



Red Hat Certified Cloud & Service Provider (CCSP) Partner Program: Europe, Middle East & Africa (EMEA) Region

Program Guide - regional version 1.0



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DISCLAIMER

This local EMEA regional version of the partner program guide provides important information about the Red Hat EMEA Certified Cloud and Service Provider (CCSP) partner program for partners located in Europe, the Middle East and Africa. The terms that govern the CCSP program are contained in the CCSP Partner Agreement and CCSP program appendix (the "agreement") entered into between Red Hat and each partner participating in the CCSP program (the "service provider" or "CCSP partner"). All terms not otherwise defined herein shall have the meaning set forth in the agreement.

All Red Hat EMEA CCSP partners can access the current version of this guide on the [Red Hat Partner Connect](#) portal.

Red Hat EMEA CCSP partner program benefits and requirements are applied based on where the CCSP is located, and there may be some region specific benefits or requirements not covered here. Your [Red Hat Sales Representative](#) can provide additional details, if needed. To the extent that this guide has been translated into any language other than English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

As this is the first version of the Red Hat EMEA CCSP partner program guide and this version slightly differs from the previous global version, we want to ensure that you have ample time to adhere to the changes and prepare your team to meet the requirements here within. All partners in the Red Hat EMEA CCSP partner program will have a grace period of six months to ensure they are compliant to the requirements provided in the partner program guide. By August 31, 2020, we expect all of our Red Hat EMEA CCSP partners to have met these requirements.

Here are the changes to be aware of that are included within this program guide, compared to the global program guide:

- Additional support and information regarding compliance with regards to doing business with Red Hat and participation in the program.
- Details about sales and technical accreditations required for the CCSP Partner Program.
- Request for the partner to provide an email address with the partner's contacts involved with the program, whether sales, marketing, development, procurement, financial or others. In addition, we've included more ways for you to contact us.
- Additional information to help guide and inform partners about Red Hat, the open source way and opportunities available by becoming a trusted partner with Red Hat.
- Clearer direction towards how to grow within the program in order to reach higher tiers with more benefits for our partners.
- The new [Skill is Key](#) section is now included to highlight more ways that partnering with Red Hat can benefit our partners.
- All content removed from the global program guide for this local EMEA region version can still be found in the [Red Hat Certified Cloud & Service Provider Program Technical and Operations Guide](#). The content removed included glossary terms and product catalog details, such as SKU information tables and Cloud Access diagrams.

Red Hat may require occasional corrections or updates to the guide and reserves the right to make such corrections or updates from time to time. An updated version is always available via the [Red Hat Partner Connect](#) resource portal.



1. INTRODUCTION

Technology is changing the very nature of how we work and the competitive context in which we operate. It helps businesses become more agile, efficient, and competitive. As customers aspire to technology-driven business transformation, Red Hat continues to provide trusted, secure, innovative and supported open source enterprise technology solutions to meet these needs.

Partners have always been an important part of the Red Hat story. The combination of your expertise, intellectual property, and our products is what brings the most value to our customers. Whether you influence customers as a solution provider, independent software vendor (ISV), or global systems integrator (GSI); bundle products as an original equipment manufacturer (OEM) or ISV; host workloads or manage services as a Certified Cloud & Service Provider (CCSP); or distribute our products, our collaboration works to our mutual benefit.

Partners drive over 70% of Red Hat bookings, underscoring the importance of these relationships. As customer demands for technology intensify, Red Hat is increasing its investment supporting our partners to ensure they have sustainable ways to achieve growth. Our partner enablement helps you build skills around open, advanced technologies, so you can go to market with outcome-based services and drive growth more quickly.

This guide is a key resource for the Red Hat EMEA Certified Cloud and Service Provider partner program. It contains:

- An overview of the CCSP partner program
- A description of membership and business requirements
- A description of partner program levels and benefits
- Information about the application and enrollment process
- Information about additional ways that partnering with Red Hat can assist your organization

A Red Hat-certified cloud or managed service is a trusted destination for enterprise IT customers, independent software vendors (ISVs), and partners to access and consume Red Hat solutions. Certified cloud and service providers use Red Hat infrastructure and guest offerings to serve customers with secure, scalable, and supported enterprise solutions with specific business and operational models. Typical offerings from providers include hosted physical machines, self-service virtual machines, hosted virtual private clouds, fully managed services, and outsourcing.

By using a Red Hat-certified cloud or managed service, end customers and partners using custom-developed or third-party ISV applications certified to Red Hat Enterprise Linux, Red Hat OpenShift Container Platform, and other Red Hat solutions are assured that these applications function as anticipated on a trusted cloud.

For cloud providers offering Infrastructure-as-a-Service (IaaS), due to the certification, testing, and availability of a standard Red Hat Enterprise Linux image, end users enjoy a consistent product experience. The program also offers products that enable Platform-as-a-Service (PaaS), such as Red Hat OpenShift Container Platform, middleware (Red Hat JBoss Middleware), scalable block and file storage (Red Hat Gluster Storage and Red Hat Ceph Storage), and cloud management.



2. PARTNER PROGRAM OVERVIEW

The Red Hat partner program is a multi-tiered partner model designed to offer you the resources that will help to grow your open source practices or developments. Whether you build, provide services, or sell, Red Hat helps you solve customer problems with innovative technologies, expand growth opportunities, and develop the skills required to succeed in a cloud world. As you begin your relationship with Red Hat, you will have access to a variety of benefits available to assist you in growing your business, modernizing your technology and expanding your abilities. As your commitment to Red Hat grows to meet increasing customer demand, the benefits you receive from Red Hat will also expand.

The Red Hat partner program provides you with the tools that help you to define how you would like to partner with Red Hat. The Red Hat EMEA Certified Cloud and Service Provider partner program allows cloud providers, hosting service providers, system integrators, and managed service providers to host and resell certified Red Hat offerings on-demand through multi-tenant, dedicated, and managed models. Joining the program is the only compliant means to provide Red Hat product-based services to 3rd parties. Inform us how you would like to partner with Red Hat and how you would like to build your open source practice and we will provide you with the resources that can help you grow.

Upon successful application and admittance to the Red Hat CCSP EMEA partner program, you will be a Red Hat partner with access to an array of benefits via the [Red Hat Partner Connect](#) resource portal. As a Red Hat partner you receive marketing, sales and training benefits designed to assist you with the promotion and sales of Red Hat's product portfolio.

As part of the Red Hat partner program enrollment process, you will be required to complete the Red Hat partner program application, company profile, and agree to the terms of the Red Hat Partner Agreement outlined online via [Partner Connect](#). Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

For new partners to the program, or Red Hat EMEA CCSP Ready Partners, to be considered as trained sales people, the individuals must successfully complete two of the available sales training accreditations via Red Hat OPEN at [partner.redhat.com/connect/business](#). The [Red Hat Sales Specialist - Red Hat Certified Cloud and Service Provider \(CCSP\)](#) sales accreditation learning path is a requirement for all Red Hat EMEA CCSP partners, regardless of program tier, and is recommended for all members of your organization's sales team members. This counts as one of the required accreditations of the training commitments.

Red Hat is offering categories of skill development for partners with varying needs. The categories were established to meet our partners business models. During the application, you can easily choose which categories suit your business model best. Additional accreditations, both sales and technical (sales engineer and delivery roles), are elected by you based on the needs of your business and the services you are providing to your customers. More details on the accreditation requirements for this program are provided within this guide.

An important aspect of the program for you to know is that when you meet additional program requirements, you can apply to ascend to higher membership levels in the Red Hat EMEA CCSP



partner program. It is recommended that we create a joint plan and continuously discuss and review your status in the program in order to reach our shared expectations. Upon approval by Red Hat of a membership upgrade, your continued commitment to open source solutions will be rewarded through access to additional benefits. By following this process, your team will learn more, add necessary skill and training, adopt more products and create more services for your customers to help your business grow.

Upon joining, it is very important for you to provide an email distribution list with all of your team members so that we may contact you about important information. This is an important step for us to maintain successful communication, share updates and provide relevant notifications that pertain to the program.

Once you become a member of the Red Hat EMEA CCSP partner program, there are certain aspects of the program that must be adhered to in order to remain compliant with Red Hat and the Red Hat EMEA CCSP partner program. Non-compliance can result in a downgrade, the inability to transact, and termination of your membership relating to the program.

