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Red Hat’s investment in the partner model is built into our DNA. The company itself was founded on the premise of an open, collaborative community striving to reach common goals and vision. When our partners succeed, we all succeed.

Two companies working together can deliver more value for customers than either could on its own. Multiply this by thousands of relationships built over the years. The result is a network of influence to not only populate a catalog of certified solutions, but to build a cascade of knowledge that advances the industry into an even more promising future.

This is not only about making connections, it’s about bringing those connections closer together – not just with Red Hat, but with other members of the partner community in an integrative ecosystem.

How you participate in the Red Hat Partner Connect program is up to you. We provide a rich set of program resources and opportunities to empower our partners – from small startups to global solution providers – to help shape the emerging generation of information technology.

Explore this program guide to learn more about what we offer, how you and your organization can benefit, and how to take advantage. Let’s make something great together, the open source way.

Mike Werner
Senior Director, Global Technology Partner Ecosystems
Red Hat Partner Connect
Red Hat had a spark of an idea 25 years ago—a vision for developing software differently. We believed that collaboration with an ecosystem of IT leaders, open source advocates, developers, and partners could create a better foundation for the future of IT—Red Hat® Enterprise Linux®.

But that was just the beginning.

Today, we deliver a comprehensive portfolio of products and services using the same open, collaborative business model and an affordable, predictable subscription. Red Hat customers get the latest software, assurances that it’s secure, and access to a community of experts making software the open source way.

**TRIED. TESTED. TRUSTED.**

**Why Partner With Red Hat?**

- 90% of the FORTUNE 500 use our products and solutions
- Validated products exposed to 11k+ monthly visitors to the Red Hat Catalog
- Staff training, access to subject-matter experts and pre-release software
- Connect with a strong ecosystem

**THE RED HAT PARTNER CONNECT PROGRAM BENEFITS EVERYONE**

Technology companies that partner with Red Hat:

- Gain market acceptance and sales traction with Red Hat’s customer base.
- Reduce technical and operational risk and cost by validating on Red Hat platforms.
- Benefit from a transparent, standardized, and efficient engagement process with Red Hat.

Partner companies’ customers:

- Gain more choices in Red Hat and open source products through partner offerings.
- Get more value from Red Hat software subscriptions with pre-tested third-party products.
- Reduce time to market with proven, certified software to address their business needs.
We work with software, hardware, systems integration and cloud hosting companies as they develop, test, and certify their products on the Red Hat portfolio, leading to publication in our certified product catalog and co-branded product promotion.

By joining this program, you and your company gain access to a wide variety of resources – technical content, domain experts, software, certification tools and promotional assets – to help you through the process of aligning, refining and certifying your products on Red Hat platforms.

The objective of the Red Hat Connect Program for Technology Partners is to educate, engage, validate and promote our technology partner ecosystem to grow their business and better support their customers.

The mission of the program is to:

• **Connect** a deep and broad set of technology companies to Red Hat through an active and committed ecosystem.

• **Connect** the products and services you create with Red Hat’s product portfolio through alignment and certification.

• **Connect** your certified and supported partner solutions with customers through co-branded marketing and “Red Hat Certified Technology” logos.

• **Connect** your developers and consultants to Red Hat’s extensive network of free online and on-demand training.

Gain access to a wide variety of resources – people, information, software, certification tools, and product promotional resources – to help you align, build and certify your products on Red Hat platforms.
Red Hat Partner Connect Program Benefits at a Glance:

- **Zone Privileges**: Access to specific Red Hat products
- **Partner Training**: Online, in-depth product and sales training
- **No-Cost Red Hat Software**: Speed your product to market with developer tools.
- **Product Certification**: Deliver a tried, tested and trusted technology stack
- **Technical Assets**: Extensive knowledge-base
- **Marketing Resources**: Red Hat catalog, co-branded solutions briefs and events
A VIBRANT AND DIVERSE COMMUNITY OF TECHNOLOGY COMPANIES

The program is for companies that offer software, hardware, systems integration, and cloud hosting products or services for commercial sale. Technology partner companies build solutions designed to run on – or integrate with – Red Hat’s product portfolio.

Software companies
• Software vendors (SVs)
• Services and systems integrators (SIs)
• Application services providers (ASPs) or hosts
• Infrastructure as a Service (IaaS) providers
• Platform as a Service (PaaS) providers
• Software as a Service (SaaS) providers
• Managed services providers
• Technology consultancies

Hardware companies
• Original equipment manufacturers (OEMs)
• Hardware vendors (HVs)
• Original device manufacturers (ODMs)

TOP PARTNER APPLICATION CATEGORIES

Security and Compliance
Databases
Internet of Things
storage
Business Intelligence and Analytics
DevOps
Application Services
management tools
Machine Learning
compute
BENEFITS AT A GLANCE

Broad benefits for your organization

**Tighter integration with Red Hat**
Access to Red Hat engineers, recommended practices, technology enablement, and development resources helps you more tightly align your products with Red Hat platforms and components.

