales conversation.

Red Hat Certified Individuals

To ensure you, our partners, are always ahead of the technology curve, the Red Hat Solution Provider Program is relying on Red Hat certifications, helping you to fill skill gaps in your company. Required Red Hat Certified Individuals depend on your chosen specialization and partner level. Every specialization outlines a different expertise and serves different business needs of our joint end customer.

Specialization	Ready level	Advanced level	Premier level
Data Center Infrastructure	recommended RHCSA or higher	1 RHCE or higher	2 RHCE or higher
Middleware Solutions		1 RH certified individual*	1 RH certified individual* and 1 RHCSOSD**
Cloud Infrastructure		1 RHCE or higher	2 RHCE or higher

* Red Hat Certified Individual out of available Middleware related certification trainings listed here <https://www.redhat.com/en/services/certifications>

**RHCSOSD - Red Hat Certified Specialist in OpenShift Application Development

Annual Participation Fee

The annual participation fee, also called partner program fee, is a fundamental element for Advanced or Premier Business Partner. The currency depends on your territory. Ready partners are exempt from participation fees.

Annual participation fee

Advanced membership level	980 € *490 €
	676 GBP *338 GBP
Premier membership level	1,225 USD *612,5 USD

* 490 € | 338 GBP | 612.50 USD only in discounted countries. Complete list of discounted countries can be found at page 26

Program Requirement Description

Partners failing to maintain good standing and/or objective criteria compliance as an Advanced or Premier Partner may automatically get downgraded and lose the benefits of their current membership level.

Completion of Red Hat Partner Program Application

As part of the Red Hat Partner Program enrolment process, you will be required to complete the Red Hat Partner Program application and company profile outlined online via Partner Connect at partner.redhat.com/connect/business

Acceptance of Red Hat Partner Program Agreement

As part of the Red Hat Partner Program enrolment process, you will be required to assent to the terms of the Red Hat Partner Agreement, available online via the Partner Connect at partner.redhat.com/connect/business. Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.

The following provides an outline of the requested objective criteria:

of sales conversations per Specialization

Each specialization offers a sales conversation. Without meeting the sales conversation requirements a partner can not maintain current status or request to be upgraded to a higher membership level.

Red Hat Ready Partners: To be considered as a trained sales person, the individual must successfully complete one of the available sales training via Red Hat OPEN at partner.redhat.com/connect/business.

Customer References

To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests Advanced and Premier Partners to submit customer references through Partner Connect. After submission Red Hat will review and screen the customer reference to see if it qualifies for development into a customer success story available for public use by Red Hat and the partner, assuming the approval from both the partner and the customer. Partners are to use the Red Hat customer reference story submission form via Red Hat Connect for Business Partners and obtain end-customer approval of participation prior to submission. Customer References have to be submitted in English language.

of Red Hat Certified Individuals

Defines the number of Red Hat certified individuals. Red Hat Advanced membership level requires a minimum of one certified individual and Premier Business Partners are required to have a minimum of two certified individuals. Depending on the chosen specialization the required certificate is defined in the table on page 22.

Business Plan | Revenue Target | Forecast

As a Premier Business Partner develop in coordination with Red Hat Partner Account Managers an annual strategic business plan focusing on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Red Hat Premier Partners create quarterly forecasts in cooperation with Red Hat Partner Managers to ensure committed revenue targets will be met and where adjustments have to be made. Templates are available via Partner Connect or through your Red Hat Partner Account Manager.

Participation in Red Hat Marketing Offerings

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

Annual Partner Requalification

Independent of your membership level your Red Hat Partnership is reviewed annually. Requalification consists of a series of questions to check whether the information we hold about your company is still up to date and to re-accept the terms and conditions of your partnership with Red Hat. You will receive an eMail notification 60 days before the actual requalification date. In order to complete it you will have to log on to the Red Hat Partner Connect and start the requalification process via the "REQUALIFY" button on the left-hand side of the main interface. Not requalifying will lead to the exclusion from the program which goes with the loss of all Partner Program benefits available to you.

Annual Participation Fee

The annual participation fee (program fee) applies for Advanced and Premier Business Partners. See "Annual Participation Fee" table for details.

Territory

The territory for partners based in EMEA is defined as the country of the partner's primary address as submitted in the Company Profile. This Territory applies regardless of Partner's membership level for specializations.

