



Red Hat Training and Certification Partner Program guide



Contents

Disclaimer	3
Introduction	4
Partnerships	4
Partner program overview and types	4
Partnership levels	5
Program requirements	7
Program benefits	9
Accreditation	11
Red Hat partner help and support	12
Appendix 1: Benefit descriptions	13
Appendix 2: Program requirement definitions	18



Disclaimer

This Red Hat® Training and Certification Partner Program guide (the "guide") provides an overview of the Red Hat Training and Certification Partner Program. Red Hat reserves the right to make corrections or updates to the guide and to post such updates to Red Hat Partner Connect. The terms that govern the program are contained in the Red Hat Partner Agreement and the corresponding program appendix (the "agreement") entered into between Red Hat and each partner participating in a Red Hat Training and Certification Partner Program. The current version of this guide will be made available on the Red Hat Training and Certification partner program page on [Red Hat Partner Connect](#). The Red Hat Training and Certification Partner Program benefits and requirements are applied based upon the country in which the partner is located. To the extent that this guide has been translated into any language besides English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

Introduction

As part of the Red Hat partner program, the Red Hat Training and Certification Partner Program gives you the opportunity to help your customers become Red Hat technology experts—through our training and certification offerings. Our comprehensive portfolio teaches customers to resolve issues faster, reduce downtime, and boost return on investment through solution-focused coursework that complements different roles and unique learning styles.

The Red Hat Training and Certification 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 to resell and/or deliver Red Hat training courses and certification exams.

This Red Hat Training and Certification Partner Program guide (the “program guide”) is your complete resource for partnering with Red Hat. In this guide, you will find:

- ▶ An overview of the Red Hat partner program.
- ▶ Focused coverage on the Red Hat Training and Certification Partner Program.
- ▶ A description of the benefits and requirements for each membership level.
- ▶ Information regarding the application and enrollment process.

Partnerships

Application process

To enroll in the Red Hat partner program, visit Red Hat Partner Connect at connect.redhat.com to access the application. You will need to complete the application profile and accept 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 along with the agreement. After accepting the Red Hat General Partner Terms you would then need to execute the applicable Red Hat partner program appendix.

Partnership renewal

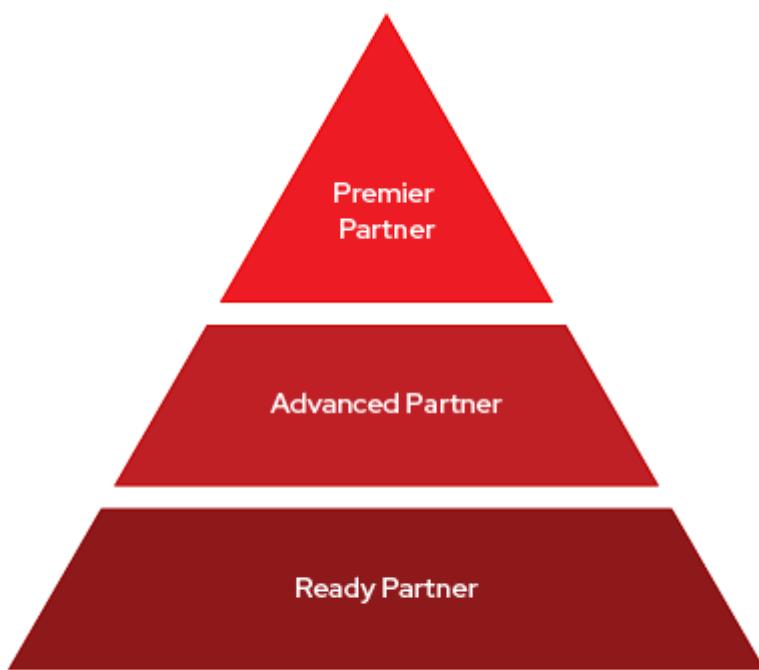
The partnership is for a 1-year term with an auto renewal. It will automatically renew on the anniversary. For partners maintaining good standing within the program and compliance with objective criteria, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner level will renew to their current partnership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who have not met the requirements for their level of partnership upon the annual partnership renewal may be assigned a lower level of partnership.

Partner program overview and types

The Red Hat partner program is a multitiered 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 resell and deliver Red Hat products and services. As your commitment to and knowledge of Red Hat grows, 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 Red Hat Partner Connect. As a Red Hat business partner, you are eligible to receive marketing, sales, and training benefits to assist you. And, once you meet the qualification requirements, you will be able to apply to a higher partner level. Upon application approval by Red Hat, your increased commitment to enterprise open source will be rewarded through access to additional benefits.

