Red Hat

Red Hat Embedded Program

Program guide

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Introduction

Welcome to the Red Hat® Embedded Program. Red Hat helps partners deliver powerful solutions that are easy to deploy and manage. Through the Red Hat Embedded Program, you as a partner gain access to tools and business models that simplify incorporation of Red Hat technology into your turnkey software solutions or hardware appliances. Deliver your products directly to your end customers using enterprise-grade, tested, and certified Red Hat software while maintaining control of the client experience. This guide provides an overview of the Red Hat Embedded Program and outlines the benefits of participating, as well as how to get started.

The value of partnering with Red Hat

A dynamic business environment demands a secure, reliable infrastructure to meet customer needs and address market changes. In the embedded market, flexibility and customization are crucial to developing solutions that meet customer demands but can still adapt to future requirements.

Partnering with Red Hat for your embedded systems solutions gives you access to both the technology and support you need to compete and succeed. By partnering with Red Hat, the leading open source software supplier, your organization can:

▸ **Have optimal choice and flexibility** with open infrastructure software that is designed to comply with industry standards.

▸ **Take part in community-driven innovation** with stabilized versions of upstream community software that is ready for commercial use.

▸ **Reduce time to market** by using industry-tested open source technology from Red Hat as a foundation for your embedded system solutions.

▸ **Lower development costs** and reduce total cost of ownership (TCO).

▸ **Integrate, build, and distribute** secure, end-to-end, single-purpose solutions using Red Hat technology that is certified to work together.

▸ **Mitigate risk** with enterprise-ready code that includes a single code base for multiple routes to market and a Red Hat platform ecosystem that includes more than 3,000 certified partners.

▸ **Maximize customer retention** by providing your customers with first-line support, backed by Red Hat support resources available through the Embedded Program.

▸ **Resolve issues quickly** with access to the Red Hat support portal to identify issues before they become critical; preemptively inform your customers.

▸ **Maintain control** of updates, patches, and new releases by fully certifying any changes to Red Hat software through your own development, testing, and QA processes.

▸ **Provide** out-of-the-box solutions to your customers.

The Red Hat Embedded Program provides access to the latest open source technology and an expansive portfolio of product solutions. Red Hat products are backed by a variety of partners and support resources to help you deliver exceptional products while maintaining control of the customer experience.

"Extending our messaging backbone with a supported and proven technology like Red Hat AMQ enables us to offer faster and deeper integration into our customers' IT infrastructures."

Roberto Siagri
CEO, Eurotech

Program benefits

Supportive partner relationship

To complement our technology, Red Hat offers a partner relationship that addresses your unique requirements:

- ▸ **Supportive partnership.** Red Hat works with its partners to address individual business requirements and quickly deliver enterprise-ready solutions to their customers.

- ▸ **Simple business processes.** Click-Through contracts, with no sticker requirements and no IP address limitations, make it easier to do business with Red Hat.

- ▸ **Flexible distribution rights.** Ship Red Hat software as an integrated component of your turnkey solution, as needed to meet demand. The number of shipped units is reported back to Red Hat on a quarterly basis.

- ▸ **Marketing and training resources.** Access co-branding resources, marketing and sales enablement tools — such as training, case studies, and newsletters — and Red Hat sponsored events, as well as possible discounts on Red Hat training courses.

Flexible pricing for embedded solutions

Red Hat flexibly accommodates the business models of our partners for joint success. As solutions qualifying for the Red Hat Embedded Program are integrated solutions, end users will experience only the named application and its user interface. Therefore, discounted pricing is offered to embedded partners for this restricted, single purpose use of Red Hat software.

Access to extensive resources

As part of the Red Hat Embedded Program, you will gain access to resources for integrating, certifying, bundling, and supporting Red Hat technology within your solutions, including:

- ▸ **Red Hat Customer Portal.** Access the Red Hat Knowledgebase, forums, reference architectures, FAQs, and documentation.

- ▸ **Development tools.** Access Red Hat software and support via purchase of Red Hat Developer Support Subscriptions.

