

RED HAT ASIA PACIFIC / JAPAN

PARTNER PROGRAM GUIDE



UPDATED JANUARY 2014





- 3 INTRODUCTION**
- 3 PARTNER PROGRAM OVERVIEW**
- 4 PARTNER PROGRAM STRUCTURE**
 - 4 Partnership Levels
 - 5 Specializations
- 6 PARTNER PROGRAM BENEFITS**
- 9 BENEFITS DESCRIPTIONS**
 - 9 Economic
 - 9 Relationship
 - 10 Sales
 - 12 Marketing
 - 13 Technical
- 14 PARTNER PROGRAM REQUIREMENTS**
- 16 TERRITORY**
- 17 MEMBERSHIP PROCESS**
 - 17 Application process
 - 17 Membership renewal
 - 17 Partner Program changes
- 17 RED HAT PARTNER HELP DESK**



INTRODUCTION

Welcome to the new Red Hat® Partner Program. As market demand for 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 operating systems, middleware, or services, you will find open source opportunities with Red Hat.

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. Our program is designed to help our partners develop successful 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 Partner Program benefits for each membership level
- A description of partnering requirements for each membership level
- Information regarding the application and enrollment processes

PARTNER PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered partner model designed to offer you resources to grow your open source practices or developments. Upon beginning your relationship with Red Hat, you will have access to a variety of benefits to assist you in developing your expertise of open source solutions. As your commitment to and knowledge of Red Hat open source solutions grows, the benefits you receive from Red Hat will also grow.

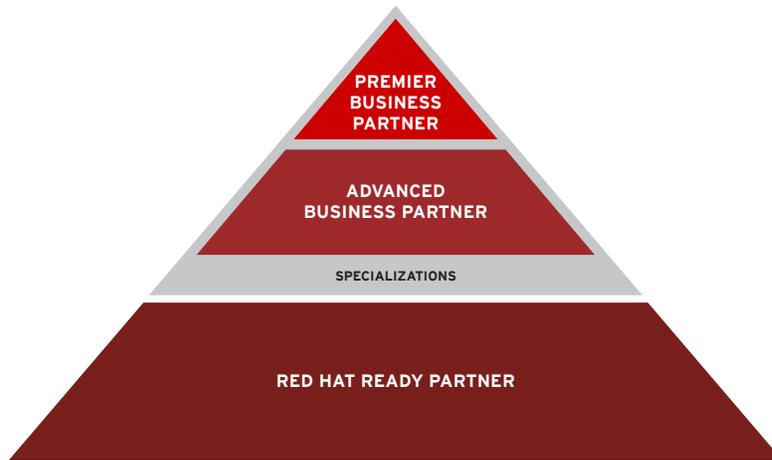
The Red Hat Partner Program provides you with the tools that help you define how you would like to partner with Red Hat. Need product information or marketing collateral? It's available. Need sales or technical training? Learn how to access it. Focus on operating systems? Understand the latest Red Hat Enterprise Linux® offerings. Prefer to offer middleware solutions? Get up to speed on JBoss® offerings. Tell us how you would like to partner with Red Hat and build your open source practice. We will provide you with the resources to do it.

Upon successful application and admittance to the Red Hat Partner Program, you will gain access to an array of benefits via the Red Hat Partner Center. As a Red Hat Partner 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 infrastructure and middleware products. Once you meet the qualification requirements, you will be able to apply to a higher membership level. Upon approval by Red Hat of a higher membership level, your increased commitment to open source solutions will be rewarded through access to additional benefits.



PARTNER PROGRAM STRUCTURE

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

The table below outlines the characteristics of each partnership level.

Ready Partner

The Ready partnership level enables you to grow your open source practice while building Red Hat Enterprise Linux and JBoss competency. At this level, partners have access to a variety of marketing collateral, tools, and software.

Advanced Business Partner

Partners who have reached the Advanced level are experienced in delivering Red Hat and JBoss solutions and have an ongoing commitment to open source solutions. Advanced partners enjoy enhanced benefits, plus access to additional resources designed to assist them in building open source practices and revenue.

