

PARTNER PROGRAM GUIDE

Solution Providers & Value Added Resellers North America Ecosystem v.Q1-CY24

Customer First, Partner Always.

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Welcome

Red Hat is delighted to welcome your participation in the Red Hat Partner Ecosystem as part of the North America Solution Provider/Reseller Partner Program. Red Hat's mission is to 'Bring Open to the World', tapping into the boundless possibilities of open source to drive diverse global initiatives.

Central to Red Hat's philosophy is the conviction that today's businesses and industries stand on the cusp of a crucial transformation. This shift demands a robust technology infrastructure anchored in the **Open Hybrid Cloud**, a cornerstone in modernizing organizations. Hybrid cloud technology is not just an enabler but a catalyst, allowing seamless delivery and scalability of applications across multiple platforms-on-premise, cloud-based, or edge environments.

Your unique expertise, combined with the collective strengths of the Red Hat Partner Ecosystem, empowers us to meet and surmount our customers' challenges. This collaborative model is the essence of Red Hat's Open Source ethos, guiding us to equip mutual customers with the transformative power of Open Hybrid Cloud.

Mirroring the transformative impact of open source on the software industry, our goal is to empower our customers to continually revolutionize various industries using our platforms.

Red Hat highly values our Partner Ecosystem and is committed to enhancing your investment through comprehensive benefits and program offerings. Red Hat focuses not only on reselling partners but also on nurturing partnerships across Build, Service, and Sell routes to market. Red Hat partners play diverse roles – from uncovering customer opportunities to leading Proofs of Concept and facilitating transactions. We strive to create synergy among all these collaborations, improving service and outcomes for all customers.

Looking ahead, Red Hat is excited about a productive partnership and our journey we will share. Thank you for your commitment to the Red Hat ecosystem.



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Introduction

Welcome to the Red Hat North American Solution Provider Partner Program. This guide is intended for Red Hat resellers, 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 you focus 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 will help you develop successful enterprise open source practices and solutions. Program guides for other partner types can be found <u>here</u>.

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") overviews 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 outlined 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 at http://www.redhat.com/en/partners. Partner program benefits and requirements are applied based on the country and region where 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. This is a dynamic PDF of the 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 offers a three-level partnership structure, each with distinct benefits to enhance your expertise in selling and delivering Red Hat technologies. With increased commitment and knowledge, you'll unlock more benefits from Red Hat. Immediate access to various advantages via Red Hat Partner Connect is granted upon successful entry into the program. These benefits span marketing, sales, technical support, and education, aiding your growth journey. Eligibility for advanced membership levels opens up as you fulfill the qualification criteria. Red Hat's approval of your application signifies a deeper engagement in enterprise open source, bringing additional rewards. This program is tailored to be flexible and innovative, aligning with diverse business models.

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 <u>Subscription FAQ here</u>. 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.
- <u>Red Hat Partner Connect</u>: 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. <u>Red Hat Content Center</u>: This is your go-to resource for all marketing collateral, white papers, sales/technical slide decks, customer story highlights, campaign materials, and more.
 - b. <u>Red Hat Partner Training Portal</u>: Serving as a partner certification and credential platform, offering online enablement resources for sellers, technical sellers, delivery staff, support engineers, and developers.
 - i. Red Hat <u>Seller</u> courses include value pitch, sales qualification, competitive positioning, objection handling, light project knowledge, and pricing.
 - ii. Red Hat <u>Technical Seller</u> courses include technical sales and qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.
 - iii. Red Hat <u>Certification and Delivery</u> courses include product installation, application development, proof-of-concept delivery, solution architecture, and lab work submissions.
 - c. <u>Deal Registration Portal</u>: Expand your business and claim your Deal Registration Reward.
 - d. <u>Renewals Intelligence Program</u>: 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.
- 3. Unlimited access to Red Hat Product <u>Pages</u> and <u>Customer Knowledge Base</u> Access.