- ▸ **Software releases.** Access major upgrades, minor updates, maintenance, security fixes, and pre-releases for early certification.

Partner developer support*

From the very beginning of our joint relationship we provide our embedded partners developer support for installation, usage, configuration, diagnosis of issues, and bug fixes of unmodified Red Hat software.

Red Hat technical support personnel are skilled at answering questions unique to software developers. They can help you employ Red Hat software development best practices and can help answer questions concerning application architecture, application design, industry practices, tuning, and application porting.

In addition to technical support, we provide access to all applicable Red Hat software.

Subject to partner support policy and service guidelines.

Extended support and unlimited assistance

When you bring your solutions to market, Red Hat is there to provide you the technical support you need to help your customers. The Embedded Program is designed so that our partners provide first-line support to their customers. You maintain the support relationship with your customers while Red Hat's world-class service organization, in turn, supports you as needed.

As an embedded partner, you can escalate any and all issues to our 24x7, global network of knowledgeable support engineers who respond, escalate, and quickly resolve high-priority problems.

Partner eligibility

To qualify for inclusion in the Red Hat Embedded Program, business or customer opportunities must meet the following criteria:

▸ Your solution must be an integrated product that results in a restricted use case. In most cases, these will be single-purpose — not general purpose — uses where end users cannot access Red Hat software directly and are not allowed to or expected to be able to add their own applications over time.

▸ There must be a single installation procedure for your solution, which can be scripted.

▸ Your solution must be sold in concert with hardware, software, or both.

▸ The integrated solution must only be resold to end users.

Program requirements

Partner obligations

Participation in the Red Hat Embedded Program requires compliance with the following program obligations:

▸ Maintaining at least one Red Hat Developer Support Subscription (see following section) during the term of the Red Hat Embedded Program

▸ Submission of quarterly reports with prompt payment

▸ Support of the integrated product to end users and channel partners

Developer support

Partners are required to maintain at least one Red Hat Developer Support Subscription during the term of the program and pay the associated annual fees. There is a corresponding developer product available for every Red Hat technology. For example, when purchasing Red Hat Enterprise Linux® Embedded Program subscriptions with Red Hat Virtualization, a partner would be required to purchase a Red Hat Enterprise Linux Developer Support Subscription. If a partner purchases a Red Hat Middleware Embedded Program Subscription, then a Red Hat Middleware Partner Developer Support Subscription is required.

For each Red Hat Developer Support Subscription purchased, Red Hat will provide:

▸ Access to the supported versions of the software and updates through the Red Hat Customer Portal.

▸ Access to a Red Hat technical support representative for:

  ▸ Installation, usage, and configuration support, as well as issue diagnosis and bug fixes for the applicable software, for issues related to use of the software for development purposes.

  ▸ Advice on application architecture, application design, industry best practices, tuning, and application porting.

Reporting

Partners who purchase directly from Red Hat or from an Authorized Embedded Distributor are required to submit quarterly royalty reports in compliance with contractual commitments. Royalty reports contain the partner name, contact information, number and date of units distributed and renewed, embedded subscription fee, and partner's product name. The start date for the Red Hat Embedded subscriptions will be the mid-point of the calendar quarter for each report. Specifics on royalty reporting are found in your legal agreement. Report templates can be requested from your local account team.

Product support

Red Hat Embedded Program partners are responsible for providing support for the integrated product to its end users and channel partners. Partners deliver software, updates, and all technical support directly to their customers and are responsible for testing software and updates with their integrated products.

Red Hat will provide partners with support for the software that is covered by active Red Hat Developer Support Subscriptions. Partner support consists of installation, usage, and configuration support, as well as issue diagnosis and bug fixes for the applicable software.

Red Hat does not support modified RPMs, modified source code — including hot fixes, whether partner or third-party provided — code development, system and network design, implementation and development of security rules or policies, software included in the Red Hat Extras repository or supplementary Red Hat Network (RHN) channel, or preview or beta technologies. Partners are responsible for testing software and updates with integrated products.