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

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

Each Red Hat partner program, whether CCSP, Technology Reseller, Solution Provider, or others, have requirements that partners must adhere to in order to maintain compliance. Please ensure that you adhere to the requirements of this program, in addition to the requirements of all other Red Hat partner programs you choose to join. If you are operating in multiple countries, then please ensure that each of your entities are adhering to the requirements, across programs, to receive all of your benefits.

If any questions arise, then please contact Red Hat via the links provided within this guide. Here are additional contact points, please use accordingly:

- Questions from a technical perspective, pricing, and for general technical questions to: isa-ccsp-emea@redhat.com
- Questions about onboarding procedures for new CCSP partners: ccsp@redhat.com
- Questions about royalty reports to: royalty-ccp-emea@redhat.com



3. PARTNER PROGRAM STRUCTURE

The Red Hat partner program offers multiple program tracks – Solution Provider, Technology Reseller, Independent Software Vendor (ISV), Global System Integrator (GSI), and Certified Cloud Service Provider (CCSP). Additional tracks may be added to the partner program in future phases. This document contains the list of benefits and requirements for the CCSP track for local EMEA regional partners. Which track you have applied for has been determined by yourself at the time of your registration. Please ensure that you are referring to the right section of benefits and requirements based on your current or desired membership track.

The Red Hat EMEA Certified Cloud & Service Provider (CCSP) partner program is the only compliant means to allow a local EMEA regional partner to deliver Red Hat product-based services to third parties as part of a public cloud, managed services, hosting and/or outsourcing offering. The CCSP EMEA partner program addresses partner needs for consolidated procurement and flexible consumption of Red Hat solutions while ensuring consistency & reliability across environments. Increase your flexibility by delivering from your datacenter, or on customer premises, with flexible pricing provided to your customers. Improve your productivity with Red Hat systems management tools, Premium 24x7 support, and joint issue resolution. Increase your agility with subscription portability between on-premise and public cloud while you pay-as-you-grow. Increase your velocity with access to thousands of certified RHEL ISV applications, face to face training, and discounts on certification exams.

4. PARTNER PROGRAM MEMBERSHIP LEVELS

The Red Hat EMEA CCSP partner program consists of three membership levels with specific benefits, requirements, and tools corresponding to each level. Below is a brief description for each of our partner program membership levels.

Ready	The Ready tier is the default level for the CCSP program. A CCSP partner becomes a Ready partner upon completion of the CCSP program application; agreeing to the terms of the CCSP partner agreement; and being accepted into the CCSP program. Ready partners are eligible to receive benefits and are expected to meet the requirements as detailed in the tables below.
Advanced	Advanced tier CCSP partners maintain an active business relationship with Red Hat in one or more geographic regions; consistently meet business plan targets in each country and expectations as defined in this program guide; and have satisfied the CCSP program requirements as detailed in the CCSP program level requirements table below. Advanced CCSP partners are eligible to receive benefits as detailed in the tables below.
Premier	Premier tier CCSP partners maintain an active business relationship with Red Hat in one or more geographic regions; consistently meet business plan targets in each country and expectations as defined in this program guide; and have satisfied the CCSP program requirements as detailed in the CCSP program level requirements table below. Premier CCSP partners are eligible to receive benefits as detailed in the tables below.

5. PARTNER PROGRAM BENEFITS

The Red Hat EMEA CCSP partner program benefits provide the resources needed for a CCSP partner to develop and maintain a strong knowledge of the Red Hat product portfolio, with the objective of selling Red Hat offerings and supporting end customers of the CCSP partner's service. The table below summarizes the benefits available to Partners at each membership level. Each benefit is described in additional detail on the following pages.

BENEFITS	READY	ADVANCED	PREMIER
No partner program membership fee	Yes	Yes	Yes
Compliant means to provide Red Hat product-based services to 3rd parties	Yes	Yes	Yes
Access to customized Red Hat Certified Cloud and Service Provider partner program products	Yes	Yes	Yes
Authorization to purchase Red Hat products through authorized CCSP Distributors	Yes	Yes	Yes
Flexible, consumption-based pay-as-you-go model	Yes	Yes	Yes
Consistency between on-demand and dedicated service models	Yes	Yes	Yes
Streamlined procurement of Red Hat subscriptions	Yes	Yes	Yes
Red Hat-Certified offerings for resale with SKUs built specifically for CCSP partners	Yes	Yes	Yes
Systems management solutions to manage cloud offerings: <ul style="list-style-type: none"> - Red Hat Update Infrastructure (RHUI) - Red Hat Satellite 	Yes	Yes	Yes
"Getting started as a Red Hat CCSP partner" workshop	Yes	Upon request	Upon request
Unlimited access to the Red Hat Online Partner Enablement Network (OPEN) Partner Connect for free technical training and access to role-based learning paths and eLabs	Yes	Yes	Yes
Access to Red Hat Partner Content Hub for Red Hat partner marketing, sales, and technical content	Yes	Yes	Yes
Sales operations training, including royalty reporting, SKU overview and subscription management for procurement and product management professionals	Yes	Yes	Yes



Listing in Red Hat's certification catalog	Yes	Yes	Yes
Listing in Red Hat's partner locator	Yes	Yes	Yes
Eligibility for Red Hat Cloud Access program	Yes	Yes	Yes
Market Development Funds (MDF) available on a quarterly basis by achieving prearranged, agreed upon time based sales and marketing challenges	No	Yes	Yes
Discount on Red Hat Consulting Services	No	5%	10%
Discount on Red Hat Learning Subscriptions (RHLS) training and certification courses and exams	20%	25%	30%
Red Hat Knowledgebase access through the Red Hat Customer Portal	Yes	Yes	Yes
Web-based product training and access to the Red Hat Product Demonstration System (RHPDS)	Yes	Yes	Yes
Partner Enablement SKUs	Yes	Yes	Yes
24x7 Red Hat Product Support for Partners	Yes	Yes	Yes
Developer Community Access	Yes	Yes	Yes
Joint Customer issue resolution with Red Hat Global Support Services	Yes	Yes	Yes
Image and Multi-image Certification	Yes	Yes	Yes
Red Hat Partner Account Management and/or partnership support resources	Yes	Yes	Yes
Eligibility to purchase a Technical Account Manager resource	Yes	Yes	Yes
Access to Red Hat Specialist Solution Architect in Proof of Concept (PoC) phase	Yes	Yes	Yes
Red Hat Partner Success Manager (link to Red Hat Support Team, non-technical)	No	No	Yes
Red Hat Partner Advisory Group	No	No	Yes
Red Hat Executive Sponsor	No	No	Yes
Red Hat CCSP Partner Program Electronic Certificate	Yes	Yes	Yes
Co-brandable lead generation campaign materials	Yes	Yes	Yes



Red Hat Partner Connect Portal

Membership in the Red Hat EMEA CCSP partner program includes access to the [Red Hat Partner Connect](#) portal, an online content repository and partnership management tool with an array of partner-ready program, product, training, marketing, and sales resources.

All CCSP partners must register on the Red Hat Partner Connect portal and complete a profile so that they appear in the Red Hat Partner Locator. This is a key benefit to the CCSP program and the primary search tool for all Red Hat customers that want to find a Red Hat-certified cloud or service provider. We recommend using the Partner Locator when looking for partners to collaborate with to help you drive your business objectives.

The Red Hat Partner Connect portal is the primary source of Red Hat business information, product offerings, training, and marketing campaigns. This is where CCSP partners can access the latest information from Red Hat and gain the required accreditations for each of your team members' roles (Sales, Sales Engineer and Delivery). This material can help train sales teams to present Red Hat solutions to customers. Partners can also manage various aspects of their Red Hat relationships through the portal. Important program information, policies, and updates (including this guide and the *Red Hat Certified Cloud and Service Provider Technical & Operations Guide*) are available through the Red Hat Partner Connect portal in the [Partner Content Hub](#).

All role-required knowledge will be delivered via the Red Hat Online Partner Enablement Network (OPEN) available for Red Hat Partners. With access to Red Hat OPEN, you have access to a robust library of role-based, online training courses at any time, from anywhere. The self-paced training courses and labs enable you to gain the expertise and skills needed to sell and deliver Red Hat solutions.

