

PARTNER PROGRAM GUIDE

**Solution Providers & Value Added Resellers
North America Ecosystem
v.Q1-CY23**

**Customer First,
Partner Always.**

Welcome

Thank you for expressing interest in joining Red Hat's Partner Ecosystem as a member of the North America Solution Provider/Reseller Partner Program. Together, we will bring Open to the World and power the world's workloads with open source. We believe that our customers are facing a challenge to transform their businesses and industries, and this transformation requires a technology infrastructure that truly realizes the power of open hybrid cloud. Hybrid cloud enables organizations to seamlessly deliver and scale applications exactly when and where they need them whether it's on-premise, in the cloud, or on the edge. Combined with your capabilities and those of our Ecosystem of Partners, we can help our customer's to meet the challenges they are facing. This vision and purpose has been prioritized as Red Hat's North Star, guiding us all towards enabling transformative capabilities in our customers with open hybrid cloud. Much like how open source has transformed software forever, we want our customers to transform industries forever using our platforms.

At Red Hat we value all of our partners and we strive to reward your investments in our ecosystem through rich program offerings and benefits. We place an enormous value on our entire partner ecosystem. While this program guide emphasizes our reselling partners, we also actively engage with all partners in our ecosystem along their Build, Service, and Sell journeys with us. The vast majority of our business is impacted by partners, whether partners are identifying the customer opportunity, leading a Proof of Concept by integrating vendors, helping Red Hat transact, and so on. Our goal is to bring all of these partnerships together in order to better serve our collective customers.

Whether you are a small business with limited Red Hat interaction via our self service portal, or a large business conducting numerous transactions - we strive to engage with you. Please reach out to your Partner Account Manager to build a joint business plan that drives customer, partner, and Red Hat success.

Thank you for being a part of the Red Hat ecosystem!
The customers come **first** and we will prioritize partnerships **always**.

Sincerely,



Chris Gray
Vice President
North America Ecosystems

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Introduction

Welcome to the Red Hat North American Solution Provider Partner Program. This guide is intended for Red Hat Resellers, also known as Solution Providers or Value Added Resellers (VARs). As market demand for enterprise open source solutions continues to increase, we look forward to partnering with you to provide superior solutions to your customers. Whether your focus is on datacenter infrastructure, hybrid cloud, big data, AI/ML, middleware, or automation you will find opportunities to sell and integrate with Red Hat technologies.

The Red Hat Solution Provider 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 guide is designed to help you develop successful enterprise open source practices and solutions. Program guides for other partner types can be found [here](#).

In this guide, you will find:

- An overview of the Partner Program for Solution Providers and Value Added Resellers.
- A detailed list of benefits and requirements for each membership level.
- Information on doing business with Red Hat and contact information for NA distributors.
- Process information regarding the application, enrollment and advancement of your membership.

Disclaimer

This Red Hat Program Guide (the "Program Guide") provides an overview of the North America Solution Provider Partner Program. The terms that govern the program are contained in the Red Hat Partner Agreement and the Solution Provider/VAR/Reseller Program Appendix (collectively, the "Agreement") entered into between Red Hat and each partner participating in the partner program (the "solution provider"). All terms not otherwise defined herein shall have the meaning set forth in the Agreement and accompanying program appendices. The current version of this guide will be made available to partners on the Red Hat Partner Connect portal within <http://www.redhat.com/en/partners>. Partner program benefits and requirements are applied based upon the country and region in which the partner is located and are subject to change. 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. This is a dynamic PDF of website and document links, be considerate before creating a printed version. A signed Red Hat NDA is required to view this Program Guide - No Further Distribution is Permitted.

Program Guide Changes

Red Hat may require occasional corrections or updates to the guide, program benefits, links, and membership requirements. Red Hat reserves the right to make such corrections or updates from time to time and to post such updates to the Partner Connect portal for distribution and consumption.

Partner Program Overview

The Red Hat Solution Providers Partner Program is a multi-tiered partner model with three partnership levels. Each level offers access to a variety of benefits that help develop your expertise and increase your capability to sell and deliver Red Hat technologies. As your commitment to and knowledge of Red Hat technologies grow, the benefits you receive from Red Hat will also grow. Upon successful application and admittance to this Program, you will gain immediate access to an array of benefits via Red Hat Partner Connect. As a Partner, you are eligible to receive marketing, sales, technical, and education benefits designed to assist you on your journey. Once you meet the qualification requirements, you will be able to apply to higher membership levels. Upon application approval by Red Hat, your increased commitment to enterprise open source will be rewarded through access to additional benefits. This program offers a flexible and innovative structure designed to accommodate your individual business model.

Annuity Revenue Model

Red Hat products are sold on an annual subscription basis. As a partner, every subscription you sell is eligible for renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a continuous annual basis and develop predictable annuity revenue streams. To learn more about the value of a Red Hat subscription see the [Subscription FAQ here](#). In our commitment to hybrid cloud, we also offer the flexibility to purchase on demand SKUs through any of our approved hyperscalers, making it even easier to migrate, procure, and track usage of Red Hat products.

Partner Program Universal Benefits Summary

All authorized Red Hat Partners receive access to the following:

1. Quotes and pricing available through North America distributors.
2. A Listing in the [Red Hat Partner Locator](#).
3. [Red Hat Partner Connect](#): The portal is an online content repository and partnership management tool with an array of partner programs, solution marketing, and sales resources.

Within the partner connect portal, you have access to:

- a. [Red Hat Content Center](#): This is your go-to resource for all marketing collateral, white papers, sales/technical slide decks, customer story highlights, campaign materials, and more.
 - b. [Red Hat Partner Training Portal](#): Is a partner training and accreditation system that provides you with online sales, sales engineer, and technical training through our Certified Engineers program.
 - i. Red Hat Sales Specialist courses include value pitch, sales qualification, competitive positioning, objection handling, light project knowledge, and pricing.
 - ii. Red Hat Sales Engineer Specialist courses include technical sales and qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.
 - iii. Red Hat Delivery Specialist courses include product installation, application development, proof-of-concept delivery, solution architecture, and lab work submissions.
 - c. [Deal Registration Portal](#) - A way to submit for registered pricing in the portal.
 - d. [Renewals Intelligence Program](#): This platform provides partners with daily-updated data on renewal performance and exclusive sales insights. Easily organize and understand your renewal base and track your existing Red Hat business more easily.
4. Unlimited access to Red Hat Product [Pages](#) and [Customer Knowledge Base](#) Access.

