# Red Hat APAC

# **Professional Services Partner Program**

# FY18 Guide

# (for Partners)

# INTRODUCTION

Welcome to the Red Hat® Asia Pacific Pte Ltd - 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 APAC 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

# APAC PROFESSIONAL SERVICES PARTNER PROGRAM - OVERVIEW

The Red Hat APAC 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 APAC 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 APAC 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 APAC Professional Services Partner Program involves the following contracts.  In order to participate in this program, you are required to agree to the following contracts.

- **Red Hat Partner Agreement + Reseller terms.**  This is the contract that covers the Red Hat Reseller Partner Program.  Once signed, for each resale of Red Hat GPS services, the Partner will then sign a Special Bid Order Form.  There is also a separate program guide that contains more information about the Red Hat Reseller Partner Program.

- **Red Hat Master Subcontract Agreement (MSA).**  This is the contract that covers the delivery side of Professional Services.  Once signed, each time the partner subcontracts for Red Hat, the Partner will then sign a Task Order.  When you sign up to the MSA, you also agree to the terms of this partner program guide.

## 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 www.redhat.com/partners.

# LEVELS

The Red Hat Professional Services Partner Program;:

The Ready Professional Services Partner level enables qualified Red Hat partners to grow your open source practice and solutions whilst building Red Hat consulting service solutions delivery skills.

**Ready Professional Services Partner**

Partners can be entitled as Red Hat GPS consulting service outsourcing partner on projects gaining hand on experience working alongside RH Consulting Services teams on projects in our region.
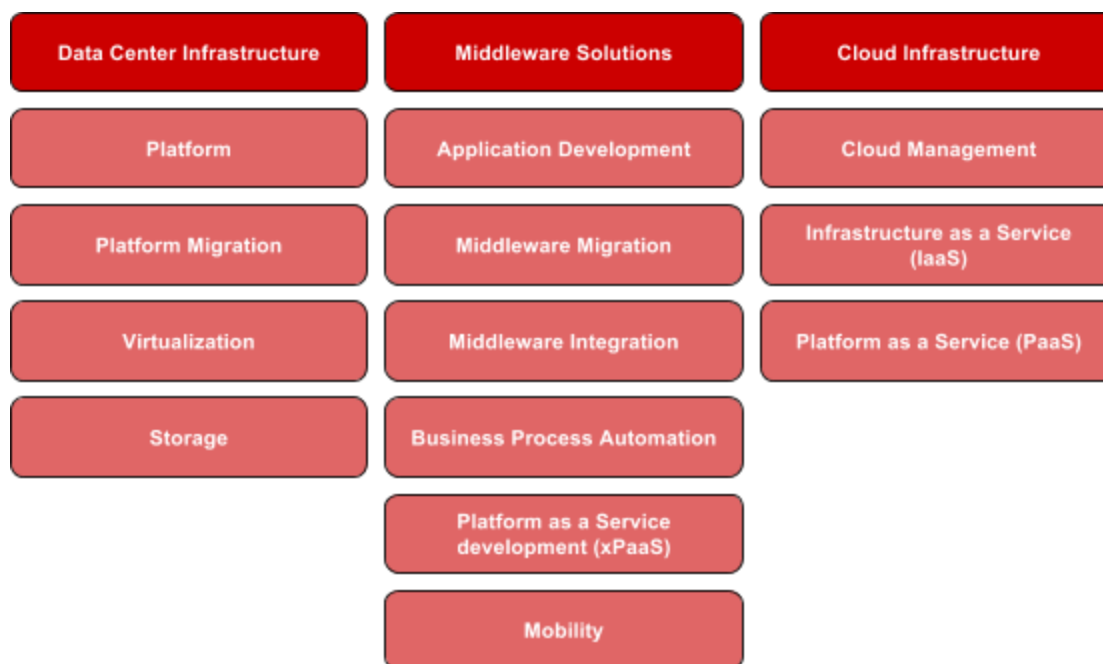
The program is subject to change based on the needs of the business in this dynamic and transformative era in technology.