- The **OPEN sales tracks** offer detailed Red Hat product training for partner salespeople. This series of computer-based training modules provides an understanding of the Red Hat portfolio, competitive positioning of Red Hat products, and advice on overcoming objections in the sales cycle.
- The **OPEN technical tracks**, for Sales Engineers and Delivery team members, consist of self-paced e-learning and e-labs for systems engineers, solution architects, service owners and consultants. The systems engineer technical pre-sales tracks cover competitive positioning, objection handling, and demonstration competency, delving deeply into Red Hat product architecture. The OPEN delivery tracks provide product implementation and usage methodologies for developers and consultants.

In the following table the roles are highlighted and specify core capabilities an individual will obtain by successful completion per roles accreditation. OPEN is available via Red Hat Partner Connect by entering the "Learn" section. Within this section, you will find the courses and accreditation learning paths in the "[Course Catalog](#)". Each of the three roles cover a certain area of expertise. The table below will help you to identify what topics will be covered during training per role accreditation via Red Hat OPEN:



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

The Red Hat Online Partner Enablement Network (OPEN) gives Red Hat partners the tools they need to build skills that can generate more product and services sales while enhancing customer satisfaction. This program has three main components:

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

Here are additional examples of guidance available via the Partner Connect portal:

- [How to guide: access and register for Red Hat OPEN partner training](#)
- [How to guide: Red Hat partnership requalification](#)
- [How to guide: publishing to Partner Locator](#)
- [How to guide: join company and portal access](#)
- [How to guide: onboarding application](#)
- [How to guide: login as existing user](#)

In addition, you can contact the Red Hat EMEA Partner Engagement Team for questions regarding the Red Hat Partner Program(s), partner opportunities, or information about the Red Hat product portfolio:



- EMEA Partner Engagement Team Email: emea-partner-team@redhat.com
- Telephone: 00800 7334 2888 - English, German, Italian, Spanish, French, Russian, Arabic and Polish languages are supported.

Red Hat Partner Content Hub

Your source for Red Hat marketing, sales, and technical content. All CCSP partners have access to our Red Partner Content Hub, a content delivery tool for partners. Functionality includes a modern user interface with an intuitive design, a powerful search engine driven by machine learning, easy filtering options, mobile browser support, and weekly email notifications to showcase new content. To access Partner Content Hub you'll need to be logged into Red Hat Connect for Business Partners. The easiest way to get to Partner Content Hub is in the Dashboard on [Red Hat Partner Connect](#).

Red Hat Certification Catalog

All CCSP partners with certified products and images will be listed in the [Red Hat Certification Catalog](#) on the Red Hat Customer Portal. The catalog is searchable by product, region, image version, localized language support, and consumption models. Red Hat customers searching for certified images frequently use the catalog to find partners that meet their criteria.

Red Hat Partner Locator

In addition to being listed in the Red Hat Certification Catalog, CCSP partners will also be listed with searching capability on redhat.com through the Partner Locator. When a CCSP registers on the Red Hat Partner Connect portal, the profile information populates the locator for easy searching by Red Hat customers.

Red Hat Cloud Access Program Eligibility

Cloud Access Overview

Red Hat Cloud Access is a feature of certain Red Hat subscriptions that allows a Red Hat customer to move their eligible product subscription(s) from their datacenter to a participating CCSP partner's environment.

From the customer's perspective, Cloud Access enables open, hybrid cloud environments and the flexibility of using Red Hat products where they need them, in the datacenter or on a certified public cloud.

End-Customer Benefits

- No cost, no new contracts to sign
- Maintain their direct sales and support relationship with Red Hat
- Provides flexibility & choice for how/where they want to use their Red Hat subscriptions
- Single management/update architecture via Red Hat Satellite or RHSM
- Available for the life of the subscription, to use any time
- Potential cost savings vs. long-term on-demand consumption



Partner Eligibility

All CCSP partners are eligible to participate in Red Hat Cloud Access provided they meet the following requirements:

- Agree to the Red Hat Cloud Access terms and conditions and have been approved to offer Red Hat Cloud Access as part of the CCSP agreement with Red Hat.
- Have a documented tool or process for customers to import their own virtual images or otherwise install Red Hat products on their cloud or service.
- Understand the purpose and value of Red Hat Cloud Access and be able to describe and position it correctly to their end-customers.
- Participate in [TSANet](#) to facilitate joint, multi-vendor resolution of customer issues.

More details about the technical requirements for a CCSP to participate in the Cloud Access program can be found in the *CCSP Technical and Operations Guide*. Learn more about [Red Hat Cloud Access](#) on [redhat.com](#).

As a helpful tip for those with immediate interest, please watch this [webinar](#), available on-demand, to learn from Red Hat's cloud experts:

- How Cloud Access works
- How you can participate
- About Cloud Access compliance and enablement for your operational teams

Market Development Funds

Red Hat may, at its discretion, provide market development funds (MDF) to Advanced and Premier partners for go-to-market, lead generation, solution development, and selling activities for the purpose of generating revenue associated with Red Hat products and solutions. Please reach out to your Red Hat representative to inquire about marketing and sales challenges to learn what activities you can do in order to qualify to receive market development funds.

Red Hat Consulting Services discount

Red Hat Consulting Services offers more than just technical expertise. We're strategic advisers who take a big-picture view of your organization, analyze your challenges, and help you overcome them with comprehensive, cost-effective solutions. Advanced and Premier partners are eligible to receive discounts on service engagements provided by Red Hat Consulting Services. Advanced partners receive a 5% discount and Premier partners receive a 10% discount. Get started with a [discovery session](#) to learn how Red Hat Consulting can help.

Red Hat Learning Subscriptions (RHLS) discount

Fill skills gaps and address business challenges by taking advantage of unlimited access to our comprehensive curriculum. These one-year subscriptions are designed to help you develop the skills and knowledge demanded by a growing technology market. These versions are offered in both online training and video classroom formats, with high-quality content designed to prepare you for certification exams. Partners must purchase the training directly from Red Hat to qualify. The training discounts cannot be combined with any other training discounts or promotional offers. The global training discounts apply to all products and services offered from Red Hat



Training and Certification, with the exception of Training Units and on-site/private classes. [See a list of offerings](#) for more information.

As a Red Hat EMEA CCSP partner, you must ask your Red Hat Sales Representative for the discount at the time of sale (the subscription cannot be purchased through a distributor). A Red Hat Training contact will validate your partnership with the Red Hat Sales Representative. A Red Hat Training Representative will setup a promo code and provide it to the Red Hat Sales Representative who will then provide the Red Hat EMEA CCSP partner with the promo code to use when checking out online.

Discounts for Red Hat EMEA CCSP partners is as follows:

- Ready partners: 20%
- Advanced partners: 25%
- Premier partners: 30%

Knowledgebase Access

CCSP partners have access to the Red Hat [Customer Portal Knowledgebase](#), where they can find answers, view technical solutions, and get guidance from product experts using the same knowledge-centered support system that Red Hat engineers use.

Access to Red Hat Collateral and Demand Generation Campaign Materials

Red Hat publishes partner-ready versions of its corporate campaigns. Partners can actively market Red Hat products as part of their overall marketing execution. The Red Hat Partner Connect portal provides content that can be co-branded, including templates for presentations, solution briefs, event invitations, signage, and graphics. All CCSP partners also have access to a wide variety of Red Hat product collateral.

Red Hat CCSP program branding and logo use

CCSP partners are authorized to use Red Hat Certified Cloud & Service Provider marks. The use of marks is granted upon fulfillment of all tier requirements. Depending on the partner's certification credentials, additional branding may be available, such as an OpenShift-certified partner logo. Learn more about [Red Hat's Trademark Guidelines and Policies](#).

Joint Marketing Activity Planning

Advanced and Premier CCSP partners are eligible to participate in joint marketing activity planning with their Red Hat Partner Manager. Marketing planning and execution will be part of the partner business plan. Partners are requested to work in coordination with their Red Hat partner marketing team to develop and execute activities that align with both Red Hat and partner goals.

Press Release Support

Red Hat may, at its discretion, participate in a press release with Premier partners who want to announce their relationship with Red Hat. Additional public relations opportunities may be available to Premier partners, based on mutual marketing goals that are defined by Red Hat and the partner.



Red Hat-developed Case Study

Red Hat, at its discretion, may work with CCSP partners to produce a professionally written joint-customer case study. Case studies would be available for Red Hat and CCSP partner use as marketing collateral.