The Partnership Levels

Ready

The Ready Partner tier is the beginning of your Red Hat journey in our Ecosystem. This tier focuses on a partner journey that is centered around a self-service digital experience through our Partner Connect portal. Ready Partners can begin to transact on Red Hat business and start building solutions together with and for your customers. Dive deep into Partner Connect and take advantage of our extensive knowledge base, marketing collateral, sales and engineering training to start your journey.

Advanced

The Advanced Business Partner is increasing their focus on Red Hat revenue streams. Expanded investment in sales and sales-engineer training and enablement sets Advanced Partners on a path to building a Red Hat practice team. Advanced partners have a written Red Hat strategy and revenue plan integrated into their business model. At this tier Red Hat may, at its discretion, make Marketing Development Funds available. Additionally, Advanced Partners may also qualify to have assigned Red Hat resources who will work closely with you to align businesses priorities with a Red Hat go-to-market strategy to deliver revenue growth.

Premier

The Premier Business Partner level is for partners who have long-term strategic relationships and go-to-market commitments on the table. These partners are heavily invested in driving new opportunities and contribute significant value to Red Hat's ecosystem. They receive the highest level of visibility at Red Hat and through partner locator. Premier Partners, at Red Hat's discretion, receive priority for Marketing Development Funds, technical resources, opportunity registration, strategic campaign enablement, access to private sales and engineering seminars.

Unaffiliated

The Unaffiliated Partner is a partner who fails to either activate or maintain their partner membership with us correctly and complete the necessary requirements annually. They will become "unaffiliated" and all solution provider benefits and pricing discounts will be revoked until all requirements are met. Unaffiliated partners can reapply for membership and request to reactivate their account at any time by completing the requirements to become re-affiliated.

Annual Program Requirements

All active and participating member accounts must complete on-boarding as well as annual membership renewal activities. Please review the Membership Activities section of the Partner Program Guide for details on the Completion of Partner Program Agreements and Company Profile. All partners participating in the Red Hat North American Solution Provider Partner Program must comply at all times with the set of requirements defined for each level of the program they belong to.

Requirement	Ready	Advanced	Premier
Membership Activities			
New Partner Onboarding Process	Yes	Yes	Yes
Annual Partnership Requalification	Yes	Yes	Yes
Total Red Hat Revenue Minimum Attainment			
As Measured by Red Hat Total Bookings per year	\$10,000	\$500,000	\$5,000,000
Training Requirements Minimum Partner Employees Involved per Role			
Accredited Sales Specialists	2	4	8
Accredited Sales Engineer Specialists	0	2	3
Delivery Specialists or Certified Engineers	0	1	1
Training Requirements Minimum Total Accreditations per Training Path			
Sales Specialists Accreditations	4	8	16
Sales Engineer Accreditations	0	3	6
Delivery Accreditations or Engineer Certifications	0	1	2
Business Planning Minimum Requirements			
A Written and Approved 12-month Business Plan To contain elements of:	optional	Yes	Yes
Either Net New Revenue Plan Minimum Per Year Or Top Line Revenue Plan in Excess of 20% YoY	\$10,000 Yes	\$200,000 Yes	\$1,500,000 Yes
Net New Customer Acquisition List and Plan	optional	Yes	Yes
Territory & Partner Account Manager Plan	optional	Yes	Yes
Technical Enablement Plan	optional	Yes	Yes
Marketing & Advertising Plan	optional	Yes	Yes
Solution Co-Creation and Development	No	optional	Yes
Demonstration Lab & Customer Environment	No	optional	Yes
Written Customer Success Stories	None	1 per year	2 per year

Membership Tier Advancement or Requalification

In order to be considered for either Advanced or Premier Business Partner levels you must work with your Partner Account Manager for your region to file a 12-month business plan that includes sales, marketing, and technical plans, along with all other goals and objectives listed herein. Once your business is approved by the NA Programs Governance Team, a partner can apply for tier advancement or requalification as long as all other tier based requirements have been met. A request for a tier upgrade must be submitted through the Red Hat Connect portal and to your Partner Account Manager. If approved, you will begin receiving the incremental benefits associated with the new program level. Annual requalification is an automated workflow within your partner connect account.

Please keep in mind that Red Hat reserves the right to promote, demote, or remove partners based on unsuccessful field activities, failure to meet minimum revenue and growth requirements, report marketing ROI, or questionable contract capture or management practices. This includes but not limited to any denial or revocation of tier advancement approval.

Partner Program Benefits

The Red Hat North American Solution Provider Partner Program offers benefits designed to assist partners in developing enterprise open source practices around Red Hat solutions. Our common goals are to Automate the Enterprise, Accelerate Application Development, and Standardize on Linux. Truly an Enterprise Open Source conversation for everyone. Red Hat Partners will receive access to industry leading self-service marketing and online training resources. The Advanced Business Partner's increased commitment to Red Hat and Open Source is rewarded with additional tiered benefits. And because of their dedication and significant contributions to Open Source, Premier Business Partners have access to the highest level of benefits, potential funding, and resources available.

Economic Benefits	Ready	Advanced	Premier
Deal Registration	Yes	Yes	Yes
Teaming Agreement	Yes	Yes	Yes
Special Bid Pricing	Yes	Yes	Yes
Annuity Revenue Model	Yes	Yes	Yes
Red Hat Renewals Intelligence	Yes	Yes	Yes
Relationship Benefits	Ready	Advanced	Premier
Key Partner Conferences and Events	Yes	Yes	Yes
Ecosystem Partner Account Management	Limited	Eligible	Yes
Ecosystem Marketing Management	Limited	Eligible	Yes
Ecosystem Solutions Architecture	Pooled	Shared	Dedicated
Partner Advisory Board participation	No	Limited	Yes

Sales Benefits	Ready	Advanced	Premier
Red Hat Partner Connect	Yes	Yes	Yes
Red Hat Content Center	Yes	Yes	Yes
Partner Locator, Website Listing	Yes	Yes	Priority
Partner Training Portal, Sales	Yes	Yes	Yes
Advanced Sales Workshops	Yes	Yes	Yes
Sales Rebates and Incentives (Sales MDF)	No	Limited	Eligible

