



# PARTNER PROGRAM GUIDE

North America



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## DISCLAIMER

This Red Hat Program guide (the “guide”) provides an overview of the North America Partner Program. The terms that govern the program are contained in the Red Hat Partner Agreement (the “agreement”) entered into between Red Hat and each partner participating in the partner program (the “service provider”). All terms not otherwise defined herein shall have the meaning set forth in the agreement. The current version of this guide will be made available to partners on the Red Hat Connect for Business Partners portal at <http://www.redhat.com/en/partners>. Partner program benefits and requirements are applied based upon the country in which the partner is located. To the extent that this guide has been translated into any language besides English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

## PROGRAM GUIDE CHANGES

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 and to post such updates to the Red Hat Connect for Business Partners portal.

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## INTRODUCTION

Welcome to the Red Hat Partner Program. As market demand for enterprise open source solutions continues to increase, Red Hat looks forward to partnering with you to provide superior solutions to your customers. Whether your focus is on datacenter infrastructure, cloud, big data, or middleware, you will find opportunities to sell Red Hat technologies as you build successful practices.

The Red Hat Partner Program is the foundation for the relationship between you, the marketplace experts, and Red Hat, the world's leading open source company. Our partners play an integral role in our go-to-market strategy and overall success. This program is designed to help you develop successful enterprise open source practices and solutions.

The Red Hat Partner Program Guide is your complete resource to partnering with Red Hat. In this guide, you will find:

- An overview of the Red Hat Partner Program
- A description of the benefits and requirements for each membership level
- Information regarding the application and enrollment process

“Multi-tiered access with three partnership levels offer a variety of benefits and increase your access to marketing, sales, and training benefits.”

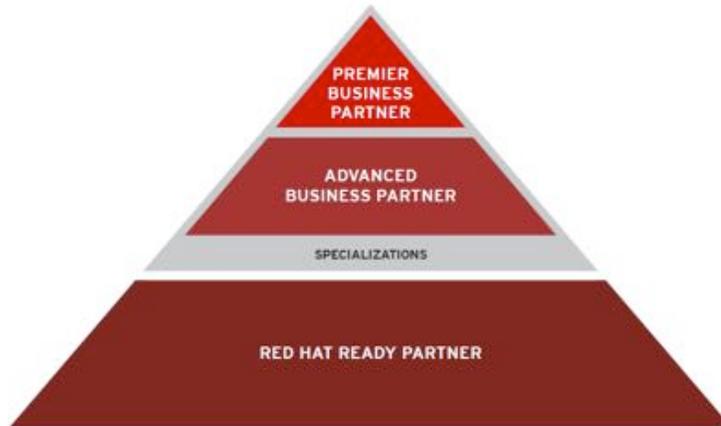
## PARTNER PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered partner model with three partnership levels. Each level offers access to a variety of benefits that help develop your expertise and increase your capability to sell and deliver Red Hat technologies. As your commitment to and knowledge of Red Hat technologies grow, the benefits you receive from Red Hat will also grow.

Upon successful application and admittance to the Red Hat Partner Program, you will gain access to an array of benefits via the Red Hat Connect for Business Partners. As a Red Hat Partner, you are eligible to receive marketing, sales, and training benefits

designed to assist you. Once you meet the qualification requirements, you will be able to apply to a higher membership level. Upon application approval by Red Hat, your increased commitment to enterprise open source will be rewarded through access to additional benefits.

## PARTNER PROGRAM STRUCTURE



The Red Hat Partner Program offers a flexible structure designed to accommodate our partners' individual business models and is composed of three partnership levels, plus numerous specializations that fall into two categories, Core and Featured.

## PARTNERSHIP LEVELS

### **Ready Partner**

The Ready Partner level enables you to grow your Red Hat enterprise open source practice while building Red Hat Datacenter Infrastructure, Middleware Solutions, and Cloud Infrastructure competencies. The Ready partnership is the entry membership level and offers partners access to a variety of resources, marketing collateral, tools, and benefits.