Red Hat named Partner Account Manager

Premier partners and, at Red Hat's discretion, certain Advanced partners receive access to a CCSP account manager who acts as their point of contact with Red Hat. CCSP account managers conduct business planning with partners to help them take full advantage of the partner program benefits.

Distributor Partner Account Management

Ready and Advanced partners may receive support from a distributor's partner manager, who acts as the point of contact at a Red Hat CCSP-authorized distributor. Distributor partner managers may provide an array of support and revenue-generating activities to help CCSP partners take full advantage of their partnership with Red Hat. CCSP partners should engage directly with their distributors. Only certain distributors are authorized as Red Hat CCSP Distributors.

Enhanced Support Relationship

Premier and Advanced partners are eligible to receive enhanced technical support from Red Hat. Support resources will be determined by Red Hat and, dependent on type needed, by the CCSP.

Red Hat Partner Advisory Group

Premier partners are eligible to participate in Partner Advisory Groups. Partner Advisory Groups are invitation-only councils made up of Red Hat executives and business partners designed to foster collaboration. Partners help provide guidance and help define future direction and strategy of the CCSP program.

Red Hat Executive Sponsor

Red Hat EMEA CCSP Premier partners benefit from sponsorship with Red Hat executives. This provides the partners with quality time spent face to face with Red Hat CCSP leadership to discuss important aspects of the partner's business, market trends and ways to strengthen their partnership with Red Hat.

Partner Enablement SKUs

Enablement SKUs are available at no charge to all CCSP partners, as a benefit of the CCSP program. Enablement SKUs are designed to help partners grow their business with Red Hat. Enablement SKUs allow CCSP partners to access Red Hat software for use in both production and non-production environments, with Premium level support.

Any use of Enablement SKUs in production environments must be detailed by billing SKU(s) and reported to Red Hat each month.



- Enablement SKUs are valid for the length of the CCSP contract with an initial 2 year entitlement, followed by automatic annual renewals.
- Enablement SKUs are only available for a limited set of Red Hat products.
- Enablement SKUs are automatically placed in the CCSP partner account after the CCSP contract has been signed.
- Enablement SKUs include very large numbers of product entitlements.
- Enablement SKUs come with premium-level support regardless of partner level.

These Enablement SKUs are delivered through the CCSP partner program infrastructure software subscriptions:

SKU	Description	Term
Participation		
MCT3252	Red Hat Certified Cloud and Service Provider Subscription with Full Support	2 Years
MCT3253	Red Hat Certified Cloud and Service Provider Subscription with Diagnostic Support	2 Years
Enablement		
RC1116415	Red Hat Update Infrastructure (RHUI) and Red Hat Enterprise Linux Add-Ons for providers	2 Years
RC0305160	Red Hat Satellite for Red Hat Certified Cloud and Service Providers (requires purchase of Smart Mgmt Software Subscription for each unit being managed)	2 Years
RC1257407	Red Hat Satellite Add-Ons for providers	2 Years
MCT2955	Red Hat CloudForms for providers	2 Years
MCT2968	Red Hat OpenStack Platform for providers	2 Years
MCT3009	Red Hat OpenShift Container Platform for providers	2 Years
RV0130225	Red Hat Virtualization for providers	2 Years
MCT3153	Red Hat JBoss Middleware for providers	2 Years
RH00731	Red Hat Enterprise Linux for providers (via RHUI)	2 Years

CCSP Partner Support

CCSP Support Overview

All CCSP partners must meet the following requirements in providing enterprise support, regardless of the support level. Additional support qualifications may be required by Red Hat, based on a product's technical requirements and the partner's level of expertise.

- Maintain a Red Hat certified cloud infrastructure on a Red Hat certified hypervisor and Red Hat certified hardware, listed on the [Red Hat Customer Portal](#).
- Manage all communications and interactions with end customers.



- Adopt quality control mechanisms that capture case metrics and measure customer satisfaction.
- Grant Red Hat access to the partner's cloud service for reproducing end user issues.
- Provide qualified and dedicated staff available to troubleshoot issues being worked.

Please refer to the *Red Hat Certified Cloud and Service Provider Program Technical & Operations Guide* for more details about the CCSP partner support, staffing, and training requirements.

CCSP Support Models

CCSP partners are offered either the Full or Diagnostic support models. The support models have different eligibility requirements based on the specific Red Hat product that is being resold. The support models may include support staff certification requirements, as well as a minimum number of support staff required.

Full Support

The CCSP partner will offer support in the local language, and will sufficiently document the issue and research any known or similar issues. No formal Red Hat training or certification is required.

Diagnostic Support

The CCSP partner will offer support in the local language, and sufficiently document the issue and research any known or similar issues. The CCSP partner will also maintain certified personnel as described in the *Red Hat Certified Cloud and Service Provider Program Technical & Operations Guide*. The partner's certified personnel will serve as support contacts for Red Hat during issue escalation.

Support Model	Partner Support Responsibilities	Red Hat Support Responsibilities
Full Support	<ul style="list-style-type: none">• End user point of contact• Document the issue• Research any known or similar issues• Can escalate to Red Hat at any point	<ul style="list-style-type: none">• Installation• Usage• Configuration• Diagnosis• Bug reports (dependent on product life cycle)• Bug fixes• Red Hat Extras channel
Diagnostic Support	<ul style="list-style-type: none">• End user point of contact• Document the issue• Research any known or similar issues• Installation• Usage• Configuration	<ul style="list-style-type: none">• Diagnosis• Bug reports (dependent on product life cycle)• Bug fixes• Red Hat Extras channel

Developer Community Access

The effort required to develop, innovate, and deliver modern apps and services is more complicated, and moves faster, than ever before. Red Hat is here with the tools and technologies you need to help solve problems quickly, connect with colleagues, discover what's next, and to lead your project forward. The [Red Hat Developer Program](#) provides access to software and know-how and easy-to-use Red Hat technologies for building your next-generation applications. To become a Red Hat Developer Program member you simply register by providing some basic information and agreeing to the terms and conditions of the program.

6. PARTNER PROGRAM REQUIREMENTS

All partners participating in the Red Hat EMEA CCSP partner program must comply at all times with the requirements outlined in this partner program guide, the Red Hat Partner Acceptance Document and supporting appendixes of the agreement, and the *Red Hat Certified Cloud & Service Provider Technical and Operations Guide*.

REQUIREMENTS	READY	ADVANCED	PREMIER
Completion of the Red Hat partner program application	Yes	Yes	Yes
Acceptance of the Red Hat Partner Acceptance Document, including: - Appendix 1 Partner Terms and Conditions - Appendix 2 CCSP Program Terms and Conditions - Appendix 2-A CCSP Certification Standards - Appendix 2-B Red Hat Support Services - Appendix 2-C Professional Services - Appendix 2-D Program Subscription - Appendix 2-E Cloud Access	Yes	Yes	Yes
Complete the Red Hat CCSP information request form (please provide email distribution list with all team members as contact email address)	Yes	Yes	Yes
Adhere to requirements provided in the <i>Red Hat Certified Cloud and Service Provider Technical and Operations Guide</i>	Yes	Yes	Yes
Complete course in OPEN for "CCSP Overview Playlist" (4 videos)	Yes	Yes	Yes
Provide proof of capability to maintain versioning of Red Hat software (Red Hat will assist with instruction on Red Hat Update Infrastructure (RHUI) and/or Red Hat Satellite)	Yes	Yes	Yes
Provide proof of capability to meter and report your customer's, and your, monthly consumption (Red	Yes	Yes	Yes



Hat will assist with the usage of EDI or alternate reporting methods)			
Provide proof of capability to deliver a self service model for your customers	Yes	Yes	Yes
Red Hat Online Partner Enablement Network (OPEN) Partner Connect training accreditation commitments	Two OPEN sales and two OPEN technical (Sales Engineer or Delivery)	Four OPEN sales and four OPEN technical (Sales Engineer or Delivery)	Six OPEN sales and six OPEN technical (Sales Engineer or Delivery)
Complete learning path in OPEN for “Red Hat Sales Specialist - Certified Cloud & Service Provider Overview” including prerequisites for a Sales Accreditation (This counts towards your Training Commitment)	Yes	Yes	Yes
Complete Course in OPEN for “CCSP Contractual Framework”	Yes	Yes	Yes
Complete onboarding journey	Yes	Yes	Yes
Report monthly royalties every month, even if consumption level equals zero	Yes	Yes	Yes
Approved business plan (add to partner account for account team’s reference)	No	Yes	Yes
Approved marketing plan (add to partner account for account team’s reference)	No	Yes, including a minimum of 2 events per year	Yes, including a minimum of 4 events per year
Perform annual requalification for U.S. Federal Corruption Practice Act (FCPA)	Yes	Yes	Yes
Red Hat product adoption (Variations of products, such as Red Hat Enterprise Linux (RHEL) and Red Hat Enterprise Linux (RHEL) for SAP with High Availability and Update Services, count as multiple products.)	Minimum of 1 Red Hat product	Defined in business plan with aspiration to provide a minimum of 2 products from the Red Hat product portfolio	Defined in business plan with aspiration to provide a minimum of 3 products from the Red Hat product portfolio

General Partner Program Requirements

Partners must adhere to the following requirements to participate and maintain good standing as a Red Hat Certified Cloud and Service Provider partner.