Premier Business Partner

The Premier level is for partners that have a strategic relationship with Red Hat, and who provide the highest contribution to Red Hat and the Red Hat partner ecosystem. Premier partners have the highest level of visibility at Red Hat and in the marketplace.

SPECIALIZATIONS

The Red Hat Partner Program embraces all types of partners, delivering resources and benefits that align with your business model and relationship with Red Hat. Specializations define your areas of expertise, help position you as a trusted advisor to your customers, and help your recognition in the marketplace. They are not required at the Ready partner level, but are essential for promotion to the Advanced or Premier partnership levels within the Red Hat Partner Program.

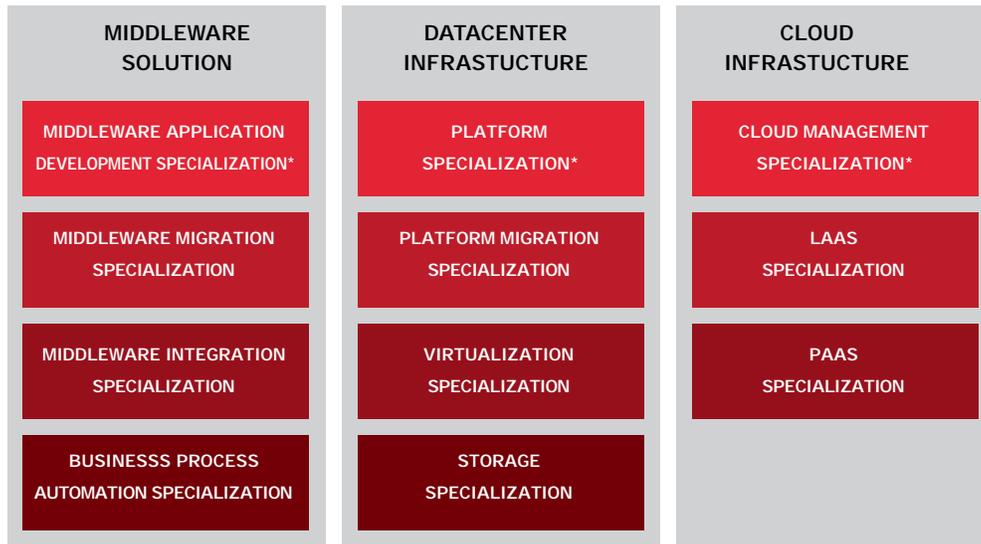


Core specializations

There are three (3) areas of specializations focused on Red Hat’s key offerings:

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

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



OPEN Program Specialization

Supporting Red Hat Partner’s in their efforts to enhance and expand their skills and offerings within these specializations, the Red Hat Online Partner Enablement Network (OPEN) was established to provide supporting information and assets.

OPEN provides partners with online, self-paced, role-based training delivering specific skills outcome for the Sales, Sales Engineer and Delivery roles.

Partnership level advancement

All partners who have completed the on-boarding process start out at the Ready partner level in the Red Hat Partner Program. In order to apply for the Advanced Business Partner level, you must complete the requirements to achieve one Core specialization. Once your application for promotion is submitted and reviewed for compliance by Red Hat, you will work with the Channel Account Manager for your region to complete a 12-month business plan. Upon approval of your business plan by Channel Management, your application will be accepted, and you will begin receiving the incremental benefits associated with the Advanced Business Partner status.

Partners who desire to advance to the Premier Business Partner level must complete the requirements for one Core specialization and one additional specialization (Core or other) prior to applying. When you have submitted your application and it is reviewed for compliance by Red Hat, you will work with your assigned Channel Account Manager to complete a 12-month business plan or make the necessary adjustments to your



existing one. Once your business plan has been approved by Channel Management, your application will be accepted and the highest level of benefits in the Red Hat Partner Program will be available to you.