Partnership levels



Ready Partner The Red Hat Ready Partner level is the entry membership level. It offers partners access to a variety of resources, marketing collateral, tools, and benefits to help them grow their Red Hat business.

Advanced Partner The Red Hat Advanced Partner level is for partners who have been successful growing their Red Hat business. These partners enjoy additional enhanced benefits, plus support to help them increase revenue.

Premier Partner The Red Hat Premier Partner level is for partners who have a strategic relationship with Red Hat. These partners are heavily invested in developing new opportunities and contribute the most to Red Hat's partner ecosystem. They receive the highest level of visibility at Red Hat.

Partnership level advancement All partners who have successfully completed the onboarding process begin at the Ready Partner level of the Red Hat partner program. To be considered for either Advanced or Premier Partner levels, a request for a program upgrade must be submitted to your Red Hat Training and Certification Partner Program Manager. Once the request is submitted, you will work



together to determine next steps.

Partnership types in the Red Hat Training and Certification Partner Program

The following partnership types are available as part of the Red Hat Training and Certification Partner Program. Most partners participating in the program maintain one type of partnership. However, it is possible to qualify for and maintain more than one type of partnership. While certain benefits may vary, any level of Red Hat Partnership (Ready, Premier, Advanced) can gain you access to join one of these Training and Certification programs.

Red Hat Training and Certification Partner: Authorized Reseller Partner

This partnership allows companies to resell one or more Red Hat Training and Certification offerings. They only have the right to resell, not deliver training courses and certification exams and they receive a discount off of the list price based on volume of sale and other criteria.

Requirements:

- ▶ Companies must have a current partnership agreement in place with Red Hat and this partnership.
- ▶ They must maintain a minimum level of Red Hat trained and accredited sales professionals, and meet or exceed expected levels of customer satisfaction rating.
- ▶ They must also meet and maintain defined criteria required to successfully resell Red Hat Training courses and certification exams.

[Learn more about this partner program](#) | [Locate a partner](#)

Red Hat Training and Certification Partner: Authorized Delivery Partner

These partners deliver Red Hat Training and Certification offerings via classroom delivery and/or virtual training delivery.

Requirements:

- ▶ These companies must have a current partnership agreement in place with Red Hat.
- ▶ All delivery partners must meet and maintain defined criteria required to successfully deliver Red Hat Training courses and certification exams which includes a minimum level of Red Hat trained, certified, and accredited instructors; and meet or exceed expected levels of customer satisfaction rating.

[Learn more about this partner program](#) | [Locate a partner](#)

Red Hat Training and Certification Partner: Certified Training Partners for Academies

These partners provide support services to Red Hat Academy partners. Services may include class delivery, labs, purchasing of materials, orientation, facilities, etc.

Requirements:

- ▶ These companies must have a current partnership agreement in place with Red Hat.
- ▶ They must meet and maintain defined criteria required to provide support services to Red Hat Academy institution partners.

[Learn more about this partner program](#) | [Locate a partner](#)

Program requirements

All partners participating in the Red Hat Training and Certification Partner program must comply at all times with the requirements defined for each program level.

Red Hat Training and Certification Partner: Authorized Delivery Partner

Requirement	Ready	Advanced	Premier
Accept Red Hat partner program agreement	Yes	Yes	Yes
Accept Code of Conduct business requirements and employees complete integrity training	Yes	Yes	Yes
Instructors must participate in the Red Hat Upskill Program	Yes	Yes	Yes
Meet or exceed the minimum number of Red Hat Certified Instructors	Yes	Yes	Yes
Meet or exceed the minimum number of Red Hat Certified Architect (RHCA®) Instructors	No	Yes	Yes

Authorized Reseller Partner

Requirement	Ready	Advanced	Premier
Accept Red Hat partner program agreement	Yes	Yes	Yes
Accept Code of Conduct business requirements and employees complete integrity training	Yes	Yes	Yes
Meet or exceed annual business growth targets	No	Yes	Yes
Attend forecast calls and provide pipeline reports	No	Yes	Yes
Develop a joint business plan	No	Yes	Yes
Dedicated marketing contact	No	Yes	Yes
Meet or exceed the minimum number of employees with a Red Hat partner sales accreditation: Red Hat Sales Specialist – Red Hat Training and Certification	Yes	Yes	Yes

