



# GLOBAL NETWORK ECOSYSTEM PARTNER PROGRAM GUIDE

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## INTRODUCTION

Welcome to the Global Network Ecosystem Partner Program guide.

The Red Hat® Partner Program is the foundation for the relationship between you, a provider of network solutions, and Red Hat, the world's leading provider of open source, enterprise IT solutions. Our partners play an integral role in our go-to-market strategy and overall success. The Global Network Ecosystem Partner Program helps our partners successfully adopt open source practices and deliver solutions for the telecommunications industry.

Telecommunications network operators are rearchitecting their networks to accommodate increasing service traffic, changing market trends, and accelerating Internet of Things (IoT) and 5G development. This transformation from traditional physical network functions to new technologies—including virtualization, cloud computing, and software-defined networking (SDN)—helps network operators allocate resources for optimal efficiency, deploy new services faster, and automate network deployments and operations. The Global Network Ecosystem Partner Program, detailed in this program guide, can help you meet network operator needs and keep pace with changing market requirements.

## GLOBAL NETWORK ECOSYSTEM PARTNER PROGRAM OPTIONS

As a Global Network Ecosystem Partner, you may use Red Hat products and services in several ways. You can combine your own value-adding products—including virtual network functions (VNFs), software-defined networking (SDN) controllers, network functions virtualization management and orchestration (NFV MANO) tools, and virtual and physical infrastructure components—with Red Hat technologies. You can also combine other prevalidated third-party VNFs and services—including consulting, systems integration, and support services—and Red Hat products into a complete, supported solution.

Network operators can consume products and services in different ways. Some may desire a single point of contact for integration solutions that includes broad support and service level agreements (SLAs). Other may want a similar offering, but with ownership of individual components for other uses. Still others might engage different vendors for applications and software infrastructure, without integrated SLAs or consolidated points of contact.

The Red Hat Partner Program offers flexible delivery models and terms to accommodate our partners' business models. The three primary delivery programs for Global Network Ecosystem Partners are the integrated platform program, solution builder program, and reseller program. You can also participate in the Embedded Program for traditional appliance solutions or the Certified Cloud Service Provider Program to offer Red Hat products on a consumption basis.

### INTEGRATED PLATFORM PROGRAM

The integrated platform program is for qualified Global Network Ecosystem Partners who deliver their applications with Red Hat software as a unified solution and provide end-user support. These partners have a global, strategic relationship with Red Hat and other Red Hat partners, and engage with Red Hat across multiple geographic regions.

With this transaction option, you own Red Hat subscription entitlements and level 1 (L1) and level 2 (L2) support to your customers. Red Hat provides level 3 (L3) support to your customers as required. Red Hat also provides development and production support to you. Only select Red Hat products are included in this option.

## **SOLUTION BUILDER PROGRAM**

The solution builder program is for Global Network Ecosystem Partners who deliver their applications with Red Hat software as a unified solution while allowing their customers to directly access Red Hat support. These partners also have a global, strategic relationship with Red Hat across multiple geographic regions.

With this transaction option, end customers own Red Hat subscription entitlements. You can choose to provide L1-L3 support to your customer, but Red Hat shares support responsibilities as well. Red Hat can collaborate using the Technical Support Alliance Network (TSANet) process to support joint customers. Red Hat also provides development and production support to you. The entire Red Hat product portfolio is included in this option.

## **RESELLER PROGRAM**

The Reseller Program is for partners who want to resell additional Red Hat software while participating in the integrated platform or solution builder programs.

With this transaction model, end customers own and manage Red Hat subscriptions and contact Red Hat directly for support. All Red Hat products are included in this option.

Requirements for each program are shown in Table 1.

**TABLE 1. GLOBAL NETWORK ECOSYSTEM PARTNER PROGRAM REQUIREMENTS**

TYPE OF SOLUTION	INTEGRATED PLATFORM PROGRAM	SOLUTION BUILDER PROGRAM	RESELLER PROGRAM
Which Red Hat products are included?	Select products	Full portfolio	Full portfolio
What are the target use cases and customer segments?	Telecommunications use cases	All use cases and customers	All use cases and customers
Is the solution shipped with hardware?	Not required	Not required	Not required
Who owns Red Hat subscription entitlements?	Partner	End customer	End customer
Are Red Hat components priced as line items on the end customer purchase order?	No	Yes	Yes
What support does the partner provide to end customers for Red Hat subscriptions?	L1-L3	L1-L3 (optional)	None
What support does Red Hat provide to end customers for Red Hat subscriptions?	L3 (through partner)	Joint L1-L3	L1-L3
What support does the partner receive from Red Hat?	L3	Partner support	None
Can the partner offer enhanced support options with Red Hat?	Yes	No	No
Does the partner have reporting requirements to offset channel conflict?	Yes	Yes	Yes
What is the maximum market development funds (MDF) available?	Up to 3%	Up to 3%	Up to 3%



## **PARTNER BENEFITS**

The Red Hat Global Network Ecosystem Partner Program offers a broad range of benefits to support your business.