### **Advanced Business Partner**

The Advanced Business Partner level provides an increasing set of benefits for building Red Hat business plans focusing on growing both renewals and identifying and closing new opportunities. Advanced partners enjoy enhanced benefits, plus access to additional resources designed to help them build enterprise open source practices and increase revenue.

## Premier Business Partner

The Premier Business Partner level is for partners who have a strategic relationship with Red Hat. These partners are heavily invested in driving new opportunities and contribute the most to Red Hat's partner ecosystem. They receive the highest level of visibility at Red Hat.

## Partnership Level Advancement

All partners who have successfully completed the on-boarding process begin at the Ready Partner level of the Red Hat Partner Program. In order to be considered for either Advanced or Premier Business Partner levels, a request for a program upgrade must be submitted through the Red Hat Connect for Business Partners. Once Red Hat has received your request, you will work with your Red Hat channel account manager for your region to complete a 12-month business plan that includes sales, marketing, and enablement goals and activities. Upon approval of the business plan, your request for promotion will be submitted. If approved, you will begin receiving the incremental benefits associated with the new program level.

## PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits designed to assist you in developing enterprise open source practices around Red Hat Infrastructure and Middleware solutions. As a Ready Partner, you will receive access to marketing and training resources. The Advanced Business Partner's increased commitment to Red Hat is rewarded with enhanced benefits. And because of their focus and dedication, Premier Business Partners have access to the highest level of benefits available.

<b>Economic Benefits</b>	<b>Ready</b>	<b>Advanced</b>	<b>Premier</b>
Special bid pricing eligibility	Yes	Yes	Yes
Teaming agreement pricing, tiered by level	Yes	Yes	Yes
Deal registration pricing eligibility, tiered by level	Yes	Yes	Yes
Renewals annuity business	Yes	Yes	Yes
Red Hat Renewals Program eligibility	Yes	Yes	Yes
Funded Red Hat Champion eligibility	No	Yes	Yes
Technical training certification discounts	Yes (20%)	Yes (25%)**	Yes (30%)**
Discounts on Red Hat Consulting Services	Yes	Yes	Yes

### Relationship Benefits

Partner Advisory Board participation eligibility	No	Yes	Yes
Participation in partner conferences and events	Yes	Yes	Yes
Assigned field channel account manager	No	Yes	Yes
Assigned field channel solutions architect	No	Yes	Yes

### Sales Benefits

Partner Program and specialization welcome kit	Yes	Yes	Yes
Web listing, Partner locator	No	Yes	Yes, enhanced
Access to sales training	Yes	Yes	Yes
Partner website, Red Hat Partner Center access	Yes	Yes	Yes
Product roadmap updates	No	Yes	Yes
Demo or trial subscriptions (not for resale)	Yes	Supported	Supported
Red Hat lead pass eligibility	No	Yes	Yes
Access to Red Hat sales teams and joint customer calls	Yes	Yes	Yes
Cooperative solution development eligibility	No	Yes	Yes
TCO, ROI, and migration cost calculators	Yes	Yes	Yes

### Marketing Benefits

Program logo usage	Yes	Yes	Yes
Featured partner success story highlights	No	Yes	Yes
Case studies, whitepapers, and product literature	Yes	Yes	Yes
Customizable campaign materials	Yes	Yes	Yes
Marketing plan assistance and resources	No	Yes	Yes
Dedicated marketing contact	No	Yes	Yes
Market development funds (MDF) eligibility	No	Yes	Yes
Co-marketing eligibility (events, webinars, and more)	No	Yes	Yes
Partner communications	Yes	Yes	Yes
Red Hat demand generation platform tool eligibility	No	Yes	Yes

## Technical Benefits

Knowledgebase access	Yes	Yes	Yes
Web support (Basic support level)	Yes	Yes	Yes
Phone support (Standard support level)	No	Yes	Yes
Sales training, tools, and corresponding accreditations across the Red Hat portfolio	Yes	Yes	Yes
Sales engineer training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Delivery training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Participation in technical seminars, forums, networks, blogs, and more	Yes	Yes	Yes
Technical library	Yes	Yes	Yes
Access to technical community site	Yes	Yes	Yes
Partner demo system	No	Yes	Yes
Developer support (Professional support level)	No	Yes	Yes
Joint technology customer support (TSANet and others)	Yes	Yes	Yes

\*\*On a limited basis and with written prior approval, Advanced and Premier Partners can submit requests to have Red Hat Global Learning Systems classes reimbursed through their channel account manager.