- Complete the CCSP program application and agree to the terms of the CCSP partner agreement. The partner must have a current CCSP partner agreement throughout their relationship with Red Hat.
- Adhere to the CCSP technical and operational requirements described in the *Red Hat Certified Cloud & Service Provider Technical and Operations Guide*, which can be found in the Red Hat Connect for Business Partners portal.
- Maintain a minimum number of trained technical personnel described in the *Red Hat Certified Cloud & Service Provider Technical and Operations Guide*.
- For the Diagnostic support model, the partner must train and maintain a minimum number of pre-sales and sales personnel so that they are familiar with the Red Hat products that the partner offers for resale on its service. The partner's trained staff must continue to keep up to date knowledge of Red Hat products in the CCSP program and work with Red Hat sales teams on proper positioning of Red Hat products to its customers.

Application Process

To enroll in the Red Hat EMEA CCSP partner program, visit the [Red Hat Partner Connect](#) portal. Choose **Service/Cloud Provider** as the partner type and complete the application. A Red Hat EMEA CCSP partner program representative will follow up promptly to complete the process. In addition, our [partner help desk staff](#) is available around the globe to answer questions about anything from partner programs to using Red Hat tools. Email, call, or submit a support case and get the answers you need from an expert you can trust.

Partner Obligations

One of the primary goals of the CCSP program is to maintain a consistent level of service to customers that use Red Hat products in their data center and that want to use them on a cloud or managed service.

A CCSP partner must:

- Offer, or leverage, a highly available and scalable infrastructure for hosting Red Hat-certified images and an update infrastructure to ensure Red Hat image accessibility, persistence, and security.
- Run on a Red Hat-certified hypervisor and on Red Hat-certified hardware for solutions that require Red Hat Enterprise Linux and other Red Hat products. See the Ecosystem page on the Customer Portal to learn more about the Red Hat ecosystem and certification programs.
- Implement a metering, billing, and reporting system or process to account for the use of Red Hat offerings in a consistent manner and to report on a monthly basis, in arrears, end customer and partner consumption.
- Require that each end customer agree to the Red Hat subscription terms.
- Meet training and support criteria to offer enterprise-level customer service-level agreements (SLAs), as outlined in the *Red Hat Certified Cloud and Service Provider Program Technical and Operations Guide* and the CCSP program appendix agreement document.



Revenue Unit Matching and Consistency

The CCSP partner must offer its end customers Red Hat subscriptions in time increments that match the Red Hat subscriptions that the CCSP partner purchases from Red Hat. For example, Red Hat Enterprise Linux sold hourly to the CCSP partner can only be offered to end customers on an hourly basis.

Subdivision of a subscription or revenue unit is not permitted. For example, a partner may not purchase a yearly or monthly Red Hat Enterprise Linux SKU and resell it as individual hours to end customers.

Aggregation of single revenue units by the partner is permitted. For example, the CCSP may resell 730 hours of Red Hat Enterprise Linux as a monthly offering to the end customer; however, the CCSP partner is responsible for reporting to Red Hat the resale of 730 individual Red Hat Enterprise Linux hourly subscriptions.

Support and Software Maintenance

The CCSP partner delivers the software, updates, and all technical support directly to its customers. If Red Hat receives support requests from an end customer, Red Hat directs them back to the CCSP partner. It is important to note that the CCSP partner is responsible for resolving such issues and interfacing directly with Red Hat Global Support Services (offered 24x7). A CCSP partner's failure to perform these support obligations under the CCSP partner agreement constitutes a material breach of the agreement and will result in termination from the program.

End Customer Agreements

Use of the software and subscriptions is subject to the applicable Red Hat subscription terms and conditions. Prior to providing an end customer with access to the software subscriptions, the CCSP partner must require each end customer to sign or otherwise assent (in a manner acceptable to Red Hat) to the [cloud services subscription agreement](#) as a condition to providing end customers with access to the Red Hat products.

Certification Requirements

End customers of a CCSP partner's service rely on the assurance they can run their services and applications on Red Hat products and receive the same support and compatibility as they would on a physical or virtual machine in their own data center. As a result, the CCSP must use Red Hat's certification process as a condition of joining the program and must maintain staffing certifications commensurate with the requirements for offering services to end customers. Review the specific certification requirements set forth in the *Red Hat Certified Cloud and Service Provider Technical and Operations Guide*, downloadable on the Red Hat Connect for Business Partner portal.

Reporting Requirements

A CCSP partner must implement a process to track and record purchases, distribution, and use of the Red Hat software subscriptions by itself and its customers and must account to Red Hat, either directly or through an authorized CCSP distributor, any consumption of the subscriptions.



The Red Hat EMEA CCSP partner must submit its first report within 45 days of signing the CCSP partner agreement and CCSP program appendix agreement, even if there is no usage; in this case, the report would be zero (€0) euros or equivalent currency. Reports should be sent to the email address indicated in the partner's CCSP agreement or directly to the partner's authorized distributor. A reporting template example can be found below and in the [CCSP Technical and Operations Guide available in the Red Hat Connect for Business Partner portal](#).

[illegible]

- Metering must be consistent with the revenue units that Red Hat is offering to the partner.
- The CCSP partner must be able to account for total consumption of every hour, month, year, or other unit of measure consumed by the partner's customers and resellers.

- Install and configure RHUI
- Explain how to certify an image
- Explain how to comply with all certification requirements



Additional professional services may be required prior to implementing specific products, such as Red Hat OpenStack Platform, Red Hat OpenShift Container Platform, Red Hat JBoss Middleware, Red Hat Gluster Storage, or Red Hat Ceph Storage.

Resellers and White Labeling

Reselling

If a CCSP partner sells the software subscriptions within their services being provided to end customers through a reseller (an independent party), the CCSP partner must continue to comply with the terms and conditions of the CCSP agreement, will remain the sole point of contact with Red Hat, and must contract with any reseller on terms that are consistent to those contained in the CCSP agreement. The CCSP partner shall be responsible to Red Hat for a reseller's compliance, including the obligation to report for all units and subscriptions as described in the reporting section of this guide.

In no event will the CCSP partner be authorized to allow the resale of the software subscriptions on any cloud or hosting infrastructure other than the CCSP's service, to resell CCSP infrastructure software subscriptions, or to resell any Red Hat products or services other than as permitted under the CCSP agreement.

White Labeling

Red Hat considers a white-label provider of a CCSP partner an independent third party that represents Red Hat offerings on a cloud or service offering that is not their own. As such, a white-label provider must meet the same business, operational, and technical requirements as the CCSP partner but will interact with the CCSP directly (not Red Hat). In exchange, the white-label provider will be able to resell Red Hat technologies on their service. All branding of Red Hat offerings must remain trademarked as Red Hat property, and the same reporting requirements that apply to the CCSP partner also apply to white-label providers.

A third party is a white-label provider of a CCSP partner if all of the conditions below are met.

- It offers CCSP subscriptions to its end customers but does not own, rent, or maintain the physical infrastructure (servers) on which the CCSP subscriptions are hosted or resold, whether physical or virtual.
- It maintains the financial relationship with the end customer.
- It maintains a service relationship with the end customer and offers identical SLAs to all customers.