### **ECONOMIC BENEFITS**

#### **Discounts on Red Hat products**

Qualify for discounts on Red Hat products based on the type of delivery model. Certain delivery models have higher discounts for specific use cases and partner support commitments.

#### **Renewals annuity business**

Build an annuity revenue stream with customers. Red Hat products are sold on a subscription basis. As a Global Network Ecosystem Partner, every Red Hat subscription you sell is eligible for renewal revenue upon expiration.

#### **Technical training discounts**

Take advantage of expert training and certifications. Global Network Ecosystem Partners are eligible for all training and certification courses listed on the [Red Hat Certification and Training webpage](#).

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

Arrange to use Red Hat Consulting services and earn discounts for consulting engagements. This provides opportunities to complement partner services and increase the size of sales.

#### **Market development funds**

Qualify for market development funds (MDF) based on fulfillment of agreed-upon sales goals.

### **RELATIONSHIP BENEFITS**

#### **Red Hat global alliance manager**

Gain access to a Red Hat global alliance manager. Global alliance managers act as a point of contact within Red Hat, develop business plans with partners, and help partners maximize their value from Red Hat Partner offerings.

#### **Red Hat sales compensation**

Promote frictionless sales and collaborate with Red Hat sales teams. Based on end user information provided by partners, local Red Hat account representatives are fully compensated for sales of Red Hat products by partners.

#### **Partner success manager**

Gain access to a Red Hat partner success manager (PSM). PSMs manage certification processes, training, and not-for-resale (NFR) entitlements; collaborate with Red Hat support; and provide Red Hat quarterly business review (QBR) data.

## **SALES BENEFITS**

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

Gain exposure through the [redhat.com partner search function](#). Potential customers can search for Red Hat partners based on geography, name, type, and other factors. Premier partners benefit from enhanced positioning in partner searches.

### **Access to sales training**

View detailed Red Hat product training through [Red Hat Online Partner Enablement Network \(OPEN\)](#). This series of online training modules targets three specific roles: sales (available to all partners), sales engineer (available to Advanced and Premier Business Partners), and delivery (available to Advanced and Premier Business Partners). Red Hat OPEN also offers accreditation on Red Hat technologies.

### **Access to Red Hat Connect for Business Partners portal**

Find partner-specific program, product, marketing, and sales resources on the [Red Hat Connect for Business Partners portal](#), Red Hat's online content repository and partnership management tool. The portal serves as your primary source of information about Red Hat, our product offerings, and our marketing campaigns. You can also administer your partner relationship with Red Hat via this portal.

### **Product roadmap updates**

Participate in Red Hat product roadmap webinars presented periodically throughout the year.

### **Not-for-resale demonstration and trial subscriptions**

Access not-for-resale (NFR) demonstration subscriptions for potential customer training, testing, and demonstration purposes. Demonstration subscriptions are not for use in either internal or external production environments or for resale to any other party.

## **PRESALE BENEFITS**

### **Requirements analysis, high-level architecture planning, and solution design**

Red Hat presale solution architects will provide assistance with requirements analysis, high-level architecture, and solution design in support of prospective client engagements.

### **Proof of concept and demonstration support**

Gain technical expertise from Red Hat to support pilots, demonstrations, proofs of concepts, evaluations, and benchmarks.

### **Professional services assistance**

Qualify for discounts on professional services assistance for solution development activities.

### **Request for proposal and request for information support**

Gain assistance with request for proposal (RFP) and request for information (RFI) responses from Red Hat presale teams.

## MARKETING BENEFITS

### Joint activities at conferences and events

Increase your company's visibility at conferences and events. Red Hat regularly sponsors industry events and conferences to promote brand awareness and acquire new customers. As part of your membership, you can participate in these events by presenting Red Hat solutions, hosting open source discussions, demonstrating your complementary services, and more.

### Logo use

Use the appropriate Red Hat partnership logo to market your open source expertise and relationship with Red Hat. All logos must be used in compliance with Red Hat policies and agreements. Logos are available via the [Red Hat Connect for Business Partners portal](#) or from your regional partner help desk.

### Featured partner success story highlights

Submit success story proposals for consideration via the [Red Hat Connect for Business Partners portal](#). Selected proposals are developed into formal success stories and may be promoted by Red Hat and partners through multiple methods. Customer reference submissions through the portal also count toward the annual requirements for Advanced and Premier Partners.

### Case studies, whitepapers, and product literature

Access extensive customer-facing collateral via [redhat.com](#) and the [Red Hat Connect for Business Partners portal](#).

### Customizable campaign materials

Qualify to access customizable product and marketing collateral and templates to help develop presentations and campaigns focused on Red Hat solutions.

### Marketing plan assistance and resources

Access resources—including a framework for developing go-to-market programs and marketing initiatives—that help to increase our mutual business goals and provide measurable results.

### Designated marketing contact

Work with a channel marketing specialist who can assist with development of demand generation campaigns, events, programs, and marketing initiatives that support your business objectives.

### Joint press announcement

Gain visibility through joint press activities. Red Hat participates in press activity with partners who want to announce their relationship with Red Hat, joint initiatives, and customer wins. Global Network Ecosystem Partners can request a Red Hat executive quote for partner press releases. They can also request publication of a press blog entry or joint press announcement on [redhat.com](#).