Marketing Benefits	Ready	Advanced	Premier
Red Hat Content Center, Marketing Collateral	Yes	Yes	Yes
Program Logo Usage	Yes	Yes	Yes
Partner News on Demand	Yes	Yes	Yes
Marketing Plan Assistance	No	Limited	Yes
Marketing Development Funds (Marketing MDF)	No	Limited	Eligible
Featured Partner Success Story	No	No	Eligible

Technical Benefits	Ready	Advanced	Premier
Red Hat Content Center & Product Pages	Yes	Yes	Yes
Customer Portal and Knowledge Base Access	Yes	Yes	Yes
Red Hat Partner Training Portal	Yes	Yes	Yes
Advanced Technical Workshops	No	Yes	Enhanced
Red Hat Developer Program	Yes	Yes	Yes
Red Hat Product Demo System	No	Yes	Yes
Red Hat Partner Subscriptions	Standard	Standard	Standard
Open Source Community Engagement	Yes	Yes	Yes
Technical Support Alliance Network	Yes	Yes	Yes
Red Hat Accelerators Program	No	Limited	Eligible

General Benefits Disclaimer: All benefit line items involving any type of funding from Red Hat to the Partner will always at Red Hat's sole discretion and subject to internal review and approval. Please coordinate with your partner account manager to determine what requirements are necessary to receive each benefit. Red Hat reserves the right to remove a partner benefit if program benefits are modified, a partner is not acting in the best interests of the End Customer, in accordance with the [Partner Code of Conduct](#), in the spirit of a mutually beneficial value added ecosystem relationship, or if deemed necessary by Red Hat.

Doing Business in North America

Free And Open Market Pricing Model

In the Red Hat Ecosystem, we believe in free trade and an open market pricing model. In order to foster fair and open competition Red Hat sets the price to our distribution partners, thereafter ecosystem partners are free to negotiate pricing with distributors and customers independently. Red Hat may on occasion give a suggested MSRP, but it is ultimately the decision of the solution provider to determine their own pricing structure to the customer.

Unlocking Incentives and Transactional Discounts

Red Hat Partners are authorized based on value-added capabilities, customer and solution expertise, operational support, and geographic reach. Upon joining the program at the Ready level, you become eligible to receive performance-based financial incentives and different types of benefits to grow your Red Hat business and enable your company. At each partnership level your benefits and financial rewards grow alongside your investments and strategy to build, sell, and service Red Hat solutions. Advanced and Premier Business Partners can benefit from increased partner incentives via our distributors. Whereas Ready Partners are able to benefit from entry level programming. This makes it easy for our Advanced and Premier Partners to offer additional benefits to their accounts.

Pricing Structures

Partner pricing falls into four levels: North America list, standard, registered or preferred, and special bid. Access to each level is limited to partners with agreements with Red Hat. Please see below for an explanation of each level, as well as the criteria for their use.

North America List Price

The list price and suggested MSRP is available for any solution provider through Partner Connect.

Standard Pricing

The standard pricing level is available to all authorized partners with active partner agreements. Standard pricing is utilized in all situations where a partner requires pricing but has not secured deal registration. Standard pricing is generally available to all affiliated solution providers.

Preferred Pricing

Red Hat North America has two mechanisms for providing preferred pricing to our Partners.

Deal Registration Pricing

Affiliated partners with an active partner agreement are eligible for the Deal Registration Program on net new opportunities. Red Hat grants deal registration pricing to a channel partner via opportunity registration and has been confirmed as having added significant Red Hat value. North America defines significant Red Hat value as partners performing customer essential pre-sales engineering and sales qualification activities. Opportunity numbers must be listed on the purchase order to process.

Special Bid Pricing

A Special Bid with proper justification detail can be requested to further reduce the partner and customer price. A Special Bid request may be submitted for non-standard opportunities to meet competitive pricing requirements, budgetary limitations, or additional terms and conditions of the order. Special bids are subject to a multi-layer approval process according to our negotiation authority tiers and may require pricing transparency in order to be considered. Unless otherwise noted in the agreed upon initial Special Bid order form; Special Bids terms and conditions not applicable at the time of contract renewal.

Renewal Business Overview

We need our partners to help our customers understand the subscription aspect of our business model and help the customers stay connected and continue their relationship with Red Hat. For Deal Registered opportunities, the partner and distributor may continue to receive Registered Pricing at the time of renewal if they continue to provide additional value added activities in the renewal lifecycle, in accordance with Red Hat's Deal Registration Program guidelines. Incumbent partners will be given preference for renewal opportunities, but must continue to be engaged and provide value to the customer.

Reassignment of Renewals (US Public Sector Only)

The Public Sector sales team will have the opportunity to reassign renewals from one set of partners to another with significant justification. All efforts will be made to maintain the distribution relationship unless the distributor has also failed to manage the renewal effectively. Partners seeking to change their distribution partner associated with one or more renewal, should engage their Partner Account Manager. Reassignment activities should occur at least 120 days prior to a renewal date and will require approval from Public Sector Partner Management. Red Hat will notify partners affected by reassignment activities as soon as information becomes available.

Consolidation of Renewals (US Public Sector Only)

When a customer transaction consolidates two or more registered partner renewals, each partner set will ordinarily receive incumbent pricing on their portion of the renewals. If net new upsell subscriptions are included on the opportunity, the sales team will determine the registered partner. Receiving registered status indicates that the partner has provided significant value in creating the upsell portion of the deal.

North America Distribution

North America utilizes a network of distribution partners. These companies have dedicated sales and technical resources to support Red Hat and our partners. In order to quote Red Hat products and services a Solution Provider must work through and have agreements with one of the below organizations. In alphabetical order:

Arrow Electronics

Arrow Electronics guides innovation forward for over 220,000 leading technology manufacturers and service providers. With 2021 sales of \$34.48 billion, they develop technology solutions that improve business and daily life. Their strategic direction of guiding innovation forward is expressed as a “Five Years Out” way of thinking.