\*Please see Appendix 1 for Benefit Definitions.

## ACCREDITATION

Red Hat Partner Accreditation is earned when individuals at your company take a prescribed combination of training courses. Partner accreditation provides your company with a method to validate your capabilities in a globally recognized program. Your customers can review your accreditations and be confident that you have the skills and capabilities needed to implement the proposed solution.

### Role-Based Accreditation

Designed for individual employees, role-based accreditations are a subset of partner-level accreditations. There are three accredited roles: sales specialist, sales engineer specialist, and delivery specialist. You need to complete all of the courses in a role-

based curriculum track to earn recognition as an accredited Red Hat Partner Specialist.

- Red Hat Sales Specialist: Includes value pitch, sales qualification, competitive positioning, objection handling, and pricing.
- Red Hat Sales Engineer: Includes technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demonstration, and product knowledge.
- Red Hat Delivery Specialist: Includes product installation, application development, proof-of concept delivery, and solution architecture.

Within each subject matter area, several different curriculum tracks are available for each role. For example, you can earn a Red Hat Sales Specialist–Middleware Application Development or a Red Hat Sales Specialist–Datacenter Platform Migration. Skills outcome differ within each specialty.

### **Partner-Level Accreditation**

As part of the qualification for Red Hat Advanced and Premier Partner status, companies must achieve and maintain accreditation. To earn a partner-level accreditation, a prescribed combination of your employees must be accredited sales specialists, sales engineer specialists, and delivery specialists, in addition to providing customer references.

There are currently three partner level accreditations:

- Red Hat Accredited Datacenter Infrastructure Partner: Includes all Red Hat platform, migration, virtualization, and storage solutions.
- Red Hat Accredited Middleware Solutions Partner: Covers the Red Hat JBoss Middleware portfolio for use in building and integrating applications, as well as automating business processes.
- Red Hat Accredited Cloud Infrastructure Partner: Requires virtualization as a prerequisite and will include the newest Red Hat product offerings supporting cloud infrastructure and management.

To earn and maintain a Red Hat Partner accreditation, companies need to maintain a designated number of accredited partner specialists depending on the partnership level. In a few special circumstances, partner employees who have earned Red Hat Certification may be exempt from specific courses.

Red Hat partner accreditations are globally recognized. Contact your local partner account manager to find out requirements or program variations that may apply to your region or country. Partner accreditations are reviewed and audited annually.

<b>MIDDLEWARE SOLUTIONS</b>	<b>DATACENTER INFRASTRUCTURE</b>	<b>CLOUD INFRASTRUCTURE</b>
Middleware Application Development Specialization*	Platform Specialization*	Cloud Management Specialization*
Middleware Migration Specialization	Platform Migration Specialization	Infrastructure-as-a-Service (IaaS) Specialization*
Middleware Integration Specialization	Virtualization Specialization	Platform-as-a-Service (PaaS) Specialization*
Business Process Automation Specialization	Storage Specialization	
Platform-as-a-Service (PaaS) Specialization		
Coming Soon! Mobile Specialization		

\*Baseline required track

## PROGRAM REQUIREMENTS

All partners participating in the Red Hat Partner Program must comply at all times with the set of requirements defined for each level of the program.