The Partnership Levels

Ready

The Ready Partner level is the beginning of your Red Hat journey in our Ecosystem. This level 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 build solutions 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 level 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 Membership Requirements Audit	Νο	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 F	Role	
Seller Credentials	2	4	8
Technical Seller Credentials	0	2	3
Red Hat Certified Engineers	0	1	1
Training Requirements Minimum Total Achievements	<u>s per Training I</u>	Path	
Seller Credentials - <u>link</u>	4	8	16
Technical Seller Credentials - <u>link</u>	0	3	6
Engineer Certifications - <u>link</u>	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 - <u>link</u>	Νο	optional	Yes
Demonstration Lab & Customer Environment - link	No	optional	Yes
Written Customer Success Stories - <u>link</u>	None	1 per year	2 per year



Membership Level 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. If you are not assigned a Red Hat Partner Account Manager, then submit your requirements to <u>NAProgramGovernance@redhat.com</u>. Upon approval of your business plans, metrics, and written activities by the NA Program Governance Team, a partner becomes eligible for level advancement or in-place requalification, provided all other level-specific requirements are fulfilled and acted upon. A request for a level upgrade must be submitted through your Partner Account Manager or the Governance Team in email. If approved, you will begin receiving the incremental benefits associated with the new program level.

Please be aware that Red Hat has the discretion to promote, demote, or terminate partnerships due to various factors. These include unsuccessful field activities, not meeting minimum revenue and growth targets, failing to report marketing ROI, or engaging in questionable contract capture or management practices. This authority extends to denying or revoking level advancement or requalification approvals at any point in the calendar year.

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
Special Bid Pricing	Yes	Yes	Yes
Annuity Revenue Model	Yes	Yes	Yes
Red Hat Renewals Intelligence	Yes	Yes	Yes
Relationship Benefits	Ready	Advanced	Premier
Relationship Benefits Key Partner Conferences and Events	Ready Yes	Advanced Yes	Premier _{Yes}
Key Partner Conferences and Events	Yes	Yes	Yes
Key Partner Conferences and Events Ecosystem Partner Account Management	Yes	Yes Eligible	Yes Yes



Sales Benefits	Ready	Advanced	Premier
Red Hat Partner Connect	Yes	Yes	Yes
Red Hat Content Center	Yes	Yes	Yes
Red Hat Ecosystem Catalog	No	Limited	Eligible
Partner Training Portal, for Sellers	Yes	Yes	Yes
Sales Rebates and Incentives (Sales MDF)	Νο	Limited	Eligible

Marketing Benefits	Ready	Advanced	Premier
Red Hat Content Center, Marketing Collateral	Yes	Yes	Yes
Program Logo Usage	Yes	Yes	Yes
Partner Marketing Concierge Program	Yes	Yes	Yes
Marketing Plan Assistance	No	Limited	Yes
Market 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
Red Hat Developer Program	Yes	Yes	Yes
Red Hat Demo Platform	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	Νο	Limited	Eligible

General Benefits Disclaimer: All benefit line items involving any type of funding from Red Hat to the Partner are subject to Red Hat's sole discretion and are subject to internal review and approval. Each individual benefit line item has its own set of program rules, conditions, and participation requirements. It's important to note that not all benefits may have a direct impact on your company. To gain a better understanding of the specific prerequisites for receiving each benefit, we encourage you to collaborate with your partner account manager, distribution account manager, or contact <u>NAPartnerHelpdesk@redhat.com</u> for clarification and guidance. Please be aware that Red Hat reserves the right to modify or withdraw partner benefits if program benefits are altered, if a partner is not acting in the best interests of the End Customer in accordance with the <u>Partner Code of Conduct</u>, or if it is deemed necessary by Red Hat. Our goal is to maintain a mutually beneficial and value-added ecosystem relationship.



Doing Business in North America

Free And Open Market Pricing Model

In the Red Hat Ecosystem, we adhere to the principles of free trade and an open market pricing model. To ensure fair and open competition, Red Hat establishes prices for our distribution partners. Non-distribution partners will have the freedom to independently negotiate pricing with customers and other other partners. While Red Hat may occasionally provide a suggested MSRP, the final decision on pricing structure to customers rests with the solution provider.