Certified Training Partners for Academies

Requirement	Ready	Advanced	Premier
Accept Red Hat partner program agreement	Yes	Yes	Yes
Accept Code of Conduct business requirements and employees complete integrity training	Yes	Yes	Yes
Represent the minimum number of academies represented	1-9	10-29	30+
Meet the minimum percentage of represented academies teaching at least 1 Red Hat course	50%	75%	85%
Meet or exceed the minimum number of students taking at least 1 Red Hat course at represented academies	10 students per academy	15 students per academy	20 students per academy
Complete the minimum number of instructor training via virtual training or video classroom	N/A	3 or more	5 or more

Program benefits

The Red Hat partner program offers benefits designed to assist you in developing enterprise open source practices on Red Hat infrastructure and middleware solutions. As a Ready Partner, you will receive access to marketing and training resources. The Advanced 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.

Relationship benefits	Ready	Advanced	Premier
Partner Advisory Board participation eligibility	No	Yes	Yes
Participation in partner conferences and events	Yes	Yes	Yes
Assigned Partner Account Manager	Yes	Yes	Yes
Assigned Training Sales Specialist ¹	No	Yes	Yes

Sales benefits	Ready	Advanced	Premier
Partner program welcome kit	Yes	Yes	Yes
Web listing, partner locator tool listing	Yes	Yes	Yes
Meet or exceed annual business growth targets	Yes	Yes	Yes
Access to sales training	Yes	Yes	Yes
Red Hat Connect for Partners access	Yes	Yes	Yes
Product roadmap updates	Yes	Yes	Yes
Access to Red Hat sales teams and joint customer calls ²	Yes	Yes	Yes
Red Hat lead pass eligibility	No	Yes	Yes

¹ May not be available in all regions.

² May not be available in all regions

Marketing benefits	Ready	Advanced	Premier
Program digital badge, certificate, and logo usage	Yes	Yes	Yes
Cobranded lead generation tools	Yes	Yes	Yes
Case studies, whitepapers, and product literature	Yes	Yes	Yes
Marketing campaign materials	Yes	Yes	Yes
Marketing plan assistance and resources	Yes	Yes	Yes
Dedicated marketing contact	Yes	Yes	Yes
Comarketing eligibility (events and webinars)	No	Yes	Yes
Partner communications	Yes	Yes	Yes

Technical benefits	Ready	Advanced	Premier
Sales training, tools, and corresponding accreditations across the Red Hat portfolio	Yes	Yes	Yes
Sales engineer training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Delivery training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Participation in technical seminars, forums, networks, blogs, and more	Yes	Yes	Yes
Exclusive upskilling session	No	No	Yes

Accreditation

A Red Hat partner accreditation is earned when individuals at your company successfully complete a defined learning path within the Red Hat Online Partner Enablement Network (OPEN) training system. Accreditations provide 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 become a Red Hat Sales Specialist in cloud-native application development or a Red Hat Delivery Specialist in process automation management. Skill outcomes differ within each specialty.

Partner-level accreditation

As part of the qualification for Red Hat Advanced and Premier Partner status, companies must achieve and maintain accreditation. To earn a partner-level accreditation, a prescribed combination of your employees must be accredited sales specialists, sales engineer specialists, and delivery specialists, in addition to providing Red Hat with other materials, including customer references. Partner accreditations are reviewed and audited annually.

There are currently three partner-level accreditations:

- ▶ Red Hat Accredited Datacenter Infrastructure Partner: Includes all Red Hat platform, migration, virtualization, and storage solutions.
- ▶ Red Hat Accredited Middleware Solutions Partner: Covers Red Hat middleware solutions for use in building and integrating applications, as well as automating business processes.
- ▶ Red Hat Accredited Cloud Infrastructure Partner: Requires virtualization as a prerequisite and will include the newest Red Hat product offerings supporting cloud infrastructure and management.



To earn and maintain a Red Hat partner accreditation, companies need to maintain a designated number of accredited partner specialists depending on the partnership level. In a few special circumstances, partner employees who have earned Red Hat certification may be exempt from specific courses.

Red Hat partner accreditations are globally recognized. Contact your local partner account manager to find out requirements or program variations that may apply to your region or country.

Red Hat partner help and support

Whether you are adding a recurring revenue stream, discovering emerging markets, or expanding skills within your organization, our partner help desk staff is available around the globe to answer your questions. Get the answers you need from an expert you can trust.

Contact us here:

<https://www.redhat.com/en/services/training-and-certification/contact-us>

Appendix 1: Benefit descriptions

Economic benefits

Deal registration program eligibility

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 and up to two subsequent renewals. Currently this benefit is only available in North America for Red Hat Training and Certification partners.