If Red Hat receives support requests from an end customer, Red Hat will direct the customer back to the Red Hat Embedded Program partner.
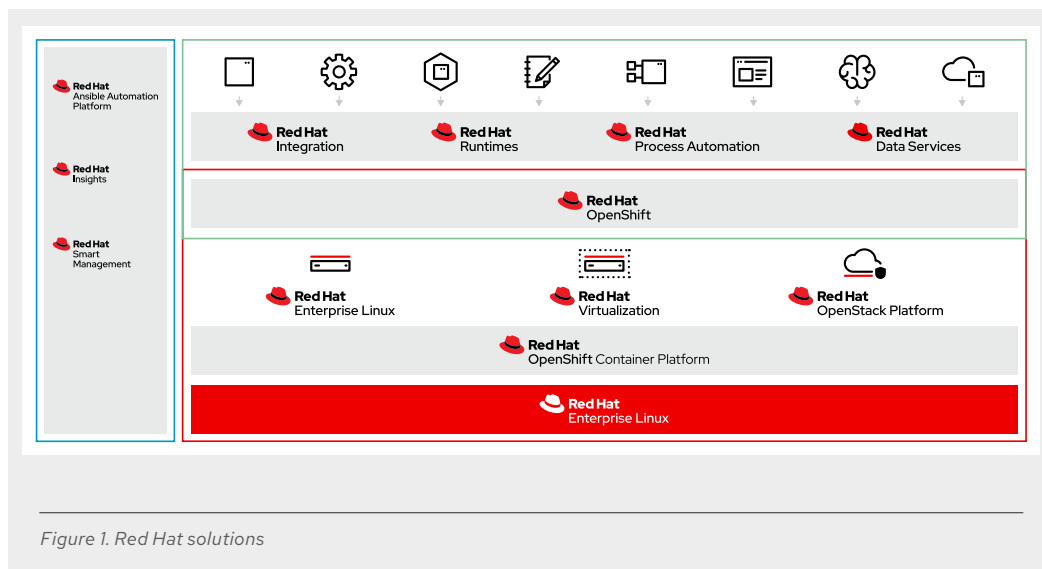
Eligible products

Red Hat products that are available to partners in the Red Hat Embedded Program include the following products. Contact your Red Hat representative for updates.

> "Influencing our decision was the fact that Red Hat was a good, widely recognized, stable organization. We took into account the viability and tenure of the organization, beyond just the product offering."
>
> **Ruby Bleiker**
> Director, Marketing and Sales Operations, Epic Data

Figure 1. Red Hat solutions

Red Hat Enterprise Linux

Red Hat Enterprise Linux is the foundation for modern architectures with support for all major hardware platforms and thousands of commercial and custom applications.

Learn more here.

Red Hat Virtualization

Red Hat Virtualization is a complete virtualization management solution for virtualized servers and desktops.

Learn more here.

Red Hat Middleware

The Red Hat Middleware portfolio of products helps you create a unified environment for application development, delivery, integration, and automation. It is comprised of comprehensive frameworks, integration solutions, process automation, runtimes, and programming languages.

▸ **Red Hat JBoss® Enterprise Application Platform** is a fully certified Java™ EE 7 container that includes everything needed to build, run, and manage Java-based services.

▸ **Red Hat Data Grid** is an intelligent, distributed data caching solution that elastically scales applications by providing fast, reliable access to frequently used data.

- **Red Hat Fuse** is a distributed integration platform that connects your infrastructure and enables integration experts, application developers, and business users to collaborate and independently develop connected solutions.

- **Red Hat AMQ** is a lightweight messaging platform for real-time integration.

- **Red Hat Decision Manager** is a comprehensive platform for business rules management (BRM), business resource optimization, and complex event processing (CEP).

- **Red Hat Process Automation Manager** is a platform for developing applications that automate business decisions and processes and includes Red Hat Decision Manager.

Learn more here.