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 sales value. Significant Red Hat sales value includes efforts deemed essential by Red Hat for advancing the sales cycle towards a technical win including, for example, performing critical pre-sales engineering activities, such as workshops, proof of concepts (POCs), technology/solution demonstrations, and other sales qualification and customer-facing tasks. 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; the Special Bid's terms and conditions not applicable at the time of contract renewal.

Academic Pricing

Authorized partners holding an active partner agreement are eligible for Academic Pricing, specifically designed for valid Academic Institutions. This price list is accessible through only approved distributors.



Renewal Business Overview

Our partners play a crucial role in helping customers comprehend the subscription aspect of our business model, ensuring customers maintain and continue their engagement with Red Hat. For opportunities that are Deal Registered or qualify for Preferred Pricing, partners and distributors can retain their Preferred or Registered Pricing status at renewal. This is contingent on their continued delivery of value-added sales activities. These activities include essential pre-sales engineering efforts such as workshops, POCs, demonstrations, etc., alongside sales qualification and customer-facing activities aimed at driving consumption and facilitating up-sell or cross-sell opportunities within the renewal lifecycle, all in alignment with Red Hat's Deal Registration Program guidelines. Preference for renewal opportunities will be given to incumbent partners, provided they remain actively engaged and continue delivering value to the customer. It is important to note that if a renewal is delayed, the advantage of incumbency may be forfeited at Red Hat's sole discretion.

Reassignment of Renewals (US Public Sector Only)

The Public Sector sales team is granted the opportunity to reassign renewals from one group of partners to another, provided there is significant justification such as where there have been documented instances where there has been a failure to drive sales value or ineffective renewal management. Efforts will be diligently pursued to preserve the distribution relationship unless Red Hat has determined that the distributor has also not managed the renewal effectively. Partners wishing to change their distribution partner for one or more renewals should engage with a Partner Account Manager. Such reassignment activities should be initiated at least 120 days before the renewal date and will necessitate approval from Public Sector Partner Management. Red Hat commits to notifying partners impacted by reassignment activities as promptly as possible.

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: <u>https://www.arrow.com/globalecs/na/products/red-hat/</u> Contact them directly at <u>IBM_REDHAT_SW@arrow.com</u> 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: <u>http://www.carahsoft.com/redhat</u>

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: <u>http://www.immixgroup.com/</u> Contact them directly at <u>RedHatTeam@immixgroup.com</u>

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: <u>https://www.synnexcorp.com/stellr/partners/red-hat/</u>

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, state and local government contracts, or academic pricing. These include Carahsoft, ImmixGroup, and TD Synnex Public Sector. 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 Membership Requirements Audit	No	Yes	Yes

New Partner Onboarding Process

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

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.

Annual Membership Requirements Audit

Membership in the Red Hat Partner Program is valid for one year. Partners in good standing who exceed their quantitative minimum targets are automatically eligible for membership level renewal. Advanced or Premier Partners will retain their current level by meeting or exceeding the annual quantitative requirements specific to their level. Additionally, they must secure approval from the NA Program Governance Team for their qualitative writing objectives, as outlined on page 7 of this guide. It is important to note that Ready level partners have aspirational goals that guide their program engagement and development. Partners failing to achieve minimum revenue targets, training, turn-in on-time documentation, or fulfill commitments in their business plans risk being downgraded to a lower membership level or removed from the program.

Annual Partnership Requalification and Compliance

Your Red Hat Partnership, regardless of membership level, is renewed and processed annually. The requalification process involves a questionnaire to verify if the information we have about your company is current and to reconfirm acceptance of the terms and conditions of your Red Hat partnership agreements and program. Compliance with global anti-corruption regulations, such as the Foreign Corrupt Practices Act (FCPA) is also mandatory. This includes completing annual compliance requirements like partner vetting and affirming several statements in this section.