Note: For every \$2 million in incremental Red Hat revenue closed at the Advanced or Premier Business Partner level, you will be required to achieve additional set of accredited individuals across all roles.

PARTNER PROGRAM BENEFITS

The Red Hat Partner Program offers benefits designed to assist you in developing 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 best benefits the Red Hat Partner Program has to offer. The table below summarizes the benefits available at each partnership level. Each benefit is described in additional detail on the following pages.

ECONOMIC BENEFITS	PROGRAM LEVEL - DETAIL		
	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Special Bid Pricing eligibility	Yes	Yes	Yes
Deal registration program eligibility	Yes	Yes	Yes
Deal Closure	3%	6%	10%
Deal Protection	2%	3%	3%
New Customer (additional)	2%	4%	4%
Strategic Product (additional)	2%	3%	3%
Rebate - Retention Reward/Funded HC	Yes (Case by case)	Yes	Yes
Subscription renewals	Yes	Yes	Yes
Technical Red Hat Training (GLS) discounts - only Red Hat run classes for RHCE (including RH300) and RH318 courses	10%	20%	25%
Special discounts for Red Hat events	No	Yes	Yes



PROGRAM LEVEL - DETAIL			
RELATIONSHIP BENEFITS	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Partner Advisory Board participation eligible	No	Yes	Yes
Participation in partner conferences and events	Yes	Yes	Yes
Assigned CAM	No	Yes	Yes
Assigned Inside Sales (ICAM)	Yes	Yes	Yes
Partner outreachcommunications	E-newsletter	E-newsletter	E-newsletter

PROGRAM LEVEL - DETAIL			
SALES BENEFITS	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Partner Program / Specialization Welcome Kit	Yes (electronic)	Yes (electronic)	Yes (electronic)
Web listing/partner locator	Yes	Yes	Yes
Training			
Access to Online Partner Enablement Network (OPEN)	Yes	Yes	Yes
Product sales bootcamp eligibility	Yes	Yes	Yes
Partner website/resource center access	Yes	Yes	Yes
Regular product roadmap updates	No	Yes	Yes
Leads			
Red Hat lead pass eligibility	No	Yes	Yes
Lead management system usage (PRM, Sales force)	No	Yes	Yes
Sales Support			
Demo/ Trial software availability (NFR - not for resale)	Yes	Yes	Yes
Field support for joint End User sales engagement	No	Yes	Yes
Red Hat Solution Architect support	No	Yes	Yes
Co-operative Solution development eligibility	No	Yes	Yes
Custom case study development/partner showcase	No	Yes	Yes
Access to Solution Quick Start offerings materials	No	Yes	Yes



MARKETING BENEFITS	PROGRAM LEVEL - DETAIL		
	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Program logo usage	Yes	Yes	Yes
Featured partner success story highlights	No	Yes	Yes
Case studies	Yes	Yes	Yes
White papers	Yes	Yes	Yes
Product literature	Yes	Yes	Yes
Partner Customizable campaign materials (co-branding)	Yes	Yes	Yes
Market planning resources/assistance	No	Yes	Yes
Dedicated marketing assistance contact	No	No	Yes
MDF Eligibility	Yes (Case by case)	Yes	Yes
Co-Marketing eligible (events/webinars etc..)	No	Yes	Yes

TECHNICAL BENEFITS	PROGRAM LEVEL - DETAIL		
	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Access to Online Partner Enablement Network (OPEN)	Yes	Yes	Yes
Reseller technical support line	No	Yes	Yes
Red Hat Solution Architect support	No	Yes	Yes
End user allowed to list partner as a primary support contact	No	Yes	Yes
Partner Pre-Sales SA Training and Tools availability	No	Yes	Yes
Participation in tech seminars/ forums/ networks/blogs, etc.	Yes	Yes	Yes
Access to Online Technical Library	Yes	Yes	Yes
Access to beta products (or beta program participation)	Not Required	Required	Required



BENEFITS DESCRIPTIONS

ECONOMIC BENEFITS

- **Special bid pricing eligible**

Partners may benefit from a “sell with” approach on large enterprise prospects and therefore be eligible to request special bid pricing from Red Hat via their Red Hat Channel Account Managers to help close large sales opportunities. Partners unaffiliated with the Partner Program are not eligible to receive special bid pricing.