## TECHNICAL BENEFITS

### Knowledgebase access

Access the Red Hat technical library through the [Red Hat Connect for Business Partners portal](#) to research answers to technical product questions.

### Sales engineer and delivery training and tools

Take advantage of online training courses through [Red Hat OPEN](#) and the [Red Hat Connect for Business Partners portal](#) at no additional cost to you.

### Red Hat OPEN sales track

Take advantage of detailed Red Hat product training for partner sales staff. This series of computer-based training modules provides information about the Red Hat portfolio, competitive positioning of Red Hat products, and objection handling during the sales cycle.

### Red Hat OPEN sales engineer track

Access detailed Red Hat product training for sales staff responsible for partner presales. These computer-based training modules provide information about the Red Hat portfolio, competitive positioning of Red Hat products, technical sales and qualification, objection handling, and how-to demonstrations.

### Red Hat OPEN technical tracks

Take advantage of self-paced e-learning and e-labs designed for sales engineers, solution architects, and consultants. The sales engineer technical presale tracks cover competitive positioning, objection handling, and demo competency, with a focus on Red Hat product architecture. The delivery tracks provide product implementation and usage methodologies for developers and consultants.

### Technical library

Access the Red Hat partner technical library through [Red Hat OPEN](#). This repository of technical documents includes reference architectures, whitepapers, videos, and more. All assets are tagged and available to support technical learners with additional content and sales tools.

## PROGRAM REQUIREMENTS

To be accepted into the Global Network Ecosystem Partner Program, partners must meet several requirements.

### ACCEPTANCE OF THE RED HAT PARTNER PROGRAM AGREEMENT

As part of the Red Hat Partner Program enrollment process, partners will be required to agree to the terms of the Red Hat Partner agreement, available online on the Red Hat Connect for Business Partners portal. Partners must maintain compliance with the partner agreement throughout their partner relationship with Red Hat.

### STRATEGIC MARKET REACH AND REVENUE COMMITMENT

Partners must have a proven ability to connect with global network operations decision makers and commit to a minimum yearly Red Hat revenue as defined in their annual business plan. They must also have the ability and desire to initiate sales and provide system integration services to the end user.

## **SALES VISIBILITY AND FORECAST**

Partners must provide visibility into and forecasts of sales by quarter.

## **RED HAT-ACCREDITED TECHNICAL SPECIALISTS**

Using a variety of training resources, Red Hat helps partners obtain important accreditations. Red Hat requires partners to maintain a certain number of Red Hat-accredited technical staff to ensure that partners are able reach their partnership sales goals. Accreditations must be across platform, cloud, and storage specializations.

## **24x7 SUPPORT AND SLAs**

Partners must provide full 24x7 technical support to end users, as well as SLAs typically required by tier 1 communications service providers (CSPs). Partners must also provide data, anecdotes, and other information about support requests to Red Hat. Partners that participate in the solution builder program are required to maintain an active TSANet membership.

## **TECHNICAL ACCOUNT MANAGER SERVICE SUBSCRIPTIONS**

Partners must purchase and maintain an agreed-upon number of Technical Account Manager (TAM) service subscriptions.

## **DISTRIBUTED CONTINUOUS INTEGRATION**

Partners must implement a distributed continuous integration (DCI) process for faster and simpler software update integration.

## **DEDICATED LAB FACILITIES**

Partners must provide dedicated lab environments for development, testing, and co-marketing of all telecommunications integration solutions.

## **PARTNER ENGINEERING**

Partners must assign engineering resources to integrate Red Hat and partner products. Partners should designate or purchase a resource from Red Hat who will be the main contact for all partner engineering requests to Red Hat.

## **PARTNER MARKETING**

Partners must appoint a marketing contact who will collaborate with a Red Hat marketing specialist to develop demand generation campaigns, events, programs, and marketing initiatives to support the joint business objectives. The partner marketing contact will also support any MDF administration and proactively engage in marketing opportunities.

## **PRODUCT CERTIFICATION**

Partners must certify each partner product and solution. For example, a partner solution that uses Red Hat OpenStack® Platform must be certified through the Red Hat OpenStack Platform certification test suite in accordance with the [certification testing guidelines](#). Partners can run the automated certification and compatibility tests and submit the results to Red Hat.

## REPORTING

Every quarter, partners must submit a report of Red Hat products sold. Reports should contain:

- Partner name and contact information.
- Number and date of units distributed to each end user.
- Number and date of units renewed for each end user.
- Embedded subscription fee for units.
- End user install site information including, name, contact, and ship-to address.

## RED HAT PARTNER HELP DESK

Contact the Red Hat partner help desk for questions regarding Global Network Ecosystem Partner qualification criteria, partner opportunities, and Red Hat product portfolio information.

- Contact the Global Network Ecosystem Partner Program team at [networkecosystem@redhat.com](mailto:networkecosystem@redhat.com).
- Learn more at [redhat.com/en/partners/programs/telco](https://redhat.com/en/partners/programs/telco).



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## ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

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