You will be notified via email prior to your requalification date to start preparing. To complete the process, you need to log into Red Hat Partner Connect and initiate requalification using the 'Requalify' button on the main interface's left-hand side. Failure to requalify on time will result in exclusion from the program, an "Overdue" status, loss of Partner Program benefits, and forfeiture of your Advanced or Premier status. Your commitment and membership approval to the Red Hat partner program is for 12 months, with renewal contingent on successful requalification.



<u>Minimum Revenue Attainment</u>

Requirement	Ready	Advanced	Premier
Total Red Hat Revenue Minimum Attainment			
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 level 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
Minimum Partner Employees Involved			
Seller Credentials	2	4	8
Technical Seller Credentials	0	2	3
Certified Engineers	0	1	1
Minimum Total Credentials per Role			
Seller Credentials	4	8	16
Technical Seller Credentials	0	3	6
Engineer Certifications	0	1	2

Red Hat mandates that partners train a specific minimum number of full-time employees, varying by partner level. Our partner training portal caters to different roles and personas, including <u>Sellers</u>, <u>Technical Sellers</u>, <u>Delivery Engineers</u>, and <u>Certified Engineers</u>. For compliance, partners should distribute their trained employees evenly across these roles, based on the minimum credential requirements for each category. For Advanced or Premier partners, a single Delivery or Certified Engineer can also complete Seller role training to fulfill one part of these requirements. It's important to note that these are the base requirements for each level of partnership. As your revenue grows, your educational strategies should expand correspondingly. We encourage a well-rounded approach to your Red Hat strategy and education plans.

Credentials and Accreditations acquired through the Partner Training Portal remain valid for two years from the date of their completion. Should a certified or credentialed employee leave your organization, you must replace them with another qualified individual within ninety days to maintain your program level's minimum requirements. If you require assistance in transferring an employee's certification from one company to another, please refer to this guide <u>here</u>.

Business Planning Minimum Requirements

A Written and Approved 12 month Business Plan

Before your annual audit for membership requirements, Advanced and Premier partners are required to draft and submit an annual Red Hat business plan using the minimum recommended template below. If you have a Partner Account Manager, this is referred to as a 'CHAMP Plan'. In the absence of a Red Hat-assigned resource, you may elect to collaborate with your Red Hat Distribution Partner Account Manager or directly email the completed plan to <u>NAProgramGovernance@redhat.com</u>. Business planning is vital as it aligns strategic objectives, ensures efficient use of resources for optimal returns, provides a framework for measuring performance, helps manage risks by preparing for potential challenges, and keeps your strategy in sync with evolving market trends and customer needs.



This requirements section is designed to strengthen our partnership by developing a joint value proposition, performing a SWOT analysis, and identifying critical success factors. These steps are crucial for setting partnership goals and outlining a summary of objectives for a robust growth plan. Detailed information about each section of the plan can be found below, with additional content on the following page.

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 level'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 required to maintain active engagement in Red Hat Solution Co-Creation and Development. This entails an annual commitment to crafting innovative go-to-market strategies that seamlessly incorporate Red Hat into your existing vendor portfolio. As a Premier partner, you should focus on proactive integrations and solution development across various domains, including hardware infrastructure, security, hybrid cloud, networking, and application layers. These solutions should be designed to effectively address the needs of various Red Hat personas, including Developers, Platform Architects, IT Operations, Security professionals, Business Leaders, and more. Please provide detailed insights into your technology plans for the upcoming year, emphasizing how these initiatives will contribute to solving customer challenges on a broader scale. Refer to our how-to guide if you need more information.

Demonstration Lab & Customer Environment

Premier partners are required to establish and maintain a functional Demonstration Lab & Customer Environment. This dedicated space serves as a platform to not only demonstrate your in-depth knowledge of Red Hat technologies but also showcase integrations such as Network Automation with Ansible or Hybrid Cloud workload bursting using OpenShift. This software factory should be utilized for various customer-facing activities, including workshops, proof of concept development, hosting meet-up groups, and conducting technical webinars. Please provide a comprehensive plan outlining how you intend to set up and maintain this space, specify the products and solutions you will utilize, and describe your approach to engaging with customers in this environment. Refer to our <u>how-to guide</u> if you need more information.

