



# Global ISV Partner Program Guide



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## DISCLAIMER

This Red Hat® Global ISV Program Guide provides an overview of the Global ISV Partner Program. The terms that govern the Global ISV Program are contained in the Red Hat Partner Agreement and ISV program appendix (the “agreement”) entered into between Red Hat and each partner participating in the Global ISV program. All terms not otherwise defined herein shall have the meaning set forth in the agreement. 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](#).

## INTRODUCTION

Welcome to the Red Hat Global ISV Partner Program Overview. 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.

Becoming a Red Hat partner 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 overview is designed to help you develop successful enterprise open source practices and solutions.

As a successful independent software vendor, you know your company’s strategic goals and marketplace best. Red Hat has a variety of go-to-market programs to partner with you on in order to expand your technical capabilities as well as customer reach with a robust ecosystem of technology partners and flexible programs to maximize your company’s performance.

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

- A description of the various programs ISV's can participate in with links to additional resources.
- A description of membership levels with the minimum requirements and benefits.
- Information regarding the application and enrollment process

## **GLOBAL ISV PARTNER PROGRAM OVERVIEW**

The Red Hat Global ISV Partner Program is a multi-tiered partner model with three partnership levels, Ready, Advanced, and Premier. 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.

As a Red Hat ISV partner, there are a variety of programs you will have the opportunity to participate in. Whether you want to engage with our development team to certify your products, or bundle your offerings with Red Hat to your end-users, the Red Hat Global ISV Partner Program is designed to engage and support our ISV partners in their go-to-market and commercial activities. Program benefits include access to relevant resources and materials, opportunities, and the ability to engage with Red Hat's customer-facing teams.

Upon successful application and admittance into the Red Hat Global ISV Partner Program, you will gain access to an array of benefits via 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.

## **FLEXIBLE GO-TO-MARKET BUSINESS MODELS**

As an ISV, you can choose the business model that best suits your needs and strategic initiatives. Each program has unique criteria. We suggest you review the details in the guide for each program for more information. [Click here to learn more about each program.](#)

### **Appliance and embedding: Red Hat Embedded Program**

The Red Hat Embedded Program gives you, as the partner, access to tools and business models that simplify incorporation of Red Hat technology into your turnkey software solutions or hardware appliances. You can deliver your products directly to your customers using enterprise-grade, tested, and certified Red Hat software while still maintaining control of the client experience.

### **Co-sell or sell independently: Red Hat Influencer Program**

Certify your solution with Red Hat products to create customer affinity and document supported configurations. The customer is responsible for procuring a Red Hat subscription from Red Hat or a Red Hat partner.

### **Resell with your solution: Red Hat Reseller**

This program enables approved partners to resell Red Hat technology combined with their expertise and services in order to design, plan, and deploy industry-leading open source and cloud computing solutions. Through comprehensive sales and technical training, exceptional marketing and sales tools, and reliable technical support, you are fully enabled to deliver innovative open source technology and valued expertise to your customers. Upon joining the ISV program, speak with your regional business development representative about how to engage in reselling Red Hat products and technologies.

### **Software-as-a-Service (SaaS): Use Red Hat products and technologies for SaaS**

Use Red Hat products and technology to build or enhance your SaaS offering. Red Hat's SaaS ISV partners have a variety of business models to choose from. Simply purchase and consume Red Hat subscriptions directly from Red Hat or through one of our Certified Cloud Service Providers (CCSPs). Additionally for partners looking to accelerate their containers technology-based SaaS offering via OpenShift, and want to have a dedicated Red Hat operations team manage their SaaS, Red Hat offers ISVs a packaged solution via Red Hat OpenShift Dedicated.



## RED HAT PORTFOLIO

Red Hat continues to be a leader in innovative open source software that offers a variety of products to partner with us on, from our traditional enterprise operating system to cloud, middleware, storage, virtualization, management, and mobile software.

[Learn more about our portfolio.](#)

## GLOBAL ISV PARTNER PROGRAM OVERVIEW STRUCTURE

The Red Hat Global ISV Partner Program offers a flexible structure designed to accommodate our partners' individual business models and is composed of three partnership levels. No matter which program or combination of programs you are engaged in with Red Hat, your membership level is cumulative.

### **Ready partnership level**

The Ready Partner level lets you 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 partnership level**

The Advanced Business Partner level provides an increasing set of benefits for building successful go-to-market business plans focusing on growing 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 partnership level**

The Premier Business Partner level is for eligible partners who have a strategic relationship with Red Hat. These partners are heavily invested in driving new opportunities, receive the highest level of visibility from Red Hat, and have dedicated resources available to help achieve your goals. This partnership will include a customized agreement, including a joint business plan, where goals and resources are aligned to ensure success.

## PROGRAM REQUIREMENTS AND BENEFITS

As previously mentioned, each partnership level has unique requirements and benefits associated with them; however, partners at all levels will receive the benefits noted in the Ready column in the following table. These benefits are designed to assist you in developing enterprise open source practices with Red Hat infrastructure and middleware solutions. As your partnership level grows, the benefits you receive from Red Hat increases, such as additional economic, relationship, sales, marketing, and technical benefits.