**Technical resources to align your products with Red Hat**
Deepen your expertise with self-service, online resources such as knowledge guides, FAQs, Red Hat training, accreditation programs, and access to all the assets in the Red Hat Customer Portal.

**Basic marketing resources to publicize the partnership**
Take advantage of co-marketing resources such as the Red Hat Partner Connect mark, content for your PR and marketing activities, and invitations to participate at Red Hat sponsored events.

**Deeper technical guidance**
Partners on the path to certification – or those who already have Red Hat certified offerings – get access to technical how-to guides, pre-release Red Hat software, and opportunities to connect with Red Hat experts.

**A head start on developing with new technologies**
Get a lead on developing for Red Hat’s emerging technologies with pre-market access to tools, support, information, and software – before your competitors or customers get them.

**Tested and proven interoperability**
Our technology adoption resources expedite the process of aligning, testing, and certifying your offering on generally available Red Hat products, to earn the distinction of carrying the “Red Hat Certified Technology” logo and publication in our catalog, seen by more than 15,000 visitors a month.

**Higher market visibility and sales**
Being an integral part of the worldwide Red Hat ecosystem can elevate your company’s stature and help broaden your market. Certified products gain visibility in the marketplace and stronger product positioning—recognized as being secure, enterprise ready, and endorsed by Red Hat.
A high-level look at program activities by development stage

The partner journey to certify your product on Red Hat is as easy as A, B, C.

ALIGN
  • Access to product information and positioning across the Red Hat portfolio
  • Application profiling – Determining which Red Hat technologies apply to your offering
  • Receive up to 100 no-cost Red Hat software licenses per company for non-production use
  • Access to Red Hat's extensive online technical information and training resources

BUILD
  • Deeper, interactive technical engagement through specialized Zones
  • Insider access to community sharing and technology expertise and the latest tech updates
  • Access to technical guidance and product documentation
  • Engagement through webinars, blogs, forums, Q&A sessions, analytics and more
  • Automated workflows to guide partners through the build/test process

CERTIFY
  • Choice of self-validation or full certification paths
  • Step-by-step workflows to organize and track the certification process

PUBLISH and PROMOTE
  • Publishing your certified products in the Red Hat product catalog, which receives more than 15,000 visitors a month
  • Providing Red Hat Certified Technology logos to build industry market affinity and distinction
  • Providing support for co-branded promotions such as product briefs, press releases, blog posts, webinars, certification plaque, co-marketed events, and videos

SUPPORT
  • Technical support: Free TSANet accounts for collaborative support for your customers
As a Red Hat Partner Connect technology partner, your company has access to the technical information and training resources of Red Hat’s extensive Online Partner Enablement Network (https://www.redhat.com/en/partners/open) (OPEN). Enhance your skills and empower your team, anytime, anywhere, with:

- Role-specific, self-paced training for sales, sales engineers, and delivery engineers
- Pre-configured demos for Red Hat’s open hybrid cloud solutions
- A tagged and searchable online library of dynamic, technical content

**Red Hat OPEN Training**

Red Hat OPEN training courses focus on developing role-based expertise and skills required to sell and deliver Red Hat offerings. You can earn accreditations by taking a prescribed combination of OPEN training courses, choosing from dozens of courses aligned to three specialized tracks:

- **Red Hat Sales Specialist Partner Accreditation** – Value pitch, sales qualification, competitive positioning, objection handling, and pricing
- **Red Hat Sales Engineer Accreditation** – Technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge
- **Red Hat Delivery Partner Accreditation** – Product installation, application development, proof-of-concept delivery, and solution architecture

More than 40,000 Red Hat partners around the world have achieved accreditation to help them better address customer needs with Red Hat solutions.

**Red Hat OPEN Partner Demo System**

Watch online product demonstrations created by Red Hat technical and sales experts. These online videos can be used as stand-alone learning exercises or as part of OPEN training courses to help enhance your expertise in performing demos.