Written Customer Success Stories

Advanced partners are required to submit one customer success story annually to their Partner Account Manager, while Premier partners need to submit two. A customer success story highlights your most significant customer win from the previous year. It could be a result of a well-executed marketing campaign that led to a successful sales call or a unique proof of concept that turned a challenging customer scenario into a victory for your company. We're interested in hearing about these successes! These stories will remain on your account profile and business plan for internal use, providing Red Hat account teams and ecosystem leadership with a more comprehensive view of your partnership. If both the partner and the customer provide written approval and consent, Red Hat will create a co-branded customer success story that can be used for advertising purposes by both Red Hat and the partner. Refer to our how-to quide if you need more information.

A Note from the Ecosystem Success Team

Once your business plan is complete, you'll have a clear roadmap for achieving revenue targets, aligning with Red Hat customer goals and challenges, leveraging relevant Red Hat promotions and marketing strategies, and devising a collaborative strategy to uncover opportunities and position your partner technologies effectively. Furthermore, the plan will facilitate productive sales and technical meetings, highlight the unique advantages of your offerings compared to Red Hat's competitors, and showcase your track record of success.

The primary purpose of this business plan is to provide a framework that empowers partner leaders to engage their teams in discussions about the comprehensive benefits of partnering with the world's leading Enterprise Open Source Company. It serves as a tool for strategic conversations with key customers, demonstrating why they should choose Red Hat as their preferred vendor for hybrid cloud, automation, and more. This paves the way for you and Red Hat to strategize and implement growth plans for the upcoming year.



Program Benefit Descriptions and Links

Economic Benefits

Preferred Pricing Delivered Through

Deal Registration

Red Hat's <u>Deal Registration</u> 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.

Partners have access to the Deal Registration tool via the Partner Connect portal. Submissions are reviewed and either approved or denied by the Red Hat operations and partner sales teams. While not mandatory, it is strongly advised that partners engage in discussions with the Red Hat sales team before submitting a Deal Registration request. For comprehensive information, please consult the Deal Registration Guide available in Partner Connect. Discounts through Deal Registration are applicable to most Red Hat products, though there are some exceptions. For further details, please reach out to your Partner Account Manager.

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 <u>Subscription FAQ here</u>. 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: <u>Benefits of a Red Hat subscription</u>, <u>kbase article: Red Hat Subscription Value</u>, and <u>The value of Red Hat subscription</u>, <u>kbase article: Red Hat Subscription Value</u>, and <u>The value of Red Hat subscription</u>, <u>kbase article: Red Hat Subscription Value</u>, and <u>The value of Red Hat subscription</u>, <u>kbase article: Red Hat Subscription Value</u>, and <u>The value of Red Hat subscription</u>, <u>kbase article: Red Hat Subscription Value</u>, and <u>The value of Red Hat subscription</u>, <u>kbase article</u>, <u>kbase articl</u>

Red Hat Renewals Intelligence

Red Hat also offers a <u>Renewals Intelligence Program</u> to organize and understand your renewal base and track your existing business more easily. This program is a digital platform that places renewal 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 of Red Hat's Partner Renewals Engagement Program capabilities <u>here</u>.



Relationship Benefits

Key Partner Conferences and Events

<u>Red Hat Summit</u> 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, innovations, and insights. Explore new possibilities at the largest open source event of the year and help us shape the future of enterprise IT.

<u>Ansible Fest</u> 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.

<u>Regional or National Partner Exchange</u> is where partners from around the country talk about meaningful partner topics. This includes existing Red Hat Partner enablement, deeper sales and technical content unavailable in the Partner Training Portal, and introducing 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.

<u>Executive Exchange</u> 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 suits you.