- **Deal Registration Program eligible**

The Deal Registration Program provides business partners with the ability to accrue additional benefits when they identify new Red Hat business opportunities and engage in value-added pre-sales activity. For more details refer to Deal Registration Guide.

- **Deal Closure**

This is percentage discount offered to partners on successfully closing an approved Deal Registration order with an existing customer. The discount is calculated on MSRP.

- **Deal Protection**

This is percentage discount offered to partners if they lose the registered deal to another Red Hat reseller partner who didn't registered the deal but booked the order with Red Hat or Red Hat books the order directly. The discount is calculated on the amount that the deal is booked with Red Hat.

- **New Customer**

This is an additional discount on top of deal closure discount offered to partners for deal registration booked with net new customers to Red Hat. New customers are defined as accounts who have not done any business with Red Hat within the last 24 months. The discount is calculated on MSRP.

- **Strategic Products**

This is an additional discount on top of deal closure discount offered to partners for deal registration booked on all Red Hat products other than RHEL. The discount is calculated on MSRP.

- **Rebates**

Rebate for ABPs and on case-to-case basis for Ready partners, will be available based on following criteria:

- Retention - Additional Renewal incentives for territory to rescue partners: Mandatory renewal rate target need to be included for each ABP
- Incremental Revenue Goals
- Funded Head - To support strategic initiatives

- **Funded Red Hat Champion eligible**

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 reimbursement funding.

- **Subscription renewals**

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.



- **Technical training discounts**

Improve the technical knowledge of your staff through discounts off the MSRP price on Red Hat technical training courses. To sign up for these classes, visit www.redhat.com/training/. The discount codes are available in Partner Center and are applicable only on Red Hat run classes for RHCT, RHCE and RH318 courses.”

- **Special discounts for Red Hat events**

Advanced and Premier partners would be eligible to receive special discounts for joint Red Hat marketing events.

RELATIONSHIP BENEFITS

- **Partner Advisory Board participation eligible**

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 specific voice in our channel strategies and programs.

- **Partner Executive Program (PEP) participation**

In these challenging economic times, it's imperative that Red Hat continues to strengthen our channel relationships so we can, with our partners, aggressively protect and grow our subscription and services base. Through PEP, the Red Hat Leadership Team will be available to help our top partners by sharing our strategy and exploring ways Red Hat can assist in solving challenges such as budget pressures, data center consolidation, security, and support. PEP provides a structured program to have these conversations and build these connections now.

- **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 the opportunity to participate in roles ranging from presenting the Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that compliment Red Hat offerings.

- **Assigned channel account management**

Advanced and Premier Partners will have access to a Red Hat partner manager who acts as a point of contact with Red Hat, conducts business planning with the partner, and assists the partner to make the most of the Partner Program benefits and of the partnership.

- **Assigned inside sales account management**

All partners will have access to a Red Hat inside sales account manager who acts as a point of contact with Red Hat, assists the partner with key customer business opportunities and make the most of the Partner Program benefits.

- **Partner outreach communication**

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

SALES BENEFITS

- **Partner Program / Specialization Welcome Kit**

Partners will receive Red Hat Partner Manual, access to online Red Hat information, and a plaque identifying your membership level in the Partner Program. Advanced and Premier partners will also receive a welcome pack with hard and soft copies useful Red Hat information.