Red Hat Storage

Red Hat Storage provides an open, software-defined storage platform that scales across physical, virtual, and cloud resources to reduce costs, prevent vendor lock-in, and provide infinite capacity without degrading performance.

Red Hat Ceph Storage is a massively scalable, open source, software-defined storage system that provides unified storage for cloud environments.

In order to integrate Red Hat Data Services, you are required to complete the training listed below.

Red Hat Certified Specialist in Ceph Storage Administration for Openshift

- CEPH125: Red Hat Ceph Storage Architecture and Administration

- EX125: Red Hat Certified Specialist in Ceph Storage

Red Hat Gluster Storage: 1 Red Hat Gluster Storage Administration (RH236/EX236) - Cloud / Storage

- RH236: Red Hat Gluster Storage Administration Classroom Training

- EX236: Red Hat Certified Specialist in Gluster Storage Administration Exam

Learn more here.

Red Hat Openshift

Red Hat OpenShift is a Platform-as-a-Service (PaaS) that lets developers quickly develop, host, and scale applications in a cloud environment. OpenShift is available through a variety of offerings, including online, on-premise, and dedicated hosting, as well as open source project options.

In order to integrate Red Hat OpenShift, you are required to purchase the following subscription:

Technical Account Management Services for Red Hat OpenShift Container Platform

Learn more here.

> "Red Hat offers the best of both worlds; we have the backing of a leader in the industry and a custom-tailored solution for our product."

—
Steve Christian
VP, Marketing, Verimatrix, Inc.

Red Hat OpenStack Platform

Red Hat OpenStack® Platform is a production-ready OpenStack solution that provides an integrated foundation to create, deploy, and scale a secure and reliable public or private OpenStack cloud. It delivers a managed cloud platform built on Red Hat Enterprise Linux, co-engineered and integrated with Red Hat's OpenStack technologies to provide the agility to scale and quickly meet customer demands — without compromising on availability, security, or performance.

In order to integrate Red Hat OpenStack Platform, you are required to purchase the following subscription:

Technical Account Management Services for Red Hat OpenStack Platform

In order to integrate Red Hat OpenStack Platform, you are required to complete the training listed below.

Red Hat Certificate of Expertise in Infrastructure as a Service

▸ CL210: Red Hat OpenStack Administration II: Infrastructure Configuration for Cloud Administrators Classroom Training

▸ EX210: Red Hat Certified System Administrator in Red Hat OpenStack Exam

Learn more here.

Red Hat Smart Management

Red Hat Smart Management is an easy-to-use system management product that helps keep Red Hat Enterprise Linux environments and other Red Hat infrastructure running efficiently, securely, and in compliance with various standards.

Learn more here.

Unique subscription model

Red Hat's subscription-based purchasing model allows your customers to gain access to any major release of our software over time without triggering new payments from you or your customers.

We back our subscriptions with extremely high quality global support; certifications for hardware, software, compliance and security; and regular patches, updates, and upgrades.

As a Red Hat Embedded Partner, the subscription model enhances the value that your software and hardware solutions deliver.

How to apply

If you are new to Red Hat and qualify for the Red Hat Embedded Program, create a Red Hat account at http://bit.ly/1QMa6QH. The account you create will be the login credentials to access all Red Hat online properties.

To apply for the program, partners must complete the following steps:

1. Visit the **Red Hat Embedded Program** page on Red Hat Partner Connect at https://connect.redhat.com/programs/embedded-partners.

2. Scroll down and click **Apply** under **Complete a quick program application**.

3. Log in to your account by choosing **Login to redhat.com account** or create a new account by choosing **Register for a redhat.com account**.

4. Select **Embedded** under **Partner type**.

5. Complete the application to become a new partner, accept the terms and conditions, and submit your application.

6. An Embedded program representative will then contact you to complete the process.

If you need help with your application, download the **How to guide: Applying for a Red Hat partnership**, listed under Helpful links here.

Questions?

Contact us at embedded@redhat.com.

About Red Hat

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

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