Red Hat EMEA

Professional Services Partner Program

FY18 Guide

(for Partners)

INTRODUCTION

Welcome to the Red Hat® EMEA - Professional Services Partner Program (PSPP). As market momentum shifts, demand for Open Source Solutions continues to increase.

Red Hat looks forward to partnering with you to provide superior consulting service solutions to customers. Whether your focus is on application development, operating systems, middleware, or hybrid cloud computing, you will find tremendous open source opportunities with Red Hat.

Our partners play an integral role in our go-to-market, Professional Services strategy and overall success. Our program is designed to help our service partners develop successful open source practices, maturity in delivery and service solutions.

The Red Hat Professional Services Partner Program Guide is a part of your complete resource to partnering with Red Hat.

In this guide, you will find:

- An overview of the PSPP and Red Hat EMEA Solution Provider Partner Program
- A description of PSPP requirements.
- A description of PSPP benefits.
- Information regarding the PSPP application and enrollment processes
- How to get further information

EMEA PROFESSIONAL SERVICES PARTNER PROGRAM - OVERVIEW

The Red Hat EMEA Professional Services Partner Program (PSPP) is a program designed to offer you a path to grow your open source practice and services capability with Red Hat. Upon growing your relationship with Red Hat via this program, you will have access to a variety of benefits to assist you in developing your expertise of open source skills and services business. As your commitment to and knowledge of Red Hat open source service solution grows, the benefits you receive from Red Hat will also grow.

Tell us how you would like to partner with Red Hat and build your open source service team. The Red Hat EMEA Professional Services Partner Program will offer you the tools and key resources that help you define how you would like to partner with Red Hat.

Upon successful application and admittance to the Red Hat EMEA Professional Services Partner Program, you will gain access to an array of benefits via the Red Hat Professional Services Partner Program. As a Red Hat PSP you are eligible to receive marketing, sales, and training benefits designed to assist you in building your own open source practices or application development on Red Hat service solutions.

PROFESSIONAL SERVICES PARTNER PROGRAM CONTRACT STRUCTURE

The Red Hat EMEA Professional Services Partner Program involves the following contract(s):

- **Red Hat Partner Agreement terms and conditions + Reseller terms:** To enroll in the Red Hat Partner Program, please visit the Partner Center at **www.redhat.com/partners** to access the application. Complete the application profile and assent to the Red Hat Partner Agreement.
  If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat in accordance with the instructions provided.

- **Red Hat Master Subcontract Agreement (MSA) and Non-Disclosure Agreement (NDA):** Red Hat will only engage with consulting organisations where there is a valid MSA document. Without a valid MSA, then there are no contractual terms agreed. The MSA is issued by the EMEA Resourcing team, and must be signed by the contracting organisation prior to any deliveries taking place.
  If a Red Hat email address and systems access is required, the MSA will include a Non-disclosure agreement (NDA) and Vendor Access Agreement (VAA). Each individual consultant requesting a Red Hat email must sign a NDA.

Once these contracts are signed, and the onboarding process is complete, there are contractual documents to be used on a deal-by-deal basis:

- (1) For a resale of Red Hat Consulting services, the Partner will sign a **Special Bid Order Form** with Red Hat. The Special Bid Order Form includes the Statement of Work for the End Customer for a particular deal.
- (2) If a Partner is to deliver services as a subcontractor to Red Hat, then the Partner will sign a **Task Order** with Red Hat for the particular deal in question.

RED HAT PARTNER PROGRAM - STRUCTURE

PSPP sits on top and requires membership to the Red Hat Partner Program for Solution Providers. The Red Hat Partner Program is the foundation of the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company.

For additional and latest information please go to: https://www.redhat-partner.com/

LEVELS

The Red Hat Partner Program has three levels:

- **READY**: Entry level into the partner program or for partners with an opportunity-driven Red Hat business.
- **ADVANCED**: Qualified partners with Red Hat certified expertise and a track record of completing successful Red Hat projects.
- **PREMIER**: Expert business partners with a significant focus on Red Hat related projects. Red Hat Premier Partners are well trained and highly committed to working closely with Red Hat on business opportunities. They lead with top level services and customer satisfaction.
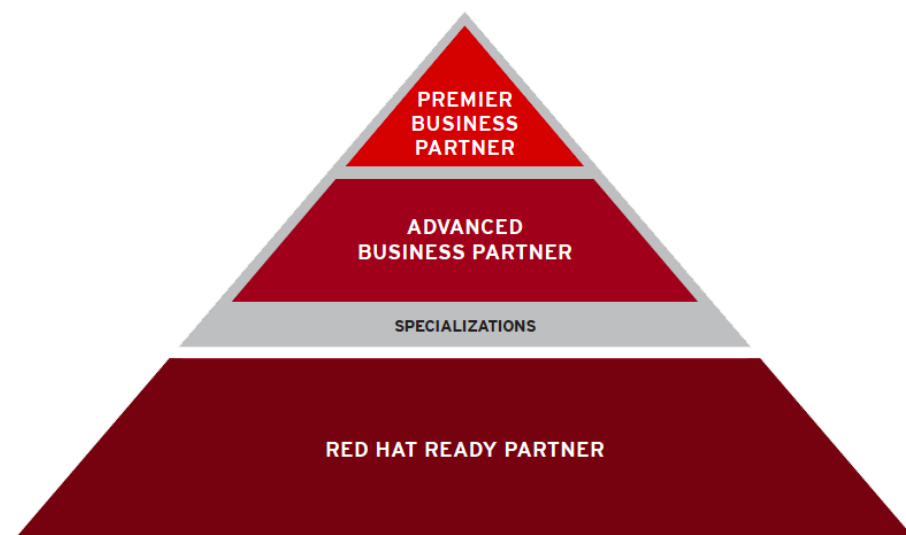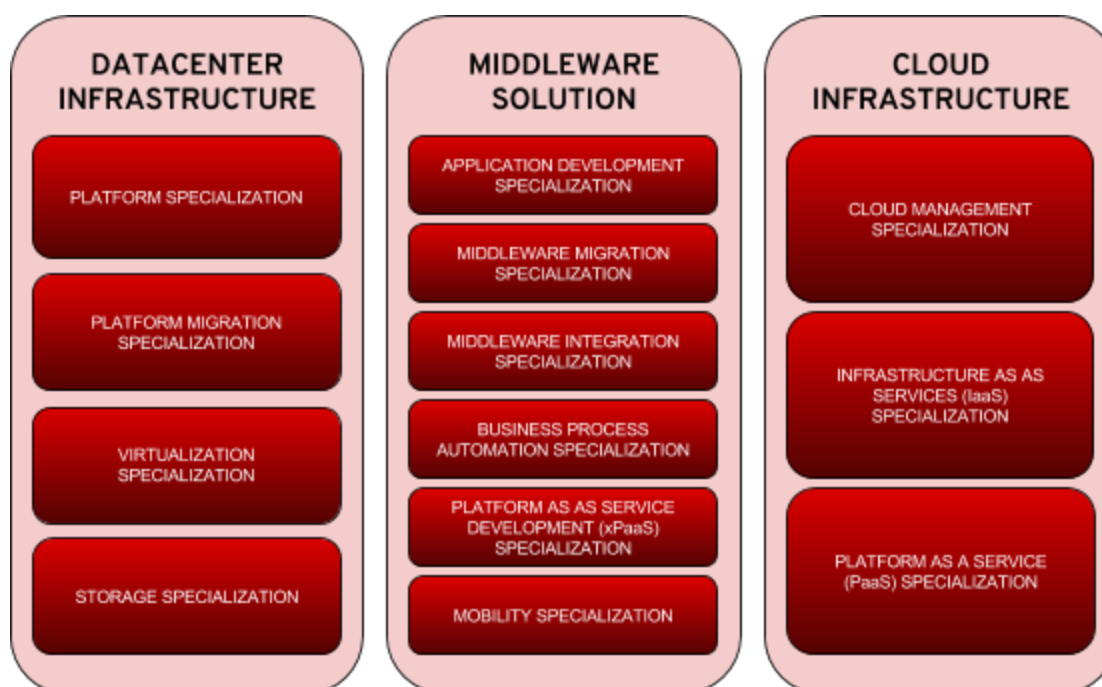
CORE SPECIALIZATION

There are three (3) areas of specializations focused on Red Hat's strengths:

1. Datacenter Infrastructure
2. Middleware Solutions
3. Cloud Infrastructure

Within each specialization, there are multiple skills track to align with your area of expertise. The following figure depicts the skills tracks available within each specialization.