A white-label provider of a CCSP must:

- Comply with the terms of the agreement, including, but not limited to, terms for unit revenue matching.
- Report all Red Hat product consumption to the CCSP partner (as defined in the agreement), including end customer data. The CCSP partner is responsible for reporting to and paying Red Hat (or distributor, if applicable) for all CCSP consumption. No billing process or relationship will exist between the white-label provider and Red Hat (or the distributor).



- Escalate all service issues regarding Red Hat products to the Red Hat EMEA CCSP partner. The CCSP partner will be responsible for escalating any service issues to Red Hat. Red Hat will not provide support directly to the white-label provider.

White-label providers are not considered a CCSP partner and may not represent themselves as such. However, white-label providers have the right, through the CCSP partner, to represent and resell Red Hat subscriptions as set forth above. White-label providers must adhere to all Red Hat branding and copyright guidelines and are not authorized to use any Red Hat logos or trademarks.

Use of Third-Party CCSP Infrastructure

As a CCSP partner, you may leverage another CCSP partner's underlying hosting or cloud infrastructure, provided that you remain responsible for satisfying all requirements under the CCSP program as if the infrastructure were your own. This includes all reporting as contractually obligated in your CCSP agreement. If you are offering a managed service, you are obligated to report usage of all Red Hat products, whether using them on your own infrastructure or another CCSP partner. If you are using Red Hat products on a CCSP partner's multi-tenant cloud, there is no need for you to report usage, providing that the multi-tenant CCSP will report the usage in their monthly reports.

You may only use the third-party infrastructure of an existing Red Hat CCSP partner in good standing. If the third-party CCSP partner ceases to remain in the CCSP program or becomes non-compliant with the CCSP program requirements, then you will need to use another CCSP infrastructure that is in good standing. Use of a third-party infrastructure that is not a CCSP partner is not permitted.

7. PARTNER PROGRAM PRODUCT OFFERINGS

A wide variety of Red Hat products are available to Red Hat EMEA CCSP program partners at discounted pricing. CCSP partners can use these products in different ways, including reselling Red Hat products to their end customers, creating new cloud services and offerings for end customers, and running and managing their own infrastructures and applications. Red Hat products are included in the CCSP program based upon a number of factors, including:

- Partner and end customer demand
- Applicable use case(s) in a cloud or hosted environment
- Red Hat and CCSP partner's ability to provide the required level of support

Typical CCSP use cases for Red Hat products include:

- Running and managing partner infrastructures
- Providing RHEL on-demand offerings to end customers through a cloud marketplace
- Building and managing public and private cloud infrastructures for end customers
- Cloud-native application platforms for modern application development, PaaS, and DevOps
- Cloud management and automation
- Scale-out cloud storage infrastructures

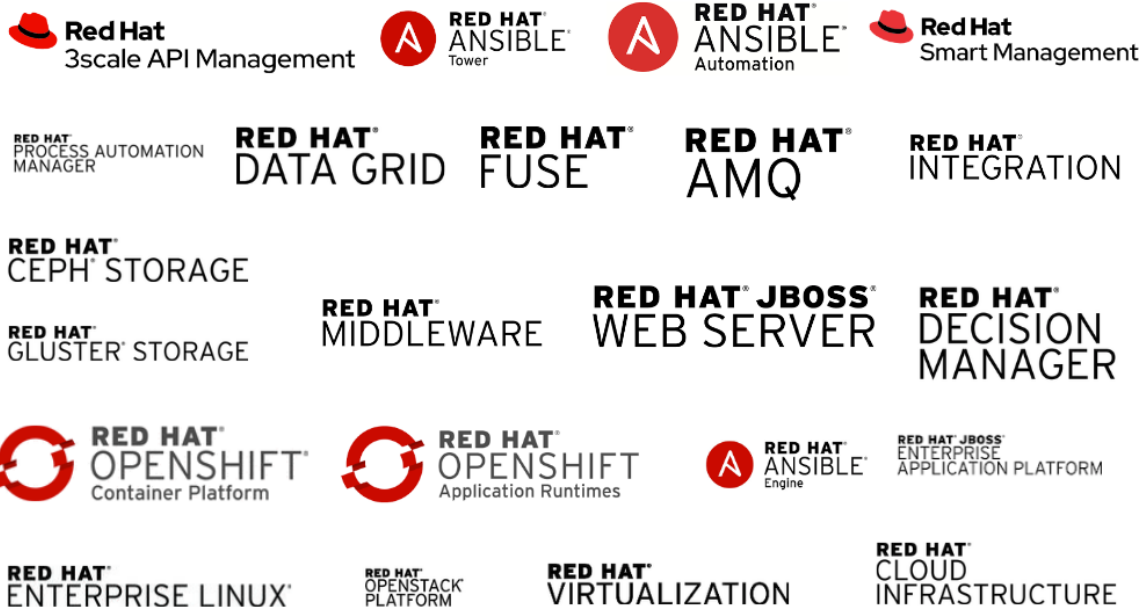
It is important for CCSP partners to understand the offering rules associated with each Red Hat product offering. The offering rules specify how partners can use Red Hat software either for



their own purposes or for making Red Hat software available to their end customers, partner support obligations for their end customers, and requirements for measuring and reporting consumption of the software back to Red Hat. The CCSP offering rules cover the following topics:

- Deployment Models - Valid architectures for using Red Hat software for CCSP end customer offerings or for CCSP use of Red Hat software: Dedicated, Multi-tenant, and Infrastructure
- Pricing Terms - Valid options for CCSP billing end-customer use of offerings based upon Red Hat software: Hourly, Monthly, Yearly, and 3-Year
- Unit of Measure - Valid options for CCSP measurement of end-customer use of offerings based upon Red Hat software: Socket, Socket-Pair, Core, Core Band, Virtual Guest, and IFL
- Support Models - Valid options for CCSP support of their end-customers: Full and Diagnostic

See the *Red Hat Certified Cloud and Service Provider Program Technical and Operations Guide* for more details about CCSP products, offering rules, and technical requirements. Below you will see the range of Red Hat products that are included. Specific SKU information for each product, including descriptions, use cases, terms and units of measure, are available within the *Red Hat Certified Cloud & Service Provider Program SKU Guide*.



8. SOFTWARE SUBSCRIPTIONS

A Red Hat subscription offers production-ready code, life-cycle management, software interoperability, and access to experts and tools to help you run your business. Red Hat provides stable, [open source](#) technology to give you a solid foundation for your production environments. Our products are backed by a dedicated Product Security team that monitors, identifies, and addresses risks that affect our products. Red Hat's knowledge and insight help identify emerging technologies, and transform them into solutions that meet your future IT needs. You have access



to the documentation, [knowledgebase](#), tools, and technical support you need to keep your systems running - and solve problems quickly. Red Hat subscriptions give you the freedom to choose from multiple supported versions, so you can upgrade on your schedule. We revolutionized open source with [Red Hat® Enterprise Linux®](#). Today, we have expanded our portfolio to include hybrid cloud infrastructure, middleware, agile integration, cloud-native application development, and management and automation solutions.

All CCSP partners will have access to Red Hat software made available through a special set of software subscriptions. These software subscriptions are provided to partners for a variety of reasons including: building and managing an infrastructure, implementing a Red Hat update service, and re-selling Red Hat software to their end-customers.

The three types of software subscriptions in the Red Hat Certified Cloud and Service Provider program are:

- CCSP program subscriptions
- Partner Infrastructure software subscriptions
- End User software subscriptions

CCSP Program and Partner Infrastructure subscriptions are provided to all CCSP partners free of charge and are used to designate the partner's support level (Full or Diagnostic) and to enable the partner to get up and running. CCSP partners purchase End User software subscriptions directly from Red Hat or from an authorized CCSP Distributor. End User software subscription pricing and terms are set in the CCSP Price Book for CCSP partners purchasing directly from Red Hat. Partners purchasing from a Distributor must check with their distributor for pricing and terms.

CCSP Program Subscriptions

CCSP program subscriptions are Red Hat product entitlements to be used by a CCSP partner to implement an update service, either Red Hat Update Infrastructure (RHUI) or Red Hat Satellite, and for errata and patch management.

CCSP program subscriptions are also used to create images of Red Hat software to be used by the CCSPs end customers.