Membership Process

Application Process

To enrol in the Red Hat Partner Program, please visit the Red Hat Connect for Business Partners at partner.redhat.com/connect/business to access the application. Complete the application profile and agree to the Red Hat Partner agreement. If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat according to the instructions provided in the Partner Agreement. Note that partners in some countries are required to return a signed copy of the partner agreement. This is due to requirements in local legislation regarding the enforceability of online agreements. The countries for which a “wet signature” is required are specified in the partner agreement.

Partnership Renewal

Red Hat Partner Program membership is valid for one year. Premier or Advanced and Ready Partners must meet the program requirements of their membership level, at any time. Advanced and Premier Business Partners not meeting the requirements during the annual membership renewal will be assigned a lower level of membership.

Partner Program Changes

Red Hat reserves the right to alter the Red Hat Partner Program, including membership level, and specializations, skills and roles at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be required by Red Hat. Red Hat reserves the right to make such corrections or updates on an as-needed-basis by posting such updates to the Red Hat Connect. Partners agree that they are responsible for compliance with the terms of the Red Hat Partner Program Guide and the partner agreement.

Red Hat Partner Assistance

Contact the Red Hat EMEA Partner Engagement Team for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio. The Red Hat EMEA Partner Engagement Team is a team of native speakers and offers support in the following languages: English, German, Italian, Spanish, French, Russian, Arabic and Polish.

Email: emea-partner-team@redhat.com

Telephone: 00800 7334 2888

Appendix

Required OPEN Accreditations table:

Specialization:	Data Center Infrastructure	Middleware Solutions ²	Cloud Infrastructure ³	
Sales Conversation	I.T. Automation + Management	Cloud-Native Application Development	Hybrid Cloud Infrastructure	
Sales Accreditations ¹	Red Hat Sales Specialist - IT Automation and Management	Red Hat Sales Specialist - Cloud-Native Development	Red Hat Sales Specialist - Hybrid Cloud Infrastructure	
Sales Engineer Accreditations ¹	Red Hat Sales Engineer Specialist - Automation	Red Hat Sales Engineer Specialist - Cloud-Native Development AND Red Hat Sales Engineer Specialist - Container Platform (OCP 4)	OPTION 1:	OPTION 2:
			Red Hat Sales Engineer Specialist - Cloud Infrastructure	Red Hat Sales Engineer Specialist - Container Platform (OCP 4)
Delivery Accreditations	Red Hat Delivery Specialist - Automation	Red Hat Delivery Specialist - Cloud-Native Development AND Red Hat Delivery Specialist - Container Platform Application Deployment (OCP 4)	OPTION 1:	OPTION 2:
			Red Hat Delivery Specialist - Cloud Infrastructure	Red Hat Delivery Specialist - Container Platform Deployment (OCP 4)

¹all Sales and Sales Engineer OPEN accreditations are applicable for Ready level

²Middleware Solution Advanced and Premier partners are required to attain additional Sales Engineer and Delivery OPEN accreditations

³Cloud Infrastructure Advanced and Premier partners are free to choose from one of the options for Sales Engineer or Delivery OPEN accreditations

List of discounted countries:

Albania	Central African Republic	Ethiopia	Lebanon	Niger	South Africa
Algeria	Chad	Faroe Islands	Lesotho	Nigeria	Tanzania
Afghanistan	Congo	Gabon	Lithuania	Oman	Tanzania
Angola	Côte d'Ivoire	Gambia	Libya	Poland	Somalia United Republic of Togo
Azerbaijan	Croatia	Georgia	North Macedonia	Qatar	Tunisia
Bahrain	Cyprus	Ghana	Madagascar	Romania	Turkey
Belarus	Czech Republic	Greece	Malawi	Rwanda	Uganda
Benin	Democratic Republic of Congo	Guinea	Mali	Saudi Arabia	Ukraine
Bosnia and Herzegovina	Djibouti	Guinea-Bissau	Malta	Sao Tome and Principe	United Arab Emirates
Botswana	Egypt	Hungary	Mauritius	Senegal	Yemen
Bulgaria	Equatorial Guinea	Israel	Mauritania	Senegal	Zambia
Burkina Faso	Eritrea	Iraq	Moldova	Seychelles	Zimbabwe
Burundi	Estonia	Jordan	Montenegro	Serbia	
Cameroon	Eswatini	Kenya	Morocco	Sierra Leone	
Cape Verde		Kuwait	Mozambique	Slovakia	
		Latvia	Namibia	Slovenia	