Technical training discounts

We are committed to supporting the success of our partners. All Red Hat Premier and Advanced level partners are eligible to receive a discount that can be applied to their purchase of selected Red Hat Training and Certification offerings for the internal use of their employees. Questions? Contact your Red Hat Training and Certification Partner Program Manager.

Relationship benefits

Partner Advisory Board participation eligibility

When hosted, participation in the Partner Advisory Board gives partners a chance to heavily influence the way Red Hat does business with partners. This is an opportunity to meet regularly with Red Hat leadership and have a voice in our channel strategies and programs.

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 partnership, you will have 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 Red Hat Training Sales Specialist*

Advanced and Premier Partners will have access to a Red Hat Inside Training Sales Specialist who acts as a point of contact within Red Hat, conducts business planning with the partner, and helps the partner make the most of the Red Hat partner program. *May not be available in some regions.

Assigned Red Hat Marketing Manager

Partners will have access to a Red Hat Marketing Manager who can assist them with advice and resources for marketing Red Hat Training and Certification products and services. Your Red Hat Training and Certification Partner Manager will connect you to a Red Hat Marketing Manager.

Sales benefits

Partner program welcome kit

All partners receive a welcome kit and enablement training sessions to help with onboarding.

Web listing and 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. The partner's information is listed on the Red Hat website on two pages, which are not connected or related.

[1. Partner locator tool page](#)

The partner must first gain access to the Business Partner Portal, Only the partner can publish the profile. Partners are also responsible for maintaining their company description. You can gain access to the Business Partner Portal from the Partner Connect site via the login icon at the top right of the navigation menu.

[2. Red Hat training locations and facilities page](#)

Edits to this page are managed by Red Hat on behalf of the partner. A Red Hat Marketing Manager will assist the partner with publishing and maintaining the partner's company information.

Access to sales training

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 (available to all partners), and sales engineer and delivery (available to Advanced and Premier Business Partners). Red Hat OPEN offers accreditation on Red Hat technologies.

Access to Red Hat Connect for Partners

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

Product roadmap updates

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

Cobranded Red Hat Learning Subscription free trial (not for resale)

As partners, you will be granted access to cobrandable, not-for-resale demonstration subscriptions for the purposes of demonstrating the learning subscription product to potential customers

Access to Red Hat sales teams and joint customer calls³



Partners are encouraged to develop engagement plans to work with Red Hat sales teams as part of their business planning process. For more information, contact your Red Hat Partner Account Manager for additional information.

Marketing benefits

Program digital badge, certificate, and logo usage

Partners will be able to use the Red Hat logo, digital badge, and certificate for their corresponding level of partnership to market their open source expertise and Red Hat relationship, in compliance with Red Hat policies and agreements.

Static version of the Red Hat Training and Certification partner logo

Partners can access and download the appropriate logos from Red Hat Partner Content Hub after they log into the partner portal, Red Hat Partner Connect at connect.redhat.com. The logos are available to use on printed materials like datasheets or business cards. When using the Red Hat brand as a marketing tool, partners should use our logos carefully and follow all guidelines, including those for our corporate logo. [Read more about the logo guidelines](#).

Digital verified version of a Red Hat Training and Certification partner logo

Red Hat Training and Certification partnered with Credly's Acclaim platform to provide partners a digital, verified version of a Red Hat Training and Certification partner logo that a partner can use to showcase the services they are authorized to deliver on behalf of Red Hat. An organization representative will receive an email from Credly's Acclaim platform with instructions to claim the badge on behalf of the organization. Note: The digital badge belongs to the organization, not an individual. Upon accepting the badge, the organization representative will be prompted to share the badge on behalf of the organization. The partner organization can connect the organization's social media accounts and share the badge to networks. The partner can also embed the badge on their company website, add to blog posts, and use on team's email signatures. Contact your Red Hat Marketing Manager to learn more about these benefits.

Red Hat Training and Certification partner certificate

An organization representative will receive an email from Credly's Acclaim platform with instructions to claim the badge on behalf of the organization. Upon accepting the badge, the organization representative will have the option to download a Red Hat Training and Certification partner certificate.

³ May not be available in all regions.

**Ready****Training Partner**Authorized reseller
Authorized delivery person

[Learn more](#) about Red Hat's digital badge program through Credly

Featured partner success story highlights

Share your Red Hat success stories. Submit success story proposals through your Red Hat Training and Certification Partner Manager 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 Red Hat Connect for Partners 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 Connect for Partners.

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 Red Hat 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.

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.