**Red Hat OPEN Online Technical Library**

Managed by Red Hat solution architects, the partner technical library gives partners access to the same content as Red Hat sales engineering experts, from product basics to advanced technologies and solutions. The technical library features an extensive database of resources, available for pre-sales, post-sales, and delivery teams. Items include roadmaps, presentations and collateral, use cases, reference architectures, performance benchmarks, videos, whitepapers and sales guides.
Red Hat offers technology partners no-cost software subscriptions for the following non-production uses:

- Technical evaluation
- Internal uses such as enablement and staff training
- External uses such as customer demonstrations and proof-of-concept activities
- Interoperability testing and certification
- Supporting and troubleshooting interoperability issues
- Development activities that don't require support service level agreements (SLAs)

You can deploy these software subscriptions (also called NFRs, “not for resale”) in three ways:

- **On-premise** – Use your subscriptions to deploy Red Hat software in your own data center.
- **In the cloud** – Use Red Hat software through one of our Red Hat cloud partners worldwide.
- **Hosted by Red Hat** – Use a Red Hat managed hosting plan for cloud technologies.

Things you should know before requesting a free software subscription:

- Software can be requested once a year by the designated Red Hat Primary User(s) on your team.
- Software subscriptions are valid for one year, and can be requested again upon expiration.
- Subscriptions provide software (including updates) and access to the Red Hat Customer Portal (https://access.redhat.com/).
- These no-cost subscriptions do not include Red Hat support but do include access to a wealth of technical resources on the Red Hat Customer Portal.
ZONES FOR SPECIFIC TECHNOLOGY INTERESTS AND CERTIFICATION

Zones are special-interest areas for partners of varying types to get privileged access to information, certification and activities. You get insider access to resources such as product road maps, how-to guides, early access to product functionality for testing, and contact with product technical teams to get your questions answered.

As of January 2019, Red Hat Partner Connect offers five Zones for technology partners:

- **Red Hat® Enterprise Linux Zone**: for partners who are building solutions to run on the industry’s leading Linux platform.

- **OpenShift + Container Zone**: is for partners who want to innovate faster and smarter with lightweight, cloud-friendly Red Hat middleware.

- **Red Hat OpenStack and NFV Zone**: is for partners who want to ensure interoperability of their products with OpenStack technology products, including for Network Function Virtualization.

- **Red Hat Middleware Zone**: is for partners looking to take advantage of Red Hat software-defined storage, which decouples storage software from the hardware for uncommon flexibility.

- **Ansible Zone**: is for partners seeking to automate software provisioning, configuration management and application deployment to free DevOps teams for more strategic work.

We will continue to add new zones for other products in the Red Hat portfolio, as well as for vertical specializations, partner types, and solution categories.

Insider resources available to Zone members

Each Zone has its own set of resources, but participating in a Zone generally includes access to:

- **Red Hat expertise** – Access to Red Hat technical experts, such as engineering, product management or support staff, to get your questions answered
- **Community news** – Technology and market insight from Red Hat and partners through podcasts, blogs, webinars, and customer success stories.
- **Technical documentation** – Official Red Hat product guides, installation documents, FAQs, community docs, blogs, and more
- **Technical guidance** – Resources to help align and certify your product on the Red Hat platform
- **Product promotion** – Publication of your Red Hat certified product in our catalog and co-branded marketing resources
- **Project checklists** – Best practices to track the steps toward getting your product certified or self-validated and published
- **Special offers** – Periodic opportunities to get early access to emerging products and other offers
Additional benefits for Zone members

Partners who join a Zone get access to benefits beyond those available to general partners:

**Early Adoption Process (EAP)** – Selected partners get a head start on developing for Red Hat’s emerging technologies with pre-market access to tools, support, information, and software—before their competitors or customers get them.

**Technology Adoption Process (TAP)** – For Red Hat products that are generally available, take advantage of architectural guidance, proof-of-concept planning, and product development resources backed by Red Hat’s partner engineering team.

**Certification** – Nominate one or more of your products to complete Red Hat’s certification process to ensure that our products work well together, and get your product automatically published in the Red Hat catalog.

**Joining a Zone**

Joining a Zone is easy, and you can choose to apply to one or more Zones. The Red Hat Partner Connect team approves partners for acceptance to ensure that the Zone is truly a virtual meeting place of like-minded partners who have similar needs and expectations.

Once approved, your Primary User(s) will be notified. That’s all it takes. Your team can now take advantage of all of the assets, activities, workflows, and relationships that are a part of being in a Zone, including early access to software, resources for technology adoption, and workflows leading to certification.

**The technology Early Adoption Process (EAP)**

Early access to pre-release software is offered to select technology partners that are highly engaged with Red Hat through a Zone. While any Zone member can submit a request to participate, early access partners are typically invited by the Red Hat Partner Connect team on the recommendation of the associated business unit.

These partners get access to beta software, engineering resources and a test workflow where they provide feedback to the business unit team. Early access gives partners the unique opportunity to:

- Influence the direction and features of emerging Red Hat products.
- Start developing products with new functionality early and gain competitive advantage.
- Gain visibility by participating in Red Hat market awareness activities at launch.
Extending Red Hat’s promise of tried, tested, trusted solutions

Certification assures customers and prospects that your software or hardware has been tested and validated on the Red Hat platform and that it can be supported. It’s reliable and enterprise-ready.