For more information visit: <https://www.arrow.com/globalecs/na/products/red-hat/>

Contact them directly at IBM_REDHAT_SW@arrow.com or call 1-440-498-6864

Carahsoft Technologies

As Red Hat’s Master GSA and SLSA Dealer and Distributor, Carahsoft provides trusted Government IT solutions delivering top-tier Red Hat solutions to federal, state, and local government agencies, as well as the education community, through our value-added channel of partners and system integrators. Recently Carahsoft has brought their Distribution, sales and marketing expertise to the North American side of Red Hat in the Healthcare and Canadian Markets.

For more information visit: <http://www.carahsoft.com/redhat>

Contact them directly at redhat@carahsoft.com or call 1-877-RHAT-GOV

ImmixGroup Inc / EC America

ImmixGroup, an Arrow Electronics company, is a leading value-added IT distributor that delivers mission driven results to the Public Sector through our vast partner ecosystem that includes 300+ manufacturers and 1,200+ solution providers. Together, they deliver innovative technology solutions, powering the future of Public Sector IT.

For more information visit: <http://www.immixgroup.com/>

Contact them directly at RedHatTeam@immixgroup.com

Ingram Micro

Ingram Micro helps businesses fully realize the promise of technology by helping them maximize the value of the technology that they make, sell or use. With a vast global infrastructure and focus on cloud, Ingram Micro enables business partners to operate more efficiently and successfully in the markets they serve.

For more information visit: <https://partner.ingrammicrocloud.com/ibm/redhat>

Contact them directly at RedHat-Licensing@ingrammicro.com or call 1-800-456-8000 x76409

TD Synnex Corporation

TD Synnex Corporation is a leading distributor and solutions aggregator for the IT ecosystem. They are 22,000 of the IT industry’s best and brightest, who share an unwavering passion for bringing compelling technology products, services and solutions to the world. We’re an innovative partner that helps our customers maximize the value of IT investments, demonstrate business outcomes and unlock growth opportunities.

For more information visit: <https://www.synnexcorp.com/stellr/partners/red-hat/>

Contact the NA Commercial team directly at redhatcomm@tdsynnex.com

Contact the Public Sector team directly at redhatgov@tdsynnex.com

Contact the Canada team directly at licensingadvantage@tdsynnex.com

Distribution Disclaimer - At this time only authorized public sector distributors are allowed to quote federal, and state and local government contracts. These include Carahsoft, ImmixGroup, and TD Synnex. General Service Administration (GSA) and other GWAC teaming opportunities are also available and are further limited to authorized solution providers and distribution partners.

Program Requirement Descriptions

Membership Activities

Requirement	Ready	Advanced	Premier
New Partner Onboarding Process	Yes	Yes	Yes
Annual Partnership Requalification	Yes	Yes	Yes

New Partner Onboarding Process

Please go to: <https://connect.redhat.com/en/programs/solution-provider>

Click on Join The Program

Click on Register for a Redhat.com account

Fill out the information on the first page (create your log in) You must use a company email address (no Hotmail, Gmail, gov addresses etc.) Click Save and Continue

Enter the login and password you just created

Click on Apply for Partnership

Section 1: Partner Type, Select Solution Provider. Then Save, Then Next Step.

Section 2: Fill out all required Company and Contact Information. Click Save, then click Next Step

Fill out all required information / select whether you to set-up a Commercial or Public Sector partner account.

For Commercial Accounts: Select No so you will be set up with a commercial account.

For Public Sector: (US Companies only) Select Yes, I want to be a Public Sector Partner.

Section 3: Application to become a new partner, Fill out your company's information. Click Save, then click Next Step.

Section 4: Agreements, Read the code of conduct and acknowledge you have read it. Click Save, then click Next Step.

Section 5: Terms and Conditions, Agree to the terms and conditions (as described above, this may include both our Partner Terms and Conditions and the Solution Provider/VAR/Reseller Program Appendix). Click Save, then click Submit for Approval.

After your application is submitted, you will receive a partner vetting compliance questionnaire to complete and submit. If the vetting process is approved, the application will be approved. Once the application is approved, you will receive an auto-generated email confirmation within 24 hours. There will be a link labeled as 'click here to log in'. Please click that link and log into your partner account. This is the final activation for the account and must be completed for the account to be fully active. Then navigate to the company profile link on the left column and complete as much information as you want Red Hat and your customers to be aware of your membership.

Membership Level Renewal

Red Hat Partner Program membership is for a one-year term. For partners maintaining good standing within the program and compliance with objective criteria, membership is automatically eligible for renewal. Partners who have achieved the Advanced or Premier Partner membership level will renew to their current membership level if they have met the respective annual requirements for that level and received approval from the NA Programs Governance Team for their business plan. Any Partner who does not meet minimum revenue requirements for level of membership and/or the commitments in the approved business plan may be assigned a lower level of membership or removed from the program.

Annual Partnership 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 reaccept the terms and conditions of your partnership agreement with Red Hat. Partners must also comply with global anti-corruption regulations, including the Foreign Corrupt Practices Act (FCPA) and will be required to complete associated annual compliance requirements including partner vetting and several affirmative statements in this section. You will receive email notifications starting 90 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 on-time will lead to exclusion from the program, which accompanies the loss of all Partner Program benefits available. Your participation in the Red Hat partnership program is a 12 month commitment, renewable upon your requalification date.

Revenue Attainment

Requirement	Ready	Advanced	Premier
<u>Total Red Hat Revenue Minimum Attainment</u>			
As Measured by Red Hat Total Bookings per year	\$10,000	\$500,000	\$5,000,000

Red Hat requires an annual revenue attainment minimum per partner tier per membership year. This metric will be measured in "Red Hat Total Bookings" or TB which is otherwise known as Top Line Revenue to Red Hat. This is the total amount of the distribution purchase order inbound to Red Hat for processing. At times, Red Hat will review a metric with you called Single Year Bookings or SYB. Since Red Hat solutions are sold on a subscription model; it is very relevant for us to measure purchase order performance based on a 12-month/365 day basis.