Technical benefits

Knowledgebase access

You will have access to Partner Content Hub through Red Hat Connect for Partners to research answers to technical product questions.

Sales Representative, Sales Engineer, and Delivery training and tools availability

All partners will have access to online training for sales skills across the entire Red Hat product portfolio. These courses are available through Red Hat OPEN training system, available through Red Hat Partner Connect. Advanced- and Premier-level partners will also gain access to the Red Hat Product Demo System, which contains multiproduct solutions and full scripted workshops that can be used to deliver one- or two-day experiences for customers.

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.

Exclusive upskilling sessions

Through exclusive upskilling sessions, the Red Hat Academy team will host training and development sessions to address specific skill gaps, use new technologies, and cover some of the core skills that build long-term value. By participating in these sessions, you will have the opportunity to connect with Red Hat technical staff and resources who will provide hands-on training sessions to better equip you as a Red Hat Certified Training Partner for Academies (CTPA) Premier level partner or Red Hat Academy instructor. This benefit is only applicable to Certified Training Partners of academies.

Appendix 2: Program requirement definitions

Completion of Red Hat partner program application and company profile

During enrollment, partners are required to complete an application and company profile as outlined in Red Hat Partner Connect at connect.redhat.com.

Acceptance of Red Hat partner program agreement

During enrollment, partners are required to agree to the terms of the Red Hat partner agreement, available online in Red Hat Partner Connect at connect.redhat.com. Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.

Active participation in marketing programs

Advanced and Premier Partners are required to develop a business plan that includes marketing programs designed to create new opportunities. Advanced and Premier Partners must coordinate with their Red Hat channel marketing contact to identify appropriate Red Hat campaigns and develop a marketing initiative that aligns with the goals of the partner and Red Hat.

Approved 12-month business plan with annual Red Hat revenue targets

Partners and Red Hat will work together to develop a jointly agreed business plan with goals that include annual revenue targets. The partner and Red Hat will meet and conduct business review sessions and define the frequency of the review sessions. This review will determine if the partner working with Red Hat is making significant progress towards agreed-upon 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.

Red Hat Certified Training Partners for Academies (CTPA) Program Requirements

The number of academies represented by a Certified Training Partner of Academies

Ready CTPA Partners must meet or exceed one or more academies represented, Advanced CTPA Partners must represent 10 or more academies, and CTPA Premier partners must represent 30 or more academies

Teaching at least one Red Hat course at the minimum percentage of represented Red Hat Academy institutions

Ready, Advanced, and Premier CTPA Partners are required to teach a minimum of one Red Hat Academy course at a set percentage for each tier. Ready CTPA Partners must teach at least one Red Hat course at 50% of the academies they represent. Advanced CTPA Partners must teach at least one Red Hat course at 75% of the academies they represent. Premier CTPA Partners must teach at least one Red Hat course at 85% of the academies they represent. For this requirement, you may round down to the nearest whole number. For example, if you represent 13 Red Hat Academies, 75% of those academies is equivalent to 9.75, which means you need to teach at least nine of those schools to meet the Advanced CTPA Partner requirement.

Red Hat Academy student completion rate requirements

Red Hat Academy student completion rate is based on the number of students enrolled for a 12-month period for any Red Hat Academy course offered at a partnered institution. Ready Partners are required to have a minimum of 10 students per academy represented. Advanced Partners are required to meet a minimum target of 15 student enrollments within their Red Hat Academy courses, and Premier Partners are required to meet a minimum target of 20 student enrollments per year for any Red Hat course offered by their Red Hat Academy. Students are required to obtain their course completion certificate to count toward the student completion rate numbers and consideration for the tier requirement. This information is based on course completion within the [Red Hat Academy Learning Platform](#). The targets for each tier will be evaluated on an annual basis and are subject to change.

Completion of instructor trainings via virtual training or video classroom

Advanced CTPA Partners are required to have taken a minimum of three instructor training sessions, including video classroom training through the Red Hat Academy Learning Platform, or virtual training offered by your region. Premier CTPA partners are required to have taken a minimum of five instructor training courses through video classroom or virtual training.

Get started

For more information about the Red Hat Training and Certification Partner program, contact your account representative. Or, tell us what you need in this [short form](#)—and we will contact you directly.

About Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers develop cloud-native applications, integrate existing and new IT applications, and automate and manage complex environments. A trusted adviser to the Fortune 500, Red Hat provides award-winning support, training, and consulting services that bring the benefits of open innovation to any industry. Red Hat is a connective hub in a global network of enterprises, partners, and communities, helping organizations grow, transform, and prepare for the digital future.



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