In addition to the benefits listed below, Red Hat can help promote your solutions via our website and wide partner ecosystem relationships including system integrators (SIs), hardware original equipment manufacturers (OEMs), cloud providers, solution providers, and other ISVs.

Benefits	Category	Ready	Advanced	Premier
Free online sales and technical training	Sales	Yes	Yes	Yes
In person (live) sales & technical training	Sales	N/A	25% Discount	30% Discount
Partner locator listing (site receives approx 4000+ views / month)	Sales	Yes	Yes	Yes
Software catalog listing for certified solutions	Sales	Yes	Yes	Yes
Featured partner success story highlights	Marketing	Eligible	Eligible	Yes
Co-marketing campaign materials	Marketing	Yes	Yes	Yes
Use of Red Hat Brand & Program Logos (RH Brand Recognition. Red Hat portfolio used by 90% of Fortune 500 companies)	Marketing	Yes	Yes	Yes
Demo/trial subscriptions (not for resale)	Dev/Support	Yes	Yes	Yes

The requirements are specific for each partnership level and are directly correlated with the added benefits per partnership tier. All partners participating in the Global ISV Partner Program must comply at all times with the set of requirements defined for each partnership level of the program. This list is a minimum set of requirements for each partnership level.

Requirements	Category	Ready	Advanced	Premier
Established revenue stream	Financial	N/A	N/A	\$1B+
Revenue with Red Hat	Financial	N/A	Required	Required
Maintain continuous certification of ISV products certified on RH products	Product	Recommended	Minimum of 1 Required	Minimum of 2 Required
Maintain partner profile in RH systems	Marketing	Required	Required	Required
Complete Re-qualification Process	Partner Relationship	Required	Required	Required

## TRAINING AND ACCREDITATION

### Red Hat product training and certification

Red Hat’s hands-on, task-focused courses and certifications give your team the skills they need to implement real-time changes better and faster.

Red Hat offers courses and certifications covering everything from systems administration to enterprise application development. Whether you are a Linux® system administrator or a cloud and virtualization developer or architect, we offer credentials to help advance your career.

### Free Sales and Technical 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. Although not a requirement for entering the ISV program, accreditation is a benefit we provide to our ISV partners to prepare their sales team’s engagement in go-to-market activities.



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.

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

## MEMBERSHIP

### Application Process

To enroll in the Red Hat ISV Partner Program, visit [Red Hat Connect for Business Partners](#) to access the program application. Complete the application profile and assent to the Red Hat Partner 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.

### **Asia Pacific Partner Help Desk:**

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

Telephone: +65 6490 4200

[apac@redhat.com](mailto:apac@redhat.com)

### **Europe, Middle East, and Africa Partner Help Desk:**

Email: [emea-partner-team@redhat.com](mailto:emea-partner-team@redhat.com) or [emea-partner-helpdesk@redhat.com](mailto:emea-partner-helpdesk@redhat.com)

Telephone: 00800 7334 2835

[europa@redhat.com](mailto:europa@redhat.com)

### **Latin America Partner Help Desk:**

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

Telephone: +54 11 4329 7300

[info-latam@redhat.com](mailto:info-latam@redhat.com)

### **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

## SALES BENEFITS

### **Web listing and partner locator**

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

### **Free online sales & technical training access**

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 partnership level members). Red Hat OPEN offers accreditation on Red Hat technologies, discount in-person (live) sales and technical training, and access to discounts on product training through Red Hat Global Learning Services (GLS). Discounts based on partnership level.

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

As Premier and Advanced partnership level members, 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.

## MARKETING BENEFITS

### **Program logo usage**

Program members 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 Red Hat Connect for Business Partners or from your regional partner help desk.

### **Accreditation logos**

Partnership-level and individual-level logos will be available upon successful completion of sales, sales engineer, or delivery specialization tracks 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 Red Hat Connect for Business Partners for consideration. Proposals selected by Red Hat will be developed into formal success stories, which may be promoted by Red Hat and the partnership through various publicity vehicles. At the same time, submitting customer references through Red Hat Connect for Business Partners counts toward the annual requirements for Advanced and Premier partnership levels.

**Case studies, white papers, and product literature**

Extensive collateral will be made available to program members via the Red Hat external website and Red Hat Connect for Business Partners.

**Co-Marketing and joint content materials**

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

## TECHNICAL BENEFITS

**TSANet Enrollment**

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

## **APPENDIX 2: PROGRAM REQUIREMENT DEFINITIONS**

### **Established revenue stream**

Program members at the Advanced and Premier partnership levels will need to meet the minimum revenue requirements for their company. Revenue is referring to the total revenue the ISV company reports, which is different from the revenue target of Red Hat business.

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

Program members and Red Hat will conduct quarterly business reviews. This review will determine if the member 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 member and Red Hat, or it may result in the partner being re-designated to the appropriate Red Hat Partner Program partnership level.

### **ISV product certified on Red Hat products**

Member agrees to maintain certification on Red Hat products either through a self-certification process or the Red Hat certification process. For Premier partnership level members, the requirement is to have certification on at least two Red Hat products.

### **Complete re-qualification process**

Annually, members will be required to review and confirm information such as profile information, user administration, accreditations, partner agreements, anti-corruption compliance, and any specializations. This process is online and should take less than ten minutes to complete.