DATACENTER INFRASTRUCTURE	MIDDLEWARE SOLUTION	CLOUD INFRASTRUCTURE
PLATFORM SPECIALIZATION	APPLICATION DEVELOPMENT SPECIALIZATION	CLOUD MANAGEMENT SPECIALIZATION
PLATFORM MIGRATION SPECIALIZATION	MIDDLEWARE MIGRATION SPECIALIZATION	INFRASTRUCTURE AS AS SERVICES (IaaS) SPECIALIZATION
VIRTUALIZATION SPECIALIZATION	MIDDLEWARE INTEGRATION SPECIALIZATION	PLATFORM AS A SERVICE (PaaS) SPECIALIZATION
STORAGE SPECIALIZATION	BUSINESS PROCESS AUTOMATION SPECIALIZATION	
	PLATFORM AS AS SERVICE DEVELOPMENT (xPaaS) SPECIALIZATION	
	MOBILITY SPECIALIZATION	

RED HAT PSPP - REQUIREMENTS

The **Professional Services Partner** entitlement enables qualified Red Hat Business Partners to grow your open source practice and solutions whilst building Red Hat consulting service solutions delivery skills.

Partners can be entitled as Red Hat Professional Services Partners on projects gaining hands-on experience working alongside RH Consulting Services teams on projects in our region.

The program is subject to change based on the needs of the business in this dynamic and transformative era in technology.

The basic requirements for becoming PSP are described in this section. Please note Red Hat may accept membership of non qualifying Partners who can present a plan to achieve the minimum requirements set below in a reasonable time.

PROGRAM REQUIREMENTS DETAIL	PSP
Completion of Red Hat Partner Program Application and Reseller agreement	YES
- Advanced or Premier Level required	
Acceptance of Master Subcontractor agreement	YES
Initial Assessment and Quarterly service quality review	YES
Provide periodic Resource plan and Skills Profile Updates	YES
Agree Staff Enablement and Certification plan with Red Hat	YES
- 4x Red Hat Training Certifications minimum	
- 1 x Core Skill with 4 x Delivery specialist in that core skill minimum	

PSPP Program Requirements Description

● **Completion of the Red Hat Partner Program application and assent to the Red Hat Reseller Partner Agreement.**

As part of the Red Hat Professional Services Partner Program enrollment process, you will be required to complete the Red Hat Partner Program application and company profile as outlined in the Partner Center at www.redhat.com/partners. This offers the ability to, on a case by case basis by signing a separate SOW with Red Hat, resell certain Red Hat Consulting services.

- **Acceptance of Red Hat Master Subcontracting Agreement for Professional Services and Non-Disclosure Agreement.**

As part of the Red Hat Professional Services Partner Program enrollment process, you will be required to assent to the terms of the Red Hat Master Subcontracting Agreement Agreement. Service partners must maintain compliance with the Master Subcontracting Agreement throughout their partner relationship with Red Hat. If a Red Hat email address and systems access is required, the MSA will include a Non-disclosure agreement (NDA) and Vendor Access Agreement (VAA). Each individual consultant requesting a Red Hat email must sign a NDA.

- **Initial and Quarterly service quality review**

Delivery specialist from applicant or current PSP will be screened by Red Hat Consulting to validate the individual readiness to be onboarded into the PSP program.
Enrolled PSPs are required to work in coordination with Red Hat Regional Services Manager (or delegate) to review and improve service quality on quarterly basis.

- **Resource plan and Skills Profile Update**

As part of the Professional Services Partner Program, PSPs will be required to keep updated the Red Hat SkillsBase assessments, to keep track of Partner individual skills updates. This is meant to help the Resourcing process planning between Red Hat Consulting and the PSP.

- **Staff enablement and Certification plan**

As part of the Core specialization requirement, PSPs are required to have engineers trained and certified on Red Hat Technologies accordingly. Also work out an enablement plan with Red Hat regional service manager. For continuous improvement in service quality, quarterly review with respects the enablement plan is mandatory. PSPs are required to work in coordination with Red Hat regional Service manager (or delegate) to review and improve Enablement plans on quarterly basis.