Ecosystem Partner Account Management

The Partner Account Manager's responsibility is to steer the partnership towards strategic Go-to-Market initiatives, effective solution positioning, and collaborative demand generation efforts, while simultaneously cultivating and expanding Red Hat's influence within the organization. Premier partners benefit from the support of Partner Account Management teams. Advanced Partners can qualify for direct coverage based on the caliber of their business plans. For Ready partners, Distribution Partner Account Managers are accessible as required, providing support for relationship troubleshooting and initial engagement activities.

Ecosystem Marketing Management

The role of the Partner Marketing Manager is to assist in developing demand generation campaigns, events, webinars, and workshops. This general marketing contact will be your go-between for Marketing related Marketing Development Funds and 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 Ecosystem Solution Architect's role centers on enhancing Red Hat partner technical engagement, encompassing technical sales, joint solution strategy, partner development, and promoting joint value propositions to customers and internal teams. Red Hat allocates Dedicated, Shared, or Pooled Ecosystem Solutions Architects based on ecosystem investment levels. Strategic partners with extensive co-creation capabilities and dedicated sales and engineering teams for Red Hat products receive a Dedicated Engineering resource. Those with significant co-sell and cross-sell activities get a Shared Engineering resource. Pooled Engineering resources support partners new to Red Hat or focused mainly on resale, providing access to a pool of Ecosystem Solution Architects as needed for specific customer opportunities.

Partner Advisory Board Participation

Participation in the Partner Advisory Board allows partners to share ideas about how 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 meaningful customer use and activation activities and customer bookings value for Red Hat. 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 <u>here</u>. Red Hat Connect helps partners expand their reach, bring customer-centric offerings to market, and generate more revenue. The portal hosts our <u>Partner Training Portal</u>, <u>Red Hat Content Center</u>, the <u>Product Demo System</u>, <u>Partner sales plays</u>, the <u>Deal Registration Portal</u> 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

<u>Red Hat Content Center</u> (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 <u>Red Hat partner sales plays</u>, <u>Marketing Resource Guides</u>, <u>sales and technical product pages</u> 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.

Red Hat Ecosystem Catalog

The Red Hat Ecosystem Catalog featuring Red Hat's partner ecosystem, serves as a comprehensive, trusted resource for customers on their buying journey. It enables customers to discover and connect with partner capabilities and solutions that enhance and extend the use of Red Hat products and services. The site features a search engine enabling users to easily search for and validate a partner's areas of expertise using criteria like partner name, technology category, industry or region. Premier Business Partners benefit from enhanced publishing assistance whereas Ready level partners are approved on an as-needed basis only. This platform allows partners to update their profiles with contact details, logos, and information about their Red Hat relationship and solutions. Additionally, summaries of a company's Red Hat training and education are automatically populated, providing a complete overview of their capabilities and offerings. Customers can utilize the catalog to find partners based on specific business needs, services, certified products, or technology solutions.

Partner Training Portal, for Sellers and Technical Sellers

All business partners will have access to online training for sales skills across the entire Red Hat product portfolio. These courses are available through <u>Red Hat Partner Training Portal</u>. Successful completion of a defined Credential Path results in an individual credential. Sales Specialist courses include value pitch, sales qualification, competitive positioning, objection handling, and pricing. Advanced and Premier partners are encouraged to collaborate with their account manager to arrange tailored training sessions. These sessions are designed to expedite automation solutions, enhance understanding of hybrid cloud environments, and develop customized journeys for developers and operations teams.

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.



Marketing Benefits

Red Hat Content Center, Marketing Collateral

The <u>Red Hat Content Center</u> 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 <u>brand standards</u> page before getting started. Logos are available via our Brand Asset <u>Pages</u> 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. Learn more about using the Red Hat brand in marketing in our <u>Partner handbook</u> and <u>Co-branding guidelines</u>.