- **Web listing / 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.
- **Access to Online Partner Enablement Network (OPEN)**

The OPEN program provides partner salespersons with both product and services methodology training delivering the following skills outcome:

 - Positioning
 - Competitive handling
 - Objection handling
 - Qualifying an opportunity
 - Pricing
- **Sales boot camp eligible**

Partners can attend sales boot camps organized by Red Hat and get their sales team effectively trained on Red Hat's value and solutions.
- **Partner website / Partner Center access**

Membership in the Red Hat Partner Program will give you access to the Red Hat Partner Center, our 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 designed 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 communication with Red Hat. Most content from Partner Center will be directly linked from our Red Hat external website, but will be password protected.
- **Product roadmap updates**

Partners at the Advanced and Premier level will have the opportunity to participate in Red Hat product roadmap webinars given periodically throughout the year.
- **Lead-pass eligible**

Advanced and Premier partners will be eligible to participate in lead-pass if they comply with the lead distribution rules defined by Red Hat. For more information, contact your Red Hat Channel Account Manager or the Partner Help Desk.
- **Access to Partner Relationship Management (PRM) tool**

Advanced and Premier Business Partners will have access to Red Hat's PRM tool, which is used for managing leads, opportunities, Deal Registration, MDF, and business plans.
- **Demo / trial subscriptions - not for resale**

As a reseller you will be granted access to not-for-resale demonstration subscriptions to Red Hat and JBoss products for the purposes of training, testing, and demonstrating to potential customers. Not-for-resale demonstration subscriptions, provided to you as a benefit of the Red Hat Partner Program, are not for use in either internal or external production environments, or for resale to any other party.
- **Field support for joint End User sales engagement**

Advanced and Premier 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.

- **Pre-sales (solution architect) support program**
Advanced and Premier Business Partners will be able to access Red Hat solution architects for pre-sales technical support assistance with infrastructure and middleware proof of concepts, lab installations, product roadmaps, and client inquiries.
- **Dedicated pre-sales (solution architect) support**
Premier Business Partners will have a named Red Hat Solution Architect for pre-sales technical support assistance.
- **Co-operative solution development eligible**
Red Hat will 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.
- **Custom case study development/partner showcase**
Advanced and Premier partners receive an exclusive privilege to develop customer case study and showcase their success. They would be also be able to customize based on their marketing requirements.
- **Access to Solution Quick Start offerings materials**
Advanced and Premier partners can also access Solution Quick Start materials to get their teams timely enabled on latest solution offerings from Red Hat.

MARKETING BENEFITS

- **Program logo usage**
Partners will be able to use the Red Hat logo of their corresponding level of partnership to market their open source expertise and Red Hat relationship in compliance with Red Hat policies. Logos are available via the Partner Center or by contacting your regional partner help desk.

The OPEN accreditation program is globally-recognized and includes the use of the partner-level accreditation logos for Advanced and Premier Partners, as well as individual-level specialist logos. Partners that attain accreditations will be able to showcase applicable logos on their websites, collateral, business cards, etc.

- **Featured partner success story highlights**
Share your Red Hat and JBoss success stories. Submit success story proposals through the Partner Center to Red Hat 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**
Case Studies will be made available to all partners via the Red Hat external website and Partner Center.
- **Whitepapers**
Whitepapers can be downloaded from the Red Hat external website and Partner Center.
- **Product literature**
Partners can also access product literature and other collaterals from the Red Hat external website and Partner Center.



- **Customizable campaign materials**
You will be able to access customizable product and marketing collateral and templates designed to enable you to develop presentations and campaigns focused on Red Hat and JBoss solutions.
- **Marketing plan assistance and resources**
Partners will have access to resources including a framework with which to develop joint go-to-market programs and marketing initiatives that will increase our mutual business and provide measurable results.
- **Dedicated marketing contact**
As needed, Premier Partners will 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.
- **Market development funds eligibility per annual business plan (through distributors)**
As part of the annual business planning, Advanced and Premier Partners will be able to request market development funds for activities designed to drive brand awareness, lead generation, and sales opportunities of Red Hat and JBoss products.
- **Co-Marketing eligible**
Advanced and Premier partners will be able to do co-marketing events (such as customer seminars, webinars, advertisements etc) to increase their reach in the market.