Red Hat certification is offered at no cost to our partners.

There are two types of certification:

- **Self-validation** or “primed,” is a declaration from a partner that its product meets its own criteria for interoperability and function with Red Hat products. Red Hat does not review or validate the test process but does collect this information and recognizes it via published listings in our product catalog.

- **Certification** indicates a product that has been tried, tested, trusted, and approved by Red Hat and is backed by enterprise support.

The certification process varies by Zone and product category but generally includes:

- An automated test suite
- Step-by-step workflows to organize and track the certification process
- Access to review service, including development of test plans suited to your system
- Listing on the certified catalog in Red Hat’s Customer Portal

Certification tools are already included in the software available to partners. Just request software access pertaining to the Zone that interests you. The steps needed to install and configure the tool for a specific certification are described in a corresponding user guide in our resource library.

After your software product or related component has successfully completed the Red Hat certification process, we support your go-to-market efforts by:

- Publishing your product in the Red Hat product catalog, which reaches a vast audience
- Providing a “Red Hat Certified Technology” logos to help promote your product
- Supporting co-branded product promotions such as a product brief and press release
- Offering free TSANet communication accounts for collaborative Red Hat/partner support

You can find products that have already been certified in the Red Hat certified catalog (https://access.redhat.com/certifications), part of the Red Hat Customer Portal.

**Partner marketing benefits by engagement level**

From the start, Red Hat works with you to help build awareness of your Red Hat-aligned products. The more engaged your company is in this process, the greater the marketing support available to you.
## Partner Marketing Benefits by Tech Engagement Level

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<th>Self-Validated Partner Technology</th>
<th>RH Certified Partner Technology</th>
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<td>Red Hat Program Logo/Brand to Publicize Partnership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
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<tr>
<td>Publish Partnership on Red Hat Web &amp; Collateral</td>
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<td>✓</td>
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<tr>
<td>Publish in Red Hat Partner Catalog</td>
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<td>✓</td>
<td>✓</td>
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<tr>
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<td>✓</td>
<td>✓</td>
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Currently Picking for Container Certifications
GET STARTED WITH RED HAT PARTNER CONNECT AS A TECHNOLOGY PARTNER

Joining is an easy, online registration process. Your company is the partner, and you can add any number of users to that company account. Visit the partner portal page at connect.redhat.com, click “Join the program,” and follow the sign-up process. You’ll be prompted by confirmation emails along the way.

1. **Find out if your company already has a Red Hat Partner Connect account.** Just search our partner list to see if your company is already a member of the Red Hat Partner Connect program as a technology partner company or a business partner.
   - If your company is already registered within Red Hat Partner Connect, have your company’s Primary User add you as a user.
   - If your company is not registered with Red Hat Partner Connect, you will add your company as a partner and then add users to that account.

2. **Designate one or more Primary Users** on the company account. The Primary Users will be the main points of contact for your company’s relationship with Red Hat Partner Connect, particularly regarding the partner agreement and software downloads.

3. **Tell us about yourself so we can best support you.** Fill in simple forms to build your individual profile – and company and product profiles, if that is not already done.

4. **Get deeper into the technology.** Apply to access one or more Zones if you want to certify your product and access insider resources for specific technologies, such as Red Hat Enterprise Linux or Red Hat OpenShift + Containers. Review and acceptance of Zone registrations is usually completed within 48 hours.

5. **Set a course toward certifying your product(s).** Once you’re in a Zone, you can set up a project and access workflows and other resources to guide you toward product certification.

The Technology Partner Agreement

*When registering your company for the technology partner program,* a designated representative – generally your Red Hat Primary User – will review and sign the Red Hat Technology Partner Agreement (TPA). This contract covers technology partner terms and conditions as well as non-disclosure. All new technology partners sign this agreement even if your company already has an non-disclosure agreement on file with Red Hat for other purposes.

Since some of the program benefits require confidentiality protection, we do ask partners to agree to the terms of the Red Hat partner agreement. The key provisions of this agreement are:

- Access to Red Hat’s products and intellectual property is for development and testing, not for activities outside the scope of the agreement.
- Partners will use partner program and Red Hat certification marks as intended and as defined in the program agreement.
- Partners will have insider access to information and software that may be Red Hat confidential and agree to keep that information confidential.
- The agreement auto-renews each year.
- Partners can leave the program anytime but must discontinue using the partner program branded materials and refer to being a Red Hat partner.
- Partners maintain their own business and liability insurance.
Questions?
Contact a program specialist at connect@redhat.com.

Learn more about the Red Hat Partner Connect program for business and technology partners.
(http://redhat.com/partner)