Training Requirements

Requirement	Ready	Advanced	Premier
<u>Minimum Partner Employees Involved</u>			
Accredited Sales Specialists	2	4	8
Accredited Sales Engineer Specialists	0	2	3
Red Hat Delivery or Certified Engineers	0	1	1
<u>Minimum Total Accreditations per Role</u>			
Sales Specialists Accreditations	4	8	16
Sales Engineer Accreditations	0	3	6
Red Hat Delivery or Certified Engineers	0	1	2

Red Hat requires the training of a minimum number of full time employees participating at each partner tier. Our partner training portal is divided up primarily into three roles and partner personas; Sales, Sales Engineers and Delivery or Certified Engineers. Divide up the employees involved equally by the accreditation quantities minimums. A single Delivery or Certified Engineer for an Advanced or Premier partner may also complete the content for the Sales role to partially retire the requirements. Please be reminded that these are all minimum requirements of each partnership level. Your education plans should grow alongside revenue. We want you to have a balanced approach to your Red Hat strategy and education plans. Accreditations earned through the Partner Training Portal have a two year expiration. If an accredited or certified employee leaves the partner, the program minimum must be attained by other individuals within ninety days.

Business Planning Minimum Requirements

A Written and Approved 12 month Business Plan

Prior to your requalification date, Advanced and Premier partners must document and submit an annual business plan (otherwise known as a CHAMP plan) in collaboration with your Partner Account Manager resource. The intention of the CHAMP plan is to primarily empower our partners to have a conversation with all their employees about the holistic benefits of doing business with the world's largest Enterprise Open Source Company. Showcase where you have had strategic conversations with key customer decision makers on how Red Hat can be their technology vendor of choice for hybrid cloud, automation, and beyond. This will allow you and Red Hat to plan for and execute a growth strategy for the upcoming year. This section enables our partnership to develop a joint value proposition, conduct a SWOT analysis and plan for critical success factors to develop partnership goals and summary of objectives for a successful growth plan. The details of the plan sections are identified below.

Business Plan - Revenue Section	Ready	Advanced	Premier
Either Net New Revenue Plan Minimum Per Year Or Top Line Revenue Plan in Excess of 20%YoY	\$10,000 Yes	\$200,000 Yes	\$1,500,000 Yes
Net New Customer Acquisition List and Plan	optional	Yes	Yes

A complete business plan includes a section with details as to how you will achieve your tier’s net new revenue minimum, or plans to grow your top line revenue above 20% year over year, whichever is higher. Information about net new customer acquisition lists and solicitation motions then make those numbers come alive. Red Hat recommends that the primary focus of your business plan be around new accounts who are interested in Hybrid Cloud, Enterprise Automation, and Application Development. Understand that Red Hat is only interested in reviewing the cumulative top line of your orders with you to understand the total portfolio contributions your company has made.

Business Plan - Engagement Section	Ready	Advanced	Premier
Territory & Partner Account Manager Plan	optional	Yes	Yes
Technical Enablement Plan	optional	Yes	Yes
Marketing & Advertising Plan	optional	Yes	Yes

Territory & Partner Account Manager Plan

Advanced and Premier partners are expected to maintain three major planning groups with Red Hat annually: Sales, Technical, and Marketing in collaboration with your Partner Account Manager resource. We want to make sure that you are set up for go-to-market success in all areas of your business with us. This section of the business plan includes categories like an overall CxO/ownership plan for the relationship, territory mapping, sales activities, quota assignments and Red Hat counterparts to collaborate with. As well as utilization of any of the relationship, sales or other benefit sections of this glossary. You should create your Red Hat forecast for purchase orders and revenue targets to your partner account manager. Include information about who you are going to solicit and why as well as how you will assign quota to achieve your stated targets.

Red Hat Technical Enablement Plan

Advanced and Premier partners are expected to produce an annual Red Hat Technical Enablement plan in collaboration with your Ecosystem Solutions Architect resource. This includes categories like a partner technical summary, staff skills and capabilities, use plan for Red Hat Partner Subscriptions, joint solution development or co-creation, anticipated customer proofs of concept and a curriculum map of partner training portal courses and certifications to obtain. These plans should also include planned utilization of any of the technical benefits listed in this glossary.

Red Hat Marketing & Advertising Plan

Advanced and Premier partners are expected to produce an annual Red Hat Marketing and Advertising plan in collaboration with your Partner Marketing Manager resource. This includes proper utilization of our three part corporate messaging and sales play model. The “Standardize on Linux for Any Workload” messaging is designed to promote Red Hat Enterprise Linux by providing built-in security and management features that allow organizations to confidently run critical workloads on a stable, high-performance platform, anywhere in the hybrid cloud. The “Automate the Enterprise” messaging is designed to promote how Red Hat brings business value using automation enterprise-wide with Ansible. Lastly, we want to help our customers “Accelerate Application Development” on a fast, secure, and continuous deployment model supported by Red Hat OpenShift. All plans should include capturable metrics including; campaign IDs, return on investment targets, marketing and sales qualified lead statuses, as well as sales pipeline opportunities.

Business Plan - Customer Approach	Ready	Advanced	Premier
Solution Co-Creation and Development	No	optional	Yes
Demonstration Lab & Customer Environment	No	optional	Yes
Written Customer Success Stories	None	1 per year	2 per year

Solution Co-Creation and Development

Premier partners are expected to maintain active Red Hat Solution Co-Creation and Development. This means that annually, you are creating new and novel go-to-market motions by integrating Red Hat into your existing vendor portfolio. A Premier partner should actively work towards integrations and solution development around hardware infrastructure, security, hybrid cloud, networking, and application layers. These solutions should proactively solve problems for Red Hat personas including; Developers, Platform Architects, IT Operations, Security, Business Leaders and more. Detail out your technology plans for the year and how they will help solve problems for customers at scale.

Demonstration Lab & Customer Environment

Premier partners are expected to maintain a working Demonstration Lab & Customer Environment. Premier partners not only use this to showcase and display their working understanding of Red Hat technologies but also integrations like Network Automation with Ansible or Hybrid Cloud workload bursting with OpenShift. Plan to use this space for customer facing workshops, proof of concept development, meet-up groups or technical webinars. Detail out your plans to build and maintain this space, products and solutions utilized, and your customer approach.