<b>Requirement</b>	<b>Ready</b>	<b>Advanced</b>	<b>Premier</b>
Completion of Red Hat Partner Program application and company profile	Yes	Yes	Yes
Acceptance of Red Hat Partner Program agreement	Yes	Yes	Yes
Annual re-accreditations	Yes	Yes	Yes
Designated skills	No	Minimum of 1	Minimum of 2
Minimum number of Red Hat Accredited Sales Specialists	1	2**	4**
Minimum number of Red Hat Accredited Sales Engineer Specialists	None	1	2***

<b>Requirement</b>	<b>Ready</b>	<b>Advanced</b>	<b>Premier</b>
Active participation in marketing programs	As available	Yes	Yes
Customer success story submissions	None	1 per year	2 per year
Approved 12-month business plan	None	Yes	Yes
Annual Red Hat revenue target achievement	No	Yes, per business plan	Yes, per business plan
Net-new business targets	No	Yes, per business plan	Yes, per business plan
Working lab	No	No	Yes
Engagement plans	No	Yes, per business plan	Yes, per business plan

\*\* In addition to the number of accredited sales people to any other commitments in the mutually agreed to business plans.

\*\*\* This is a minimum requirement for each skill.

\*Please see Appendix 2 for Program Requirement Definitions.

## **MEMBERSHIP**

### **Application Process**

To enroll in the Red Hat Partner Program, please visit Red Hat Connect for Business Partners at [www.partner.redhat.com](http://www.partner.redhat.com) to access the application. Complete the application profile and assent to the Red Hat Partner Agreement. If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it, and return it to Red Hat. Further instructions are provided with the agreement.

### **Membership Renewal**

Red Hat Partner Program membership is for a one-year term. For partners maintaining good standing within the program and compliance with objective criteria, membership will automatically renew. Partners who have achieved the Advanced or Premier Partner membership level will renew to their current membership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who are not meeting the requirements for their level of membership upon the annual membership renewal may be assigned a lower level of membership.

## RED HAT PARTNER HELP DESK

Contact the Red Hat Partner Help Desk for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio.

### **North America Partner Help Desk:**

Email: [na-partner-helpdesk@redhat.com](mailto:na-partner-helpdesk@redhat.com)

Telephone: 888-REDHAT1

[www.redhat.com](http://www.redhat.com)

# APPENDIX 1: BENEFIT DESCRIPTIONS

## ECONOMIC BENEFITS

### **Special bid pricing eligibility**

Partners may benefit from a “sell with” approach on large enterprise prospects and therefore be eligible to request special bid pricing from Red Hat through their Red Hat channel account managers to help close large sales opportunities. Partners unaffiliated with the Red Hat Partner Program described in this document are not eligible to receive special bid pricing.

### **Teaming agreement pricing**

Teaming agreements assist authorized partners with a financial benefit to engage with the Red Hat sales teams to collaborate to develop and drive new business. The reward is an incentive benefit consisting of an additional discount that can increase the partner’s margin on that specific subscription opportunity for the initial sale and up to two subsequent renewals. Teaming agreements put a more strategic framework in place for the approved partner to act as an extension to the Red Hat team (including resources and sales activities). These teams will jointly drive identified new subscription sales opportunities and projects.

### **Deal registration program eligibility**

Red Hat’s deal registration program rewards authorized partners for identifying qualified new subscription opportunities. The reward is an incentive benefit consisting of an additional discount that can increase the partner’s margin on that specific subscription opportunity for the initial sale and up to two subsequent renewals.

### **Renewals annuity business**

Red Hat products are sold on a subscription basis. As a partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides you with an excellent opportunity to engage deeper with customers on a periodic basis and develop an annuity revenue stream.

### **Red Hat renewals program eligibility**

Red Hat renewals program is an end-to-end solution for managing your Red Hat renewals business. This partner-centric program helps increase renewal rates and return more revenue for you while increasing customer retention and satisfaction.

### **Funded Red Hat champion eligibility**

Advanced and Premier Partners who put a Red Hat champion in place to focus on expanding Red Hat business

opportunities and driving revenue within the partner's customers and prospects will be considered for MDF reimbursement funding, based on a mutually agreed-upon business, marketing, and training plan.