TECHNICAL BENEFITS

- **Access to Online Partner Enablement Network (OPEN)**
The OPEN program provides role-based training targeted to Sales, Sales Engineer and Delivery Engineers. All OPEN training is created to deliver against specific skills outcomes identified as primary skills by Red Hat and Partner associates within similar roles:
 - **Red Hat Sales Engineer Specialist:** technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.
 - **Red Hat Delivery Partner Specialist:** product installation, application development, proof-of-concept delivery, and solution architecture.

Training for these technical roles are online, self-paced. Addressing the need for in-depth technical training, Advanced and Premier Partners have access to OPEN eLAB training. eLAB training is a combination of eLearning and lab exercises that dive into an engineer's need to be able to install, administer, and innovate using Red Hat based solutions.

OPEN eLAB classes are not only online but online lab environments are provided to partners.

- **Web and e-mail technical support (Basic SLA)**
All partners will have access to unlimited web-based support during standard business hours, with a 48-hour response time and following Red Hat's Production Support Scope of Coverage. See www.redhat.com/support/policy/ for more details. Partners can also email to apac-partner-helpdesk@redhat.com for any queries/ assistance.
- **Reseller Technical Support Line (Standard SLA)**
Advanced and Premier Business Partners will have access to unlimited phone-based support during



standard business hours (9 a.m. - 5 p.m. EDT), with a four-hour response time and following Red Hat's Production Support Scope of Coverage. See www.redhat.com/support/policy/ for more details.

- **Field Solution Architect Support Program**
Red Hat Field Solution Architects will provide all the required pre-sales technical assistance to Premier and Advanced Business partners to close business opportunities with their end customers.
- **Dedicated Red Hat Solution Architect Support**
Red Hat will also allocate dedicated Solution Architects for Premier partners for pre-sales technical support assistance with infrastructure and middleware proof of concepts, lab installations, product roadmaps, and client inquiries
- **Partner listed as a customer support contact**
Partners can contact Red Hat technical support from customer portal of the customer's account, when partners make inquiries with Red Hat on customer's behalf. Partner will need the customer's account number and valid login associated with the customer's Red Hat Network account. Partners can not get additional support, and partners can enter the position as customer's agent.
- **Pre-sales (solution architect) training and tools availability**
Advanced and Premier Business Partners will have the opportunity to attend in-person courses throughout the year, which are hands-on and give access to tools for assisting in the pre-sales environment.
- **Participation in technical seminars, forums, networks, blogs, etc.**
Partners will have the opportunity to participate in Red Hat-sponsored technical seminars, forums, networks, blogs, etc.
- **Access to Online Technical Library**
The Open Program include an online Technical Library that provide partners with a searchable repository of assets such as reference architectures, presentations, datasheets, battlecards, and more. These assets are actively provided and maintained by Red Hat's Solution Architects ensuring content is up to date and relevant.
- **Access to beta products (or beta program participation)**
Partners at the Advanced and Premier levels may be invited to join beta programs for certain Red Hat offerings.



PARTNER PROGRAM REQUIREMENTS

PROGRAM REQUIREMENTS	PROGRAM LEVEL - DETAIL		
	READY	ADVANCED BUSINESS	PREMIER BUSINESS
Completion of Red Hat program application and profile	Yes	Yes	Yes
Acceptance of Red Hat partner program agreement	Yes	Yes	Yes
Defined plan to migrate software assets to Red Hat Platform Certified	No	No	Yes
Specialization achievement	No	1	2
Approved 12-month business plan	No	Yes (12 Months)	Yes (36 months)
Annual bookings target achievement	No	Yes, by business plan	Yes, by business plan
Annual business targets	No	Yes, by business plan	Yes, by business plan
Joint account engagement plans	No	Yes, by business plan	Yes, by business plan
Minimum Financial Commitment	No	No	US\$10m over 3 years
Renewal Target Attainment	No	Yes	Yes
Minimum # of OPEN sales people	2	4	5
Minimum # of OPEN pre-sales engineers	0	1	2
Minimum # of OPEN delivery people	0	1	2
Red Hat renewals program participation	No	Yes	Yes
Active participation in marketing programs	As available	Yes	Yes
Joint customer references per year	No	2	4

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.