  - ○ **Specialization achievement**

    The PSP partnership requires to keep current at least one (1) Core specialization with at least four (4) Delivery Specialist plus four (4) Red Hat Training certifications. See the Core Specialization section of the Red Hat Partner Program Guide for more details
    https://www.redhat-partner.com/
    https://www.redhat.com/en/services/all-certifications-exams

All service partners selected for the Red Hat EMEA Professional Services Partner Program must comply at all times with the set of requirements defined for the program.

RED HAT PSPP - BENEFITS

As an Advanced or Premier Partner, your increased dedication to Red Hat solutions will be supported through enhanced benefits.

In the following link you'll find extensive information on each benefit of the Red Hat Partner Program:

https://www.redhat-partner.com/partner_program_3_0

The table below summarizes the extra benefits available to **PSPs:**

PROGRAM BENEFITS DETAIL	PSP
Access to Red Hat Consulting Training and Events	YES
Access to Red Hat Consulting experts and knowledge bases	YES
Eligible to be subcontracted Region wide	YES
Red Hat Professional Services discount	YES
Technical Training promos and discount	YES
Services Partner Manager (or SDM)	YES

As a Red Hat Professional Services Partner, you will gain additional benefits:

- **Increased market visibility.** Partners will differentiate their organizations with Red Hat accreditations and certifications that will expand the reach of their specialized market and develop superior service solutions and delivery expertise. You'll be able to differentiate your offering via the use of a unique Red Hat PSP logo

- **Service preference.** Partners enrolled in the Professional Services program will gain preference for Red Hat resourcing requests and specialized training in emerging open source solutions.
- **Enhanced discounts.** Partners will also be eligible for discounting options for general learning services,

- **Consulting opportunities.** Professional Services Partners will have access to Red Hat consulting projects and opportunities.
- **Partner capability augmentation.** Partners will receive additional training and support from Red Hat in the form of on-site sales and technical enablement.

APPLICATION PROCESS

- ○ Send Company profile to local in-country Red Hat Consulting or Partner team.
- ○ Share the competencies that you would like to build as part of consulting services
- ○ Share total strength of the field force with relevant technology details that can work on Red Hat consulting engagements.
- ○ Provide Profiles with certification and experience details of the resources who would be engaging as Red Hat contractor consultants in the field through Red Hat projects.
- ○ Applicant Profiles would be subject to interviews with Red Hat consultants to ensure quality delivery and implementation methodologies required for the program.
- ○ Red Hat Master Services Agreement to be signed once Red Hat confirms that your organization is READY to become a Red Hat PSP.
- ○ Accepted PSPs will locally enter into rate card negotiation with a Red Hat Consulting representative to agree upon the financial aspects of the subcontracting agreement. Both parties could agree either standard rates for all engagements in a period of 1 year, or to negotiate on a case by case basis. Standard rates for 1-year period is the suggested option as it will ease and remove administrative burden.

For **online application** and additional and latest information please go to:
https://partnercenter.force.com/s/Programs

PSPP TERRITORY

The territory for service partners is defined as the EMEA Country where the service partner maintains its primary place of business, as communicated in the company profile. This territory applies regardless of partner's membership level or specializations.

PSPP MEMBERSHIP RENEWAL

Red Hat Professional Services Partner Program membership is annual and valid for a X-year term. For partners maintaining good standing within the program and compliance with objective criteria, membership will be automatically renewed.

PSPP CHANGES

Red Hat reserves the right to modify the Red Hat Professional Services Partner Program, including all tracks, partnership levels, and specializations, at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this Program Guide, occasional corrections or updates may be required by Red Hat. Red Hat reserves the right to make such corrections or updates on an as-needed basis by posting such updates to the Partner Center. Partners agree that they are responsible for compliance with the terms of the Red Hat Professional Services Partner Program Guide and the Service Partner Agreement. Red Hat may withdraw or terminate this Red Hat Professional Services Partner Program at any time and without notice.

RED HAT PARTNER HELPDESK

Contact the Red Hat Partner Helpdesk for questions regarding the Red Hat Partner Program, Professional Services Partner Program, partner opportunities, or information on the Red Hat product portfolio.

> EMEA Partner Helpdesk Email: emea-partner-helpdesk@redhat.com
> Telephone: 00800 7334 2888 English, German, Italian, Spanish, French, Russian and Polish