### **Technical training discounts**

Improve the technical knowledge of your staff through discounts off the MSRP price on Red Hat Training courses. Partners eligible for discounts can find those codes in the Red Hat Partner Center.

### **Discounts on Red Hat Consulting services**

In certain sales situations, Red Hat and partner may agree to engage Red Hat Consulting with specific opportunities and the partner may earn discounts on that consulting engagement. This allows partners to sell Red Hat Consulting services to increase the deal size, add more value, and compliment the partner services.

## **RELATIONSHIP BENEFITS**

### **Partner Advisory Board participation eligibility**

Participation in the Partner Advisory Board gives partners a chance to heavily influence the way Red Hat does business with partners. This is an opportunity to meet regularly with Red Hat leadership and have a voice in our channel strategies and programs.

### **Participation in conferences and events**

Red Hat regularly sponsors a variety of industry events and conferences to promote brand awareness and acquire new customers. As part of your membership, you will be provided with the opportunity to participate in roles ranging from presenting Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that compliment Red Hat offerings.

### **Assigned field channel account management**

Advanced and Premier Business Partners will have access to a Red Hat inside or field partner manager who acts as a point of contact within Red Hat, conducts business planning with the partner, and assists the partner to help them make the most of the Red Hat Partner program.

### **Assigned field channel solutions architect**

Advanced and Premier Business Partners will have a named, non-dedicated Red Hat solution architect for pre-sales technical support assistance. The goal of the solution architect is to assist the partner with configuring and conducting demonstrations and can help technical staff with sales calls and support.

# SALES BENEFITS

## **Partner Program welcome kit**

All partners receive a welcome kit. In addition, Advanced and Premier Business Partners will receive a plaque identifying their membership level in the Red Hat program.

## **Web listing and partner locator**

Gain exposure through visibility in the redhat.com partner search function. Potential customers looking to engage Red Hat partners may search based on geography or other factors. Premier Partners will enjoy enhanced positioning in partner searches.

## **Access to sales training**

Access detailed Red Hat product training through Red Hat Online Partner Enablement Network (OPEN). This series of online training modules was developed for three specific roles: sales (available to all partners), and sales engineer and delivery (available to Advanced and Premier Business Partners). Red Hat OPEN offers accreditation on Red Hat technologies.

## **Access to Red Hat Partner Center (<http://partner.redhat.com>)**

Red Hat Partner Center is an online content repository and partnership management tool. In the Red Hat Partner Center, you will find an array of program, product, marketing, and sales resources for the Red Hat partner community. The Red Hat Partner Center serves as your primary source of information regarding Red Hat, our product offerings, and our marketing campaigns. The Red Hat Partner Center also lets you administer your partner relationship with Red Hat, including applying for and receiving acceptance notices for higher membership levels and specializations and facilitating other important communications with Red Hat.

## **Product roadmap updates**

Partners at the Advanced and Premier levels will have the opportunity to participate in Red Hat product roadmap webinars given periodically throughout the year.

## **Demo and trial subscriptions (not for resale)**

As Premier and Advanced Partners, you will be granted access to not-for-resale demonstration subscriptions for the purposes of training, testing, and demonstrating Red Hat solutions to potential customers. Not-for-resale demonstration subscriptions are provided to you as a benefit of the Red Hat Partner Program, and are not for use in either internal or external production environments, or for resale to any other party.

## **Lead pass eligibility**

Advanced and Premier Business Partners may be eligible to receive sales leads if they comply with the lead distribution rules defined by Red Hat.

### **Access to Red Hat sales teams and joint customer calls**

Advanced and Premier Business Partners are encouraged to develop engagement plans to work with the Red Hat sales teams as part of their business planning process. For more information, contact your Red Hat channel account manager or the Partner Help Desk.

### **Cooperative solution development eligibility**

Red Hat may work with Advanced and Premier Business Partners who have created solutions relevant to our business to help develop collateral and market to the rest of our partner ecosystem.