# 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.

| Data Center Infrastructure | Middleware Solutions | Cloud Infrastructure |
|---|---|---|
| Platform | Application Development | Cloud Management |
| Platform Migration | Middleware Migration | Infrastructure as a Service (IaaS) |
| Virtualization | Middleware Integration | Platform as a Service (PaaS) |
| Storage | Business Process Automation | |
| | Platform as a Service development (xPaaS) | |
| | Mobility | |

# 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 APAC.

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 | YES |
| Completion of SkillsBase* for Partners Profile update and assessments. | YES |
| Acceptance of Master Subcontractor agreement | YES |
| Initial Assessment and Quarterly service quality review | YES |
| Provide Resource plan and Skills Profile Update | YES |
| Agree Staff Enablement and Certification plan with Red Hat<br><br>   -    2 x Red Hat Training Certifications minimum | YES |
| | |

*Skills Base for Partners Tool is available for sign up in Q3 Calendar Year 2017.
Completion of Skillsbase assessments:  The associates assigned to the Skills Base program will need to complete their skills self assessments by the deadline provided by Red Hat.

All service partners selected for the Red Hat APAC Service Delivery Partner Program must comply at all times with the set of requirements defined for the program.

# PSPP Program Requirements Description

- **Completion of the Red Hat 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](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.**

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.

- **Quarterly service quality review**

Enrolled PSPs are required to work in coordination with Red Hat Regional Service 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, PSP 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.

# RED HAT PSPP - BENEFITS

As an APAC Ready Professional Services Partner, your increased dedication to Red Hat solutions will be supported through enhanced benefits.

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

| PROGRAM - DETAIL | | |
|---|---|---|
| **TRAINING & ENABLEMENT BENEFITS** | **Ready** | |
| GLS Certification Course Discount* **(As an existing Business Partner, choose the best of either program discount applicable to you) Discount valid till 28th Feb 2018. | 35% on RHLS 25% on Virtual Training 25% on Examinations | |
| Access to Partner OPEN program | YES | |
| **RELATIONSHIP BENEFITS** | **Ready** | |
| Participation at RH Partner Conferences and Events | YES | |
| Internship options ; GSS, SA and GPS teams | Case by Case Basis | |
| Access to Red Hat Consulting experts and knowledge bases | YES | |
| **BUSINESS DEVELOPMENT, SALES BENEFITS** | **Ready** | |
| Partner Bootcamps | YES | |
| Sales Enablement Training | Basis availability | |
| Business Development with Red Hat | Case by Case Basis | |
| Eligible to be subcontracted APAC wide. | YES | |
| **MARKETING BENEFITS** | **Ready** | |
| Red Hat Internal workshops | Basis Availability | |
| Co-marketing | Yes | |
| PROGRAM- - DETAIL | | |
| *** Red Hat Tech Exchange attendance | 10% discount for early bird | |

*Available from CY Q3 2017' on completion of Program requirements.
**Program only Discount available until 28th Feb 2018'. Order direct to Red Hat, cannot be clubbed with other discounts (Strictly for Own use)

***Within Early Bird time frame, and for a minimum of 5 registrations per Service Delivery Partner

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, which must be used in compliance with Red Hat policies and agreements, and will be available via the Red Hat Partner Center or from your regional partner help desk.  An example can be seen below.



- **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,

## Professional Services Partner APPLICATION PROCESS

- Send Company profile to local in-country Red Hat Consulting 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.

## Professional Services Partner PROGRAM ENGAGEMENT PROCESS

- With the program registrations once signed, the Professional Services Partner should start getting resourcing requests from Red Hat, either from local Service Delivery Manager or from APAC Resourcing representatives.
- For each request satisfied and agreed in terms, Red Hat will issue a Task Order to the Service Delivery Partner who should return signed as soon as possible.
- For each Task Order signed, the Professional Services Partner named contact will receive extended information from the Red Hat Consulting team on aspects like: instructions for SkillsBase assessments, @redhat.com account setup, resourcing dates, key Red Hat and Customer contacts, project scope documentation, timecard submission process, invoicing instructions, as well as other relevant information related or required by the subcontracting process.

## PSPP TERRITORY

The territory for service partners is defined as the APAC 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 one 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.

APAC Partner Helpdesk Email:
Email: apac-partner-helpdesk@redhat.com
Email (Japan): partnercenter-jp@redhat.com