Partner Infrastructure Software Subscriptions

CCSP partner infrastructure software subscriptions are used by the CCSP partner to build and operate infrastructure that is not directly exposed to the end customers but is crucial to a cost-effective, enterprise cloud environment. Partner infrastructure software subscriptions are offered under business terms that typically mirror the provider's business model and permit scaling with customer demand.

All CCSP partners must deploy Red Hat products on a Red Hat-supported hypervisor. Review a list of [all supported hypervisors](#) on the Red Hat Customer Portal. In addition, all CCSP partners must deploy an infrastructure on Red Hat certified hardware. Visit the Red Hat Customer Portal for a [current list of certified hardware](#).



End User Software Subscriptions

The CCSP program gives a partner the right to host and resell Red Hat subscriptions to end customers on the partner's cloud or service. The end customer software subscriptions can be sold as multi-tenant or dedicated user models, as described below:

- Multi-tenant platform pricing is used when a partner has multiple end customers running virtual guests on a server. The size of the virtual guest (small or large) is based on the number of physical cores, or any portion thereof, that is allocated to the virtual guest. VMs are defined as large when there are five or more physical cores (pCores) allocated, while small instances are VMs with four or fewer pCores allocated.
- Dedicated user pricing may apply when it is used for software subscriptions sold on a single system or VM that is dedicated to no more than one end customer for the term of the software subscription.

Subscription	Description	Support	Term
CCSP Program subscriptions	To create images of Red Hat software for end-customer software subscriptions. To perform errata and patch management and create images for end-customer subscription offerings.	Premium (24x7x365 from Red Hat to the CCSP partner)	2 years (no cost to the CCSP partner)
Partner Infrastructure software subscriptions	Used by the CCSP partner for its infrastructure, including clouds, and to host customers.	Premium	Monthly
End User software subscriptions	To be used on a CCSP's service by end customers.	Full or Diagnostic	Hourly, Monthly, Yearly

More details about the CCSP software subscriptions can be found in the *Certified Cloud and Service Provider Appendix 2* available via your Red Hat Sales Representative and the [Red Hat Certified Cloud and Service Provider Program SKU Guide](#).

9. INTERNAL USE POLICY

Red Hat understands that CCSP partners may want to purchase Red Hat subscriptions that are available through the CCSP program for their own internal use and not associated with building and managing their cloud infrastructure or service offering subscriptions to end customers. This policy describes how a CCSP partner can purchase and use guest and host offerings internally for their own business needs.



Definition

Internal use is defined as the execution of Red Hat products, offered through the CCSP program, for the benefit of the CCSP itself and not for the benefit of a third-party end customer either directly or indirectly ("internal use").

In any single month, a CCSP partner may consume up to 50% of the total reported subscriptions (based on total subscriptions consumed) for its internal use. In no case may the CCSP partner's internal consumption of Red Hat subscriptions under the CCSP program exceed consumption by its end customers.

CCSP partners must report and pay the fees for any internal use subscription in the same manner as subscriptions sold to an end customer and must otherwise comply with the terms and conditions of the agreement.

Anticipated use cases include using Red Hat subscriptions for internal IT services, such as:

- Customer relationship management (CRM)
- Enterprise resource planning (ERP)
- Software-as-a-Service (SaaS)
- Other internal IT systems not associated with offerings provided by the CCSP to customers

Use by companies that are associated with the CCSP partner (but not a subsidiary or a parent) is not considered internal use, but those associated companies may consume under standard CCSP agreement terms. Examples include a CCSP partner's sister companies or group or conglomerate companies that share the same parent company but are fiscally independent from the CCSP-contracted partner.

Eligibility

All CCSP partners are eligible for this internal consumption policy. A partner may consume the Red Hat product internally (subject to the restrictions above), provided that offering is consumed in the same execution environment, operational model, and business model (for example, public cloud) that is offered to its end customers.

Business Rules

1. In the event that consumption exceeds 50% of monthly consumption, the CCSP partner must purchase standard Red Hat subscriptions for internal systems under standard Red Hat end-customer business models.
2. All internal use consumption must be reported in the monthly report submitted by the partner, and the partner must indicate that the consumption of those subscriptions has been for internal use.



10. PRICING AND PRODUCT POLICIES

CCSP Pricing

CCSP Product SKUs and pricing are made available to all CCSP partners in a regularly updated (quarterly) price book. CCSP partners can obtain the price book from the Red Hat Partner Connect portal, from an authorized distributor, or from their Red Hat account manager.

CCSP Price Change Policy

The following sections describe Red Hat's price change policy for CCSP partners who purchase either directly from Red Hat or through an authorized distributor.

New Product Additions

Red Hat may add Red Hat products to the CCSP price book **at any time**. The partner is under no obligation to use or resell any products that are added to the price book.

New products are normally added to the CCSP program on a quarterly basis as part of the CCSP program's regular quarterly release cycle (March 1st, June 1st, Sep 1st, Dec 1st). Red Hat will provide details about new product additions in a partner communication at the time of release.

Existing Product Retirement

Red Hat may only remove products from the CCSP price book once a calendar year, on March 1st. Red Hat will provide CCSP partners with a minimum of sixty (60) days notice of any product retirement. The partner notification will include details about the affected products along with product replacement options (when available).

After the initial notification period has passed and a product has been retired from the CCSP price book, existing CCSP partners will have a period of one (1) year in which to use those retired product SKUs in offerings to their customers (grandfather clause).

During this one year grandfathering period, CCSP partners may continue to bill against and report consumption of retired product SKUs. During the 1 year grandfathering period, it's imperative that CCSP partners plan for the removal, and replacement if desired, of those affected products from their price books. Planning should include a review of their affected customers along with a strategy for migrating those customers from the retired product(s) to one of the available replacement options.

At the end of the 1 year grandfathering period, the retired product(s) will be completely removed from Red Hat's billing system and further reporting of the retired product SKUs from CCSP partners will be rejected, which could result in compliance and billing issues for the CCSP partner.



Price Increases

Red Hat may only increase the price of a Red Hat product in the CCSP price book once a calendar year, annually on March 1st. Red Hat will provide CCSP partners with a minimum of sixty (60) days notice of any price increases.

Red Hat reserves the right to increase pricing **at any time** in order to offset exchange rate fluctuations for currencies other than US dollars.

Price Decreases

Red Hat may decrease the price of a Red Hat Product in the CCSP price book **at any time**.

Price decreases are normally done on a quarterly basis as part of the regular CCSP program release cycle (March 1st, June 1st, Sep 1st, Dec 1st). Red Hat will provide details about price decreases in a partner communication at the time of release.

Price Decrease Example:

1. Decision to decrease price of product DEC in the CCSP program as soon as possible is made.
2. The decreased price of product DEC will be reflected in an updated CCSP price book released at the start of the next release cycle i.e. Dec 1, 2020.
3. Red Hat provides details of price decrease for product DEC, in a communication to all CCSP partners on Dec 1, 2020.
4. On Dec 1, 2020, CCSP partners who are actively billing and reporting consumption of product DEC will begin using the new price.
5. Anytime after Dec 1, 2020, CCSP partners who begin billing and reporting consumption of product DEC will use the new price.

11. SKILL IS KEY

Expand your opportunities with Red Hat.

Whether you're talking about changing or improving culture, leadership, education, technology, communication or business, the transformation requires skill. At Red Hat, skill is very important. It is important for our associates, partners and customers. It is equally important for our organisation, culture and how we manage our business. Most importantly, it is important for our community, across the universe.

By partnering with Red Hat, you have the opportunity to address your interests and goals in many ways. We want to provide as many opportunities as possible for our partners to grow. We would like to connect as many members of our team with as many members of your team as possible to strengthen our relationships and grow together. Reach out to your Red Hat EMEA CCSP Sales Representatives, together we'll get the right people in touch to begin to make the impact that you want for your organization. Below you will find links to sources that provide opportunities and ideas to help you expand your skills and increase your opportunities:



- Partner Connect

[Transforming the Red Hat Partner Journey](#). Learn how we're working towards a more unified digital experience, expanded market opportunities, and new go-to-market strategies for partners.

- CO.LAB

[A Red Hat community collaboration project](#) empowering middle school girls to collaboratively express themselves using photography and hands-on technology to create public art installations visible throughout their local cities. It is an example of our brand and Red Hat values in action; bringing people together to openly collaborate to create something of lasting value. It also reinforces our mission of being the catalysts in communities ... creating something together using open source methodologies.