### **TCO, ROI, and migration cost calculators**

Partner access to tools that help quantify the business value of migrating from a UNIX® infrastructure to a Red Hat-based solution by identifying the total cost of ownership (TCO), business benefits, investment, and return on investment (ROI) required to make the migration.

## **MARKETING BENEFITS**

### **Program logo usage**

Partners will be able to use the Red Hat logo for their corresponding level of partnership to market their open source expertise and Red Hat relationship, in compliance with Red Hat policies and agreements. Logos are available via the Red Hat Partner Center or from your regional partner help desk.

### **Accreditation logos**

Partner-level and individual-level logos will be available upon successful completion of Sales, Sales Engineer, or Delivery Specialization track found in the OPEN training center to be used in compliance with Red Hat policies and agreements.

### **Featured partner success story highlights**

Share your Red Hat success stories. Submit success story proposals through the Red Hat Partner Center for consideration. Proposals selected by Red Hat will be developed into formal success stories, which may be promoted by Red Hat and the partner through various publicity vehicles. At the same time, submitting customer references through the Partner Center counts toward the annual requirements for Advanced and Premier Partners.

### **Case studies, whitepapers, and product literature**

Extensive collateral will be made available to partners via the Red Hat external website and Red Hat Partner Center.

### **Customizable campaign materials**

Eligible partners are able to access customizable product and marketing collateral and templates that can help develop presentations and campaigns focused on Red Hat solutions.

### **Marketing plan assistance and resources**

Partners have access to resources, including a framework with which to develop go-to-market programs and marketing initiatives that will increase our mutual business and provide measurable results.

### **Dedicated marketing contact**

Advanced and Premier Partners may have access to a channel marketing specialist who can assist with developing demand-generation campaigns, events, programs, and marketing initiatives to support the partner's unique business objectives as available.

### **Market development funds (MDF) eligibility per annual business plan**

As part of the annual business planning and written agreement, Advanced and Premier Partners will be able to request market development funds (MDF) for activities that drive brand awareness, lead generation, and sales opportunities for Red Hat technology.

### **Co-marketing activity**

The following co-marketing activities are eligible for MDF:

- Demand generation activities
- Training, webinar, and enablement activities
- Technical development projects
- Building a lab or demo center with Red Hat demo capabilities
- Joint customer visits
- Hosting and sponsoring customer events
- Proof of concept
- Other activity-based initiatives as agreed with Senior Marketing and Partner Sales

### **Partner communications**

Keep up on the latest news from Red Hat through partner-focused communications. Receive key information about new products, upcoming campaigns, resources, success stories, and more.

### **Red Hat demand generation platform tool eligibility**

Eligible partners can access a demand generation platform allowing them self-service access to a series of demand generation programs.

## **TECHNICAL BENEFITS**

### **Knowledgebase access**

You will have access to the Red Hat technical library through the Red Hat Partner Center to research answers to technical product questions.

### **Web-based support (Basic support level)**

All partners will have access to unlimited web-based support during standard business hours following Red Hat Production Support's scope of coverage. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.

### **Phone support (Standard support level)**

Advanced and Premier Partners will have access to unlimited phone-based support during standard business hours following Red Hat Production Support's scope of coverage. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.

### **Sales representative, Sales Engineer, and Delivery training and tools availability**

All business partners will have access to online training for sales skills across all areas of specialization. These online classes are available through OPEN in Red Hat Partner Center with access to an online instructor for lab-oriented courses. Additional in-person sessions may be available in the technical library.

### **Sales engineer and delivery training and tools availability**

Advanced and Premier Partners will have access to online training for skills across our areas of specialization. These online classes are available through OPEN in Red Hat Partner Center with access to an online instructor for lab-oriented courses. Additional in-person sessions may be available throughout the year.

### **Technical library**

Through OPEN, partners can access the Red Hat partner technical library. This library is a repository of technical documents ranging from reference architectures to whitepapers to videos, all tagged and available to support the technical learner with additional content and sales tools.