Partner Marketing Concierge Program

<u>Red Hat's Partner Concierge Program</u> offers a tailored marketing solution to amplify your lead generation efforts, regardless of your organization's marketing capability. Partnering with The Channel Company, partners gain access to full-service campaign support. This program covers a range of Red Hat product-focused campaigns, from cloud adoption and platform simplification to enterprise automation and application development. Choose from self-service options for your in-house team or purchase fully-managed and highly customizable campaigns. This flexible, user-friendly service is designed to enhance your marketing efficiency and accelerate pipeline opportunities. Note that a purchase may be required for this benefit. Email questions to: RedHatPrograms@thechannelcompany.com

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.

Market 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

Once you've completed your marketing initiatives and achieved Red Hat successes, we encourage you to share these milestones. Submit your success story proposals to your Partner Account Manager for evaluation. Selected stories will be crafted into formal case studies by Red Hat marketing. With the potential for feature across a variety of promotional platforms utilized by both Red Hat and your company. Additionally, providing customer references contributes to fulfilling the annual requirements for Advanced and Premier partner levels.



Technical Benefits

Red Hat Content Center & Product Pages

<u>Red Hat Content Center</u> (RHCC) is a unified and simplified digital asset management tool for partners to interact with sales, marketing, and technical documentation. <u>Product and Cloud Services Pages</u> 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 <u>Standardize on Linux</u> everywhere, while creating <u>Hybrid Cloud Automation</u> and <u>Accelerating their Application Delivery</u>.

Customer Portal and Knowledge Base Access

Red Hat subscriptions include access to Red Hat's <u>knowledge base</u>. Red Hat associates worldwide contribute to tens of thousands of verified solutions to technical support related issues on the <u>Customer Portal</u>. 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 <u>Red Hat Partner Training Portal</u> 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 <u>Training Portal Overview Video</u> and choose your training journey based on a variety of achievement types including Seller and Technical Seller credentials, as well as learning paths that result in Red Hat Certifications. Upon completion of any significant training achievement in the Partner Training Portal, you will receive a digital badge to showcase and share your skills. In an effort to strengthen <u>Open Hybrid Cloud Expertise</u> Red Hat partners can now enjoy an expansion of technical <u>learning offerings</u>. We are excited to announce that you can now access and consume Red Hat Certification 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.

Red Hat Developer Program

The Red Hat <u>Developer Program</u> 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 <u>microservices</u>, <u>serverless</u>, <u>Kubernetes</u>, and <u>Linux</u>. 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 purchasable support options here <u>Technical Account Management</u>, <u>Production Support</u> and the option to purchase a full <u>Red Hat Development subscription</u>.

Red Hat Demo Platform

The <u>Red Hat Demo Platform</u> (RHDP) is a tool exclusive to approved Red Hat partners. This platform is used internally within Red Hat around the world. Content on the demo platform is created by Red Hat's technical experts and spans the entire Red Hat product portfolio, including multi-product solutions and fully narrativized workshops that can be used to deliver 1 or 2-day experiences for your customers. RHDP is available to approved partners along with guided Ecosystem SA support, if you qualify. Connect with your Partner Account Manager to request access.



Red Hat Partner Subscriptions

Red Hat Partner Subscriptions enables Red Hat to better work with our partners toward creating new solutions for our customers. This offering replaces the existing not-for-resale (NFR) partner program and various developer subscriptions program offerings, combining them to provide a simplified and enhanced experience for our partners. One RHPS 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; development (as defined by Partner Subscriptions Terms) and testing, demonstration, internal training, product certification. Use this subscription on-premise in your physical environment or in the partner's private cloud environment. Red Hat Partner Subscriptions are only to be used to confirm partner's solution compatibility with Red Hat software. 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.

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: <u>Red Hat Developers program</u>, <u>OpenShift Commons</u>, <u>Konveyor</u>, <u>Ansible Galaxy</u>, <u>Red Hat on GitHub</u>, and <u>OpenSource.com</u>. Take a look through our <u>open source communities</u> page to find even more ways to connect on a project.

Technical Support Alliance Network

Red Hat is a member company of the <u>Technical Support Alliance Network</u> (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 <u>Customer</u> <u>Portal</u> and <u>Partner Connect website</u>.

Red Hat Accelerators Program

The <u>Red Hat Accelerators program</u> 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.