- OPEN INNOVATION LABS

[Establish a new way of working](#) that delivers superior digital solutions, sourced from Red Hat's open source technologies, open processes, and open culture. We do this through a suite of community-powered experiences. Our immersive and open approach creates a new way of working that can help you and your team develop digital solutions and accelerate business value. We'll connect you and your team with processes, tools, and the Red Hat experts who can help you use them to ramp up the pace of innovation. We work with companies of all sizes and markets to address their business challenges through our residencies.

- The Open Organization

[A community-driven marketing initiative](#) that positions Red Hat as a leader in the global conversation about the impacts of digital disruption on organizational culture and design. For example, here are links to a three part webinar series, available on-demand, to help *Learn How Adopting The Principles Of An Open Culture Drives Competitive Advantage & Helps To Grow Your Organization With The Right Talent*:

- Session 1: [How to leverage the power of an open culture inside your organization to face a fast paced industry](#)
- Session 2: [How to use open culture as a competitive advantage for your salesforce](#)
- Session 3: [Talent Clinic, discover how being an 'open' organization can help you acquire and retain talent](#)

Plus, here is an IDC analyst paper reporting [How Red Hat addresses culture, diversity, and inclusion](#). Statistics show that tapping into a more diverse workforce makes good business sense, and this becomes particularly important in the digital economy. Red Hat's approach to diversity and inclusion (D+I) is underpinned by the company's open source culture of meritocracy - that good ideas can come from anyone, anywhere, regardless of job title. Read the IDC market perspective about how Red Hat addresses culture, diversity, and inclusion. You can learn more about our open culture at one of our many [Red Hat Events](#), including conferences, online events, on-demand webinars, and more.

- Red Hat Developer Program

[Driving Red Hat product adoption with software developers](#) by providing education and no-cost access to Red Hat products. Build here. Go anywhere. We serve the builders. The problem solvers who create careers with code. If you're a developer, software engineer, web designer, front-end designer, UX designer, computer scientist, architect, tester, product manager, project manager or team lead, then join our community, expand your network and connect with your peers.

- Red Hat Learning Subscription

[Build on your knowledge of Red Hat Technologies](#), fill skills gaps and address business challenges by taking advantage of unlimited access to our comprehensive curriculum. Make sure you and your team are staying ahead of the technology curve with unlimited training access.

- Red Hat Academy

[Bridge the gap between education and industry](#). Red Hat Academy turns academic institutions into centers for enterprise-ready talent by outfitting them with Red Hat training and certification. Help your academic institution shape enterprise-ready talent by partnering with Red Hat for technology training.

- Red Hat Training Skills Assessment

[Use the skills assessment tool](#) to discover what training opportunities you may benefit from. Find the right starting point by getting personalized recommendations or identifying your team's skills gaps.

- Red Hat Training and Certification

[Expand your knowledge](#). Our hands-on training and practical certification can help build your career and assist your team in reducing downtime and boosting help desk response. From Linux® training to DevOps certification to many other course offerings, we have a path that will fit your career and business goals. Responsible for delivering training to Red Hat associates. Red Hat Training (RHT) is responsible for delivering training to Red Hat customers. The materials and many of the instructors for our groups are the same.

- Red Hat University Program

[We support joint work](#) of Red Hat engineers, university researchers and students on applied research projects relevant in the open source world. We aim to continue providing students with the opportunity to work on real projects, discovering promising talents and enabling them to transform their ideas into reality.

- Creating ChRIS

[It all started when](#) a team at Boston Children's Hospital had an idea for how technology could improve patient care. This is a story about vision, determination, and how an open source platform has the potential to transform medicine as we know it. Projects like ChRIS remind us why open source is so important: When code is freely available for all to see, passionate people can contribute their ideas and make a real impact.

- Proof of Concept

[An ambitious project](#) to map schools on a global scale. A team embarks on an 8-week residency that results in something entirely new. Watch what happens when UNICEF Innovation engages with Red Hat Open Innovation Labs.

- Open Source Stories

[IDEAS BECOME STRONGER WITH OPEN SOURCE](#). This simple yet powerful belief has transformed technology. But it doesn't end there. Open Source Stories celebrates how community, meritocracy, and a free exchange of ideas can unlock potential across a range of disciplines. We hope these stories inspire others to embrace open source in their own work and communities.

- Women in Open Source

[Honor. Celebrate. Inspire.](#) We believe open source is the future of technology. It's time to recognize the contributions women are making and inspire a new generation to join the open source movement.



- Red Hat Product Demo System

[Online demos created by Red Hat technical experts](#). RHPDS provides live instances of Red Hat products and solutions for demonstrations for Red Hat partners and Red Hat consultants and solution architects.

- Red Hat Sales Training sessions

[Sales Training](#) sessions (typically 1-Day Training) will give you an overview about how to match the corresponding Red Hat solutions to your customers needs. We'll give you the necessary competitive information about the benefits of Red Hat solutions over other software vendor approaches and teach you how to add your partner value to customer solutions. Our material contains sales pitches, reference architectures, success stories as well as guide you to our Learning Paths.

- Red Hat Webinar Training sessions

Our [Partner-Webinar Training](#) sessions will give you technical and sales information about new and updated products as well as roadmap updates. We also offer solution briefings on hot topics like IoT or Application modernization so that you can match Red Hat solutions to customers needs. Our webinars are available afterwards [on-demand](#).

- Technical Workshops

[Technical Workshops](#) (typically 2/3-Day Workshop) will give pre-sales engineers a deeper understanding about Red Hat products and how to create multi-product solutions to satisfy your customers needs. We'll talk about different architectural approaches and how to integrate Red Hat solutions into existing customer infrastructures. You'll also learn how to add your own service offerings into the solutions.



Getting Started Checklist

Here is your roadmap to getting started with the Red Hat CCSP Program, designed to guide you through the steps to become a highly successful Red Hat partner.

Phase	Task	Week
Onboard	<ul style="list-style-type: none"><input type="checkbox"/> Create Customer Portal User account<input type="checkbox"/> Apply to become a CCSP (partner.redhat.com)<ul style="list-style-type: none"><input type="checkbox"/> Sign the CCSP contract<input type="checkbox"/> Send the CCSP Info request form to your distributor or directly to ccsp@redhat.com<input type="checkbox"/> Download this Getting Started Checklist<input type="checkbox"/> Arrange a call with a CCSP Representative and CCSP Solution Architect to discuss your requirements	1
Review documentation	<ul style="list-style-type: none"><input type="checkbox"/> Red Hat EMEA CCSP partner program guide<input type="checkbox"/> Red Hat CCSP SKU Guide<input type="checkbox"/> Red Hat CCSP Technical & Operations Guide (ToR)<input type="checkbox"/> Reporting Template (consult Red Hat or your Distributor)<input type="checkbox"/> Red Hat CCSP Price List (consult Red Hat or your Distributor)	2
Technical validation	<ul style="list-style-type: none"><input type="checkbox"/> Recommend a CCSP Technical Requirements Presentation and discussion with your Solution Architect (optional)<input type="checkbox"/> Select your update mechanism; RHUI, Satellite<ul style="list-style-type: none"><input type="checkbox"/> Ask Red Hat for help<input type="checkbox"/> RHUI Documentation<input type="checkbox"/> Satellite Documentation<input type="checkbox"/> Do you need to do Image Certification?<ul style="list-style-type: none"><input type="checkbox"/> Certification workflow<input type="checkbox"/> Do you wish to enable Cloud Access? (Customers “bring your own subscription?”)	3
Install	<ul style="list-style-type: none"><input type="checkbox"/> Build your Red Hat powered Cloud. Coordinate with your Solution Architect, for architecture, training, and consulting.	~
Train your team	<ul style="list-style-type: none"><input type="checkbox"/> Download the:<ul style="list-style-type: none"><input type="checkbox"/> How to register for OPEN training<input type="checkbox"/> Visit the Online Partner Enablement Network (OPEN) at partner.redhat.com for Red Hat Sales, Technical Sales and Implementation training<input type="checkbox"/> Update Engineer training records and validate the minimum requirement if reporting DIAGNOSTIC products<input type="checkbox"/> Complete the Sales and Technical Accreditations	4
Report	<ul style="list-style-type: none"><input type="checkbox"/> Generate and send the first Royalty Report	5



ABOUT Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.

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