### **Participation in technical seminars, forums, networks, blogs, and more**

Partners will have the opportunity to participate in Red Hat-sponsored technical seminars, forums, networks, blogs, and more.

**Partner demo system**

This demonstration system requires registration and is only available to Advanced and Premier Partners. The demonstration system is lab environment where the partner can access live environments using our various product offerings where they can practice and demonstrate Red Hat solutions within a non-production environment.

**Developer Support (Professional support level)**

Get advice spanning architecture, design, configuration, optimization, and tuning recommendations. See [www.redhat.com/support/policy/](http://www.redhat.com/support/policy/) for more details.

**Joint technology customer support**

As a member of TSANet, Red Hat will provide coordinated support when required.

## APPENDIX 2: PROGRAM REQUIREMENT DEFINITIONS

### **Completion of Red Hat Partner Program application and company profile**

As part of the Red Hat Partner Program enrollment process, partner will be required to complete the Red Hat Partner Program application and company profile as outlined in the Red Hat Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com).

### **Acceptance of Red Hat Partner Program agreement**

As part of the Red Hat Partner Program enrollment process, partner will be required to agree to the terms of the Red Hat Partner agreement, available online in the Partner Center at [www.partner.redhat.com](http://www.partner.redhat.com). Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.

### **Annual re-accreditations**

Advanced Partners must complete required accreditations within the base skill, while Premier Partners must complete the required accreditations within the base skill, plus one other within the same area of specialization.

### **Minimum number of Red Hat Accredited Sales Specialists**

Advanced Partners are required to have no fewer than two Red Hat Accredited Sales Specialists and Premier Partners are required to have no fewer than four Red Hat Accredited Sales Specialists trained in any one specialization. Depending on the type of additional specialization the partner gets for the Premier Business Partner level, they may need more.

### **Minimum number of Red Hat Accredited Sales Engineer Specialists**

Specialist. Premier Partners are required to have a minimum of two Red Hat Accredited Sales Engineer Specialists.

### **Active participation in marketing programs**

Advanced and Premier Partners are required to develop a business plan that includes marketing programs designed to drive net-new opportunities. Advanced and Premier Business Partners must coordinate with their Red Hat channel marketing contact to identify appropriate Red Hat campaigns and develop a marketing initiative that aligns with both the partner's and Red Hat's goals.

### **Customer success story submissions**

Approved customer references are also a requirement for earning a Red Hat accreditation. More information can be found in Red Hat Partner Center, and partners can submit customer success stories using the form at [www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html](http://www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html). Partners are able to submit as many customer

references as desired. More than one reference may be submitted for the same customer, but they must be for different projects. With approval and participation from both the partner and the customer, Red Hat will develop a co-branded customer success story that will be available for public use by Red Hat and the partner. Partners are responsible for obtaining the end-customer approval prior to submission of the Red Hat form. For questions about success stories, please email [communications@redhat.com](mailto:communications@redhat.com).

### **Approved 12-month business plan**

Partner and Red Hat will conduct quarterly business reviews. This review will determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments. Failure to achieve these goals and commitments may require corrective action to be taken by the partner and Red Hat or may result in the partner being demoted to the appropriate Red Hat Partner Program tier.

### **Annual Red Hat revenue target achievement**

Partner and Red Hat will conduct quarterly business reviews. This review will determine if the partner working with Red Hat is making significant progress towards agreed-on goals and commitments. Failure to achieve these goals and commitments may require corrective action to be taken by the partner and Red Hat or may result in the partner being demoted to the appropriate Red Hat Partner Program tier.

### **Net-new business targets**

Advanced and Premier Partners will work with their channel account managers to jointly establish plans and targets for net-new business (can be new opportunities within an existing customer). One of the key measures of a successful partnership is growing net-new business for the partner and Red Hat that is measured primarily by deal registrations and teaming agreements.

### **Engagement plans**

Working jointly with their channel account managers, Advanced and Premier Partners will establish a plan for engagement with our Red Hat field sales force to work together on net-new opportunities in key accounts.