Written Customer Success Stories

Advanced partners are required to submit one customer success story per year to your Partner Account Manager. Premier partners are required to submit two per year to your Partner Account Manager. A customer success story is your best customer win from the prior year. Did a marketing campaign lead a sales rep to the perfect phone call where your Red Hat lab was just the right fit? Did a unique proof of concept turn a challenging customer scenario into an absolute win for your company? We want to know about it! These stories will stay on your account profile and business plan as internal use only to provide a more rounded partner view for Red Hat account teams and ecosystem leadership. Upon written approval and participation from both the partner and the customer; Red Hat will develop a co-branded customer success story that will be available for public use by Red Hat and the partner for advertising activities.

After completing your business plan you should be able to: know your revenue targets, identify customer goals and challenges, identify Red Hat promotions and marketing to run, set up a joint strategy to uncover and identify opportunities and partner technologies to position. Additionally, the plan should involve working towards executing successful sales and technical meetings, position vendor differentiation against Red Hat's competitors, and show proof of performance where you have seen success previously.

Program Benefit Descriptions and Links

Economic Benefits

Preferred Pricing Delivered Through

Deal Registration

Red Hat's [Deal Registration](#) is designed to provide approved Solution Providers with the ability to accrue additional financial benefits when the partner identifies new Red Hat business opportunities and engages in value-added pre-sales activity in support of the growth of Red Hat business. These are opportunities that do not already exist in Red Hat's instance of Salesforce with the same product family and same end user or for the same customer project. Deal Registration protects your company's investment in selling Red Hat solutions because obtaining approval prevents other solution providers from requesting a deal registration discount. Make sure your Partner account is affiliated and enabled to use Deal Registration via Partner Connect. Register net-new sales opportunities as early as possible. Upon approval, solution providers are able to benefit from all of the components Deal Registration has to offer.

Access to the Deal Registration tool through Partner Connect portal requires a specific Red Hat Commercial or Public Sector account. Deal Registration submissions are reviewed and approved or denied by the appropriate Red Hat operations and partner sales team. Though not required, it is highly recommended that partners proactively discuss their Deal Registration request with the Red Hat sales team prior to submission. For more details refer to the Deal Registration Guide found in Partner Connect. Deal Registration discounts apply to most Red Hat products, with some exceptions. Contact your Partner Account Manager for more details.

Teaming Agreement (excluding US Public Sector)

The Red Hat Teaming agreement puts a more strategic framework in place for the partner to co-sell with Red Hat. The framework of the agreement can include resources and sales activities to jointly drive and identify new customer opportunities or projects. These agreements occur when either the partner may need Red Hat expertise or when Red Hat needs to leverage the relationship that the partner has with a given customer in order to establish or close new business.

Special Bid

A special bid is when an ecosystem partner approaches Red Hat for a cost structure below standard pricing. The special bid is then reviewed by the account team, leadership, and operations for approval ability. There are several considerations that come into play when approving eligibility for a special bid cost and pricing structure. Including but not limited to minimum purchase order value, the partner and customer relationship depth, individual business unit thresholds, and negotiating authority tiers.

Annuity Revenue Model

Red Hat products are sold on an annual subscription basis. Please review the [Subscription FAQ here](#). As a partner, every Red Hat subscription sold is eligible for renewal revenue upon expiration. This provides partners with an excellent opportunity to engage deeper with customers on a continuous basis and develop predictable annuity revenue streams. To learn more about the value of a Red Hat subscription please visit the following links: [Benefits of a Red Hat subscription](#), [kbase article: Red Hat Subscription Value](#), and [The value of Red Hat subscriptions, briefing](#)

Red Hat Renewals Intelligence

Red Hat also offers a [Renewals Intelligence Program](#) to organize and understand your renewal base and track your existing business more easily. This program is a digital platform that places renewals data and insights directly in the hands of our distributors and resellers. The Renewals Intelligence platform provides partners with daily-updated data on renewal performance and exclusive Red Hat sales insights. Read about more Red Hat's Partner Renewals Engagement Program capabilities [here](#).

Relationship Benefits

Key Partner Conferences and Events

[Red Hat Summit](#) is the premier enterprise open source event for IT professionals to learn, collaborate, and innovate on technologies from the datacenter and public cloud to the edge and beyond. Open Source is powered and driven by you. Red Hat Summit is expanding to bring you more experiences, more innovations, and more insights. Explore new possibilities at the largest open source event of the year and help us shape the future of enterprise IT.

[Ansible Fest](#) brings together the community, customers, and partners to try the latest Red Hat Ansible Automation Platform features. Every perspective is a new contribution. See how peers and competitors are automating across clouds and building skills to push their industries, organizations, and careers forward.

[Regional or National Partner Exchange](#) is where partners from around the country talk about meaningful partner topics. Which include existing Red Hat Partner enablement, deeper sales and technical content not available in Partner Training Portal, as well as introduce new features and capabilities to help accelerate your skills and business plans. Learn about updates and announcements to help stay up to date with Red Hat programs, certifications and new ways to partner.

[Executive Exchange](#) is an Invite Only event within the Red Hat Summit. Space is limited to only VP, CxO, OCTO Partner Titles. Contact your Partner Account Manager to see if this event is right for you.

Ecosystem Partner Account Management

The role of the Partner Account Manager is to focus the partnership on high level Go-to-Market activities, solution positioning and joint demand generation as well as developing and enhancing Red Hat mindshare throughout the organization. Partner Account Managers are assigned to Premier Partners. Advanced Partners need to qualify based on their business plan quality. Inside Partner Account Managers are available for Ready partners on an as needed basis for relationship troubleshooting and getting-started activities.

Ecosystem Marketing Management

The role of the Partner Marketing Manager is to assist in the development of demand generation campaigns, events, webinars, and workshops. This general marketing contact will be your go-between for Marketing related Marketing Development Funds as well as content, campaign recommendations, and return on investment tracking metrics. Qualification is based on the strength of your marketing proposals. Contact your Partner Account Manager and submit your business plan today.

Ecosystem Solutions Architecture

The role of the Ecosystem Solution Architect is to help with overall Red Hat partner technical engagement. This includes: technical sales, joint solution and offering strategy, partner development and enablement and to advocate for joint value propositions to customers as well as internal Red Hat teams. Red Hat will assign either a Dedicated, Shared, or Pooled Ecosystem Solutions Architect based on investments in our ecosystem. A Dedicated Engineering resource is reserved for strategic Partners with deep co-creation abilities. These partners are larger in size and scale, with specific sales and engineering teams selling Red Hat. A Shared Engineering resource category is given to partners who drive sufficient co-sell and cross-sell activities for Red Hat. A Pooled Engineering resource is assigned to partners who are just starting out on their Red Hat journey or those who have chosen only to maintain the resale aspect of the relationship. You will still have access to a pool of Ecosystem Solution Architects to consult with on an as needed opportunity by opportunity basis.