Program requirements

- Completion of Red Hat Partner Program application and company profile**
 As part of the Red Hat 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.partner.redhat.com.
- Acceptance of Red Hat Partner Agreement**
 As part of the Red Hat Partner Program enrollment process, you will be required to assent to the terms of the Red Hat Partner Agreement, available online in the Partner Center at www.partner.redhat.com.



Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

- **Defined plan to migrate software assets to Red Hat Platform Certified**
Premier partners need to commit to a plan to port existing applications or software assets to support Red Hat products in addition to other platforms that they currently support.
- **Specialization achievement**
The Advanced partnership level requires one Core specialization, while the Premier level requires one Core plus one other specialization. See the Specialization section of this Partner Program Guide for more details.
- **Approved 12-month business plan**
Developed in coordination with Red Hat Channel Account Managers, Advanced and Premier Business Partners will create an annual strategic plan focused on how Red Hat solutions can help partners achieve their corporate goals. Additionally, Advanced and Premier partners create quarterly forecasts in cooperation with Red Hat channel account managers.

The following items are requirements of the approved 12-month business plan:

Annual bookings target achievement

Partners at the Advanced and Premier levels must commit to meeting annual minimum revenue targets inclusive of the entire Red Hat product portfolio. The revenue targets will be set during business planning.

Annual business targets

Advanced and Premier partners will work with their channel account managers to jointly establish annual business plans and targets. One of the key measures of a successful partnership is growing new business for the partner and Red Hat. The new business target is a key measure of our joint success.

Joint account engagement plans

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

- **Minimum Financial Commitment**
The Premier partners should commit to doing Red Hat business to the amount of US\$10,00,000 over a period of three years. This amount should also be a part of partner business plan and details on how the premier partners plan to achieve this amount should be detailed in the business plan.
- **Renewal Target Attainment**
The Premier and Advanced partners must achieve the renewal targets assigned to them on a periodical or annual basis.
- **Minimum # of OPEN sales people**
As defined by the core specialization requirements, Advanced Business Partners are required to have no fewer than four salespeople trained in any skill. For the Premier level, the partner needs one additional sales people.



- **Minimum # of OPEN pre-sales engineers**
As part of the Core specialization requirement, Advanced and Premier partners are required to have at least one pre sales person trained accordingly.
- **Minimum # of OPEN delivery people**
As part of the Core specialization requirement, Advanced and Premier partners are required to have at least one delivery person trained accordingly.
- **Red Hat renewals program participation**
Advanced and Premier partners are required to participate in Red Hat renewal programs to target customers with existing Red Hat subscriptions and renew them on a timely basis.
- **Active participation in marketing programs**
Advanced and Premier Partners are required to work in coordination 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**
To assist in raising the visibility of Advanced and Premier Partners and their open source expertise in the marketplace, Red Hat requests that Advanced and Premier Partners submit customer references through Partner Center, using the Customer Success Story Submission Form at www.redhat.com/wapps/partner/protected/account/customerrefs/createEditCustomerReference.html. Red Hat will review the proposals for approval against the annual program requirements. 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 to use the Customer Success Story Submission Form and obtain end-customer approval of participation prior to submission. Please refer to the Partner Program Reseller Track Requirements table in this Program Guide for the specific annual requirement. For questions, please email communications@redhat.com.

TERRITORY

The territory for partners based in Asia Pacific and Japan is defined as the country where the partner maintains its primary place of business, as communicated in the company profile. This territory applies regardless of partner's membership level or specializations.



MEMBERSHIP PROCESS

APPLICATION PROCESS

To enroll in the Red Hat Partner Program, please visit the Partner Center at 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 according to the instructions provided.

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.

PARTNER PROGRAM CHANGES

Red Hat reserves the right to modify the Red Hat 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 Partner Program Guide and the Partner Agreement.

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.

APAC Partner Help Desk:

Email: apac-partner-helpdesk@redhat.com
www.redhat.com