Partner Advisory Board Participation

Participation in the Partner Advisory Board gives partners a chance to share ideas around the way Red Hat does business with partners. This is an opportunity to meet with Red Hat leadership and have a voice in our ecosystem strategies and programs. Participation is limited to our top partners who create real Red Hat field and bookings value. The Board meets a few times a year in a conference style setting where Red Hat leadership sits on panel discussions and creates opportunities for one on one feedback on products, ecosystem programming and pilot projects.

Sales Benefits

Red Hat Partner Connect

Begin your partnership journey [here](#). Red Hat Connect helps partners expand their reach, bring customer-centric offerings to market, and generate more revenue. The portal hosts our [Partner Training Portal](#), [Red Hat Content Center](#), [Partner News On Demand](#), the [Product Demo System](#), [Partner Launch Pad](#), the [Deal Registration Portal](#) and more. From here you can also keep your company profile and users up-to-date as well as access the renewal's intelligence tools.

Red Hat Content Center

[Red Hat Content Center](#) (RHCC) is a unified and simplified digital asset management tool for partners to interact with sales, marketing, and technical documentation. Affiliated partners will enjoy all unlimited access to [Red Hat partner sales plays](#), [campaign kits](#), [sales and technical product pages](#) and more. Subscribe to your favorite pages to get updates on the latest content. Each page gives you essential information, quick links and contextual search. Filter by content type and other categories and mark-it as a favorite so you can find it later under my favorites.

Partner Locator, Website Listing

[Partner Locator](#) is a website search tool that allows you to gain exposure through visibility in the redhat.com partner-search function. Potential customers looking to engage Red Hat partners may search or validate a partner's status based on search terms like partner name, partner type, membership level or location. Premier Business Partners will enjoy search engine optimization. From the locator, you can update the company profile, provide contact details, add a logo, and a few other details about your Red Hat relationship. Details about a company's Red Hat training and education also populates automatically as a summary.

Partner Training Portal, Sales

All business partners will have access to online training for sales skills across the entire Red Hat product portfolio. These courses are available through [Red Hat Partner Training Portal](#). Successful completion of a defined Accreditation Path results in an individual accreditation. Sales Specialist courses include value pitch, sales qualification, competitive positioning, objection handling, and pricing.

Advanced Sales Workshops

Red Hat Advanced Sales Workshops are high-touch instructor-led training targeted towards experienced sales professionals. They are designed to help drive more productive customer conversations, discover new sales and services opportunities, close deals faster and improve renewals. Our workshop model allows sales professionals to become involved with Red Hat Solutions at a deeper level. The workshops assist sales teams in encouraging customers to accelerate their automation, hybrid cloud, developer or operations journeys. Prerequisites are required and they are available for online registration via the Partner Training Portal.

Sales Rebates and Incentives (Sales MDF)

Sales MDF at Red Hat is offered to eligible Advanced and Premier partners only and offers a wide range of activities to facilitate partners selling abilities in the ecosystem. This Program provides funding support for eligible partner enablement, joint solutions, product training and more to help educate, drive demand, and partner behavior. Partners should work with their Partner Account Managers to decide the correct activity that will help promote their business skills and deepen their go-to-market plans with Red Hat. Sales MDF offers different partner activities for funding than Marketing MDF. All fund requests must meet the current terms and conditions posted in the MDF platform. All requests must be entered properly into Red Hat's MDF platform and fall within quarterly deadlines to be considered. All funding is subject to Red Hat internal review and approval. Available Sales MDF Activities include:*

- Red Hat Sales Challenges
- Completion of Sales, Sales Engineer, and Delivery accreditations
- Proof of Concept

*This is not a complete list. Connect with your partner account manager for eligibility and to learn more.

Marketing Benefits

Red Hat Content Center, Marketing Collateral

The [Red Hat Content Center](#) Demand Generation Programs for partners has been designed to help you plan, execute, and grow. It contains everything you need to go to market with Red Hat—from featured campaigns, marketing materials, sales tools, and online support resources, to sales and technical training resources.

Program Logo Usage

Please review our [brand standards](#) page before getting started. Logos are available via our Brand Asset [Pages](#) on Red Hat Connect for Business Partners. You may be able to use the Red Hat logo for your corresponding level of partnership to market your open source expertise and Red Hat relationship, in compliance with Red Hat policies, agreements and standards.

Partner News on Demand

Affiliated partners can stay up to date on all Red Hat news with [Partner News on Demand](#). This platform, accessible with your Red Hat account credentials, allows you to choose the Red Hat updates you want to see in your inbox and opt out of the news you do not. You can also choose to receive the latest country or region-specific content aligned to your interests and at a frequency that is convenient. In certain Red Hat Sales Regions, local marketing and technical newsletters are also available.

Marketing Plan Assistance

If you are eligible, your in-region Ecosystem Marketing Manager assists partners with customizable campaign materials for events, webinars, and more. Red Hat will organize and sort through all campaigns to help you position the most relevant and interesting data in front of your customers. This plan can then be reviewed by the Ecosystem Solutions Architecture team for continuity and purpose. In certain areas, you have the opportunity to add your own logo for customers to see.

Marketing Development Funds (Marketing MDF)

Red Hat Advanced and Premier business partners may qualify for Marketing Development Funds for co-marketing activities. These funds are distributed quarterly based on approved proposals received from our partner marketing managers and sales teams. Red Hat reviews these requests for route-to-market quality, trackable campaign metrics, on-brand consistency and revenue targets. All fund requests must meet the current terms and conditions posted in the MDF platform. All requests must be entered properly into our MDF management platform and fall within quarterly deadlines to be considered. All funding is subject to Red Hat internal review and approval. Available Marketing MDF Activities include:*

- Direct Marketing
- Digital Marketing
- Marketing Enablement
- Co-Branded Content Syndication

*This is not a complete list. Connect with your partner account manager for eligibility requirements and to learn more.

Featured Partner Success Story

After you're finished with your marketing plans and land some Red Hat wins - share your Red Hat success stories! Submit success story proposals through your Partner Account Manager for consideration. Stories 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 counts toward the annual requirements of Advanced and Premier partner tiers.

Technical Benefits

Red Hat Content Center & Product Pages

[Red Hat Content Center](#) (RHCC) is a unified and simplified digital asset management tool for partners to interact with sales, marketing, and technical documentation. [Product and Cloud Services Pages](#) have been designed so you can search, discover, and share content. These are the single source of truth for all Red Hat products and cloud services information and updates. Help your customers [Standardize on Linux](#) everywhere, while creating [Hybrid Cloud Automation](#) and [Accelerating their Application Delivery](#).

Customer Portal and Knowledge Base Access

Red Hat subscriptions include access to Red Hat's [knowledge base](#). Red Hat associates worldwide contribute to tens of thousands of verified solutions to technical support related issues on the [Customer Portal](#). These knowledge base articles are written on real issues that were fielded with customers and partners just like you. The knowledge base articles help customers and partners self solve before they ever need to raise a support case or pick up the phone. You can only access knowledge base from the Customer Portal. The Customer Portal also boasts white papers, product documentation, training, labs, tools and more to enhance the partner experience when working with Red Hat products.

Red Hat Partner Training Portal

The [Red Hat Partner Training Portal](#) helps Red Hat partners build the skills and knowledge about Red Hat products to increase sales, provide better customer service, and deliver Red Hat-related service engagements. Training access is available through the partner portal and offers online, 24x7 access to resources that help you work smarter, faster, and more efficiently. View our [Training Portal Overview Video](#) and choose your training journey based on a [Specialization Path](#) or solution group. In an effort to strengthen [Open Hybrid Cloud Expertise](#) Red Hat partners can now enjoy an expansion of technical [learning offerings](#). We are excited to announce that you can now access and consume Red Hat Training courses in the Partner Training Portal at no cost. Build out your most critical skill set on Red Hat technologies. Check back often for more content. As our partner ecosystem grows, we are continually upgrading our training offerings to meet the needs of our partners. View the [FAQ here](#).

Advanced Technical Workshops

Advanced Technical Workshops are instructor led training. Enrollment for these Partner Training Portal courses are visible only once you have completed the prerequisite training. This is content beyond what is covered in our certifications. Red Hat has combined a thorough mixture of complex scenarios, special topics, and skills that simply cannot be taught in self-paced modalities. For Premier and qualified Advanced Partners, in-region resources also offer hands-on keyboarding seminars around Red Hat's top solutions and topics.

Red Hat Developer Program

The Red Hat [Developer Program](#) is a program with tools and training to develop applications for the cloud. Members get access to developer editions of Red Hat's software, documentation, and premium books from our experts on [microservices](#), [serverless](#), [Kubernetes](#), and [Linux](#). You have access to the global network of experienced, motivated, and knowledgeable Linux and Middleware Support engineers. Different support options are available to help with advice and guidance throughout the development process. Paid support can virtually extend your in-house expertise as you develop on Red Hat Enterprise products. Read more about support options here [Technical Account Management](#), [Production Support](#) and the option to purchase a full [Red Hat Development subscription](#).

Red Hat Product Demo System

The [Red Hat Product Demo System](#) is a tool exclusive to Red Hat Advanced and Premier partners. This system is used internally within Red Hat around the world. Content on the demo system is created by Red Hat's technical experts and spans the entire Red Hat product portfolio. Including multi product solutions and full-scripted workshops that can be used to deliver 1 or 2-day experiences for your customers. The Product Demo System is available to approved partners along with guided Ecosystem SA support if you qualify. Connect with your Partner Account Manager or write to partner-training@redhat.com to request access. Requests for access by other partners can be made by Regional Enablement Leads, and requires approval by the Global Partner Enablement team.

Red Hat Partner Subscriptions

[Red Hat Partner Subscriptions](#) are designed to accelerate partner development, learning, and delivery for all Red Hat products. This offering replaces the existing not-for-resale (NFR) partner program and the use of developer subscriptions by partners. One base SKU allows all affiliated partners to access all Red Hat product families at no-cost in any combination of 500 entitlements. Red Hat Partner Subscriptions come with expanded not-for-production use cases including; team development, testing, demonstration, training, certification. Use this subscription on-premise in your physical environment or in a public cloud partner's private test/dev cloud environment. Red Hat Partner Subscriptions are only to be used for approved use cases, as described in the user Agreement. You will have access to traditional self-support tools like Red Hat knowledgebase, product updates, how to guides, etc. Qualified partners receive complimentary Red Hat Standard support for up to 5 registered contacts. Partners may choose to purchase Red Hat Partner Subscriptions Support at the Premium level for 5 contacts which will give them 24 by 7 support. Additional support contacts and entitlements are available to purchase as well.

Open Source Community Engagement

Get connected and Stay Connected: Red Hat is the only Open Source company in the world that lets customers influence and understand the direction of Red Hat's products and solutions. Get connected through all our product community sites like: [Red Hat Developers program](#), [OpenShift Commons](#), [Konveyor](#), [Ansible Galaxy](#), [Red Hat on GitHub](#), and [OpenSource.com](#). Take a look through our [open source communities](#) page to find even more ways to connect on a project.

Technical Support Alliance Network

Red Hat is a member company of the [Technical Support Alliance Network](#) (TSANet). TSANet is the most scalable collaborative support mechanism. You can use them to address multi-vendor technical support issues with Red Hat partners on behalf of our mutual end customers. Collateral is located on Red Hat's [Customer Portal](#) and [Partner Connect website](#).

Red Hat Accelerators Program

The [Red Hat Accelerators program](#) is a global customer community of passionate Red Hat technology experts and enthusiasts. They willingly share knowledge, experience, and expertise with industry peers, communities, and upstream with Red Hat. The intended result is to empower our members to publicly advocate for Red Hat. Helping to improve market awareness, create new business opportunities, and help to improve Red Hat's products and technologies. If you are accepted as a member of this exclusive group; Red Hat Accelerators will network with other industry peers, share ideas, get sneak previews into our products, participate in technical discussions, and help define the future of IT.