



Your route to success with Red Hat

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Agenda

- **Why open source & Red Hat**
- **The Red Hat Partner Program**
- **Your next move**

WHY OPEN
SOURCE &
RED HAT?

Why should you care about open source?

Enterprise CIOs face any number of challenges right now, including:

1. Challenging economic climate
2. Increasing IT infrastructure workload
3. Static or shrinking budgets
4. Rising energy requirements and costs
5. Heterogenous IT environments
6. Growing demand for easier collaboration
7. Escalating security threats
8. The need for speed



Open source delivers solutions in all these areas

How does open source help your customers?

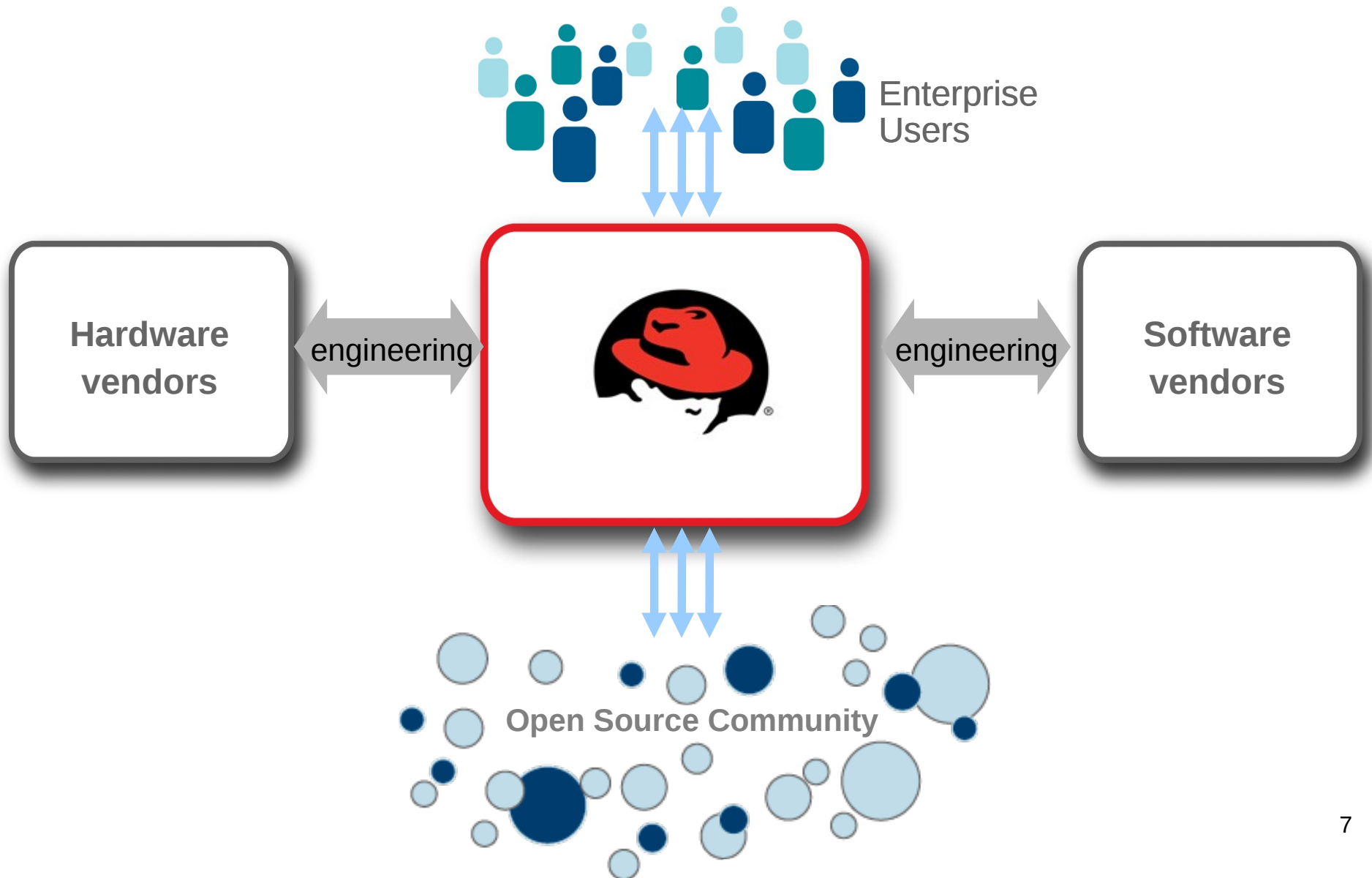
Open source unlocks the potential of your customers' existing IT infrastructure:



Open source: the opportunity of the century

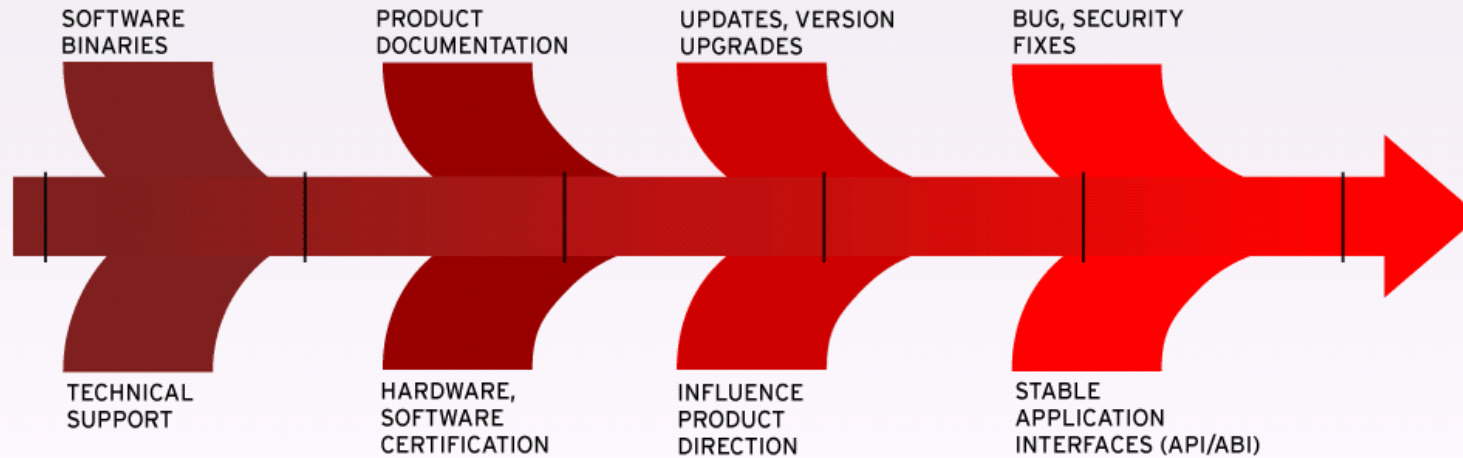
The market is...	The technology is...	And it provides your customers with...	Plus...
... growing very rapidly	... established, proven and enterprise class	... unparalleled cost effectiveness Superior security Genuine flexibility	... it opens up a significant new services opportunity for you!

Red Hat is the Open Source Leader



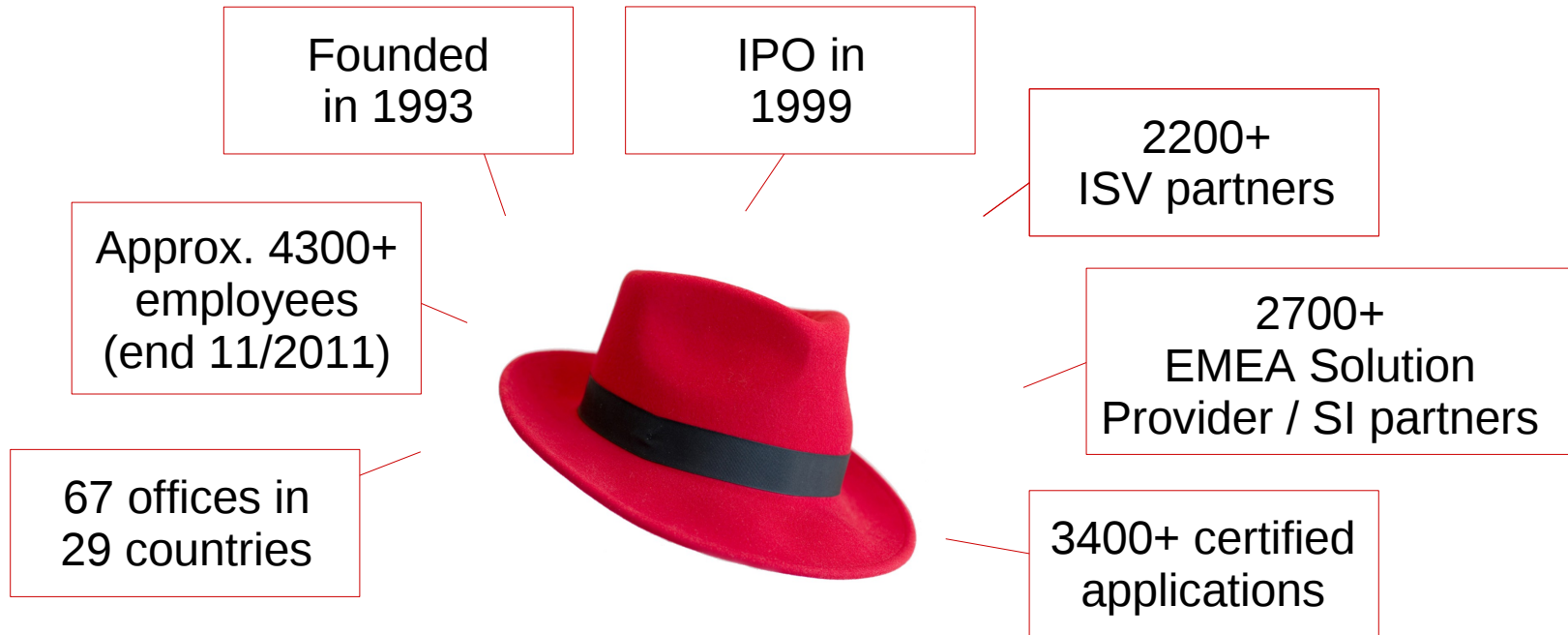
Low cost, high-value computing

VALUE OF A RED HAT SUBSCRIPTION



PREDICTABLE COST, CONTINUOUS VALUE

Meet Red Hat



World's No. 1 provider of open source technology

Biggest single contributor to Linux kernel code

Clients include NYSE – Euronext, Amazon.com, Avis

Offers an entire ecosystem, not just products and services

Red Hat's commitment to you

“For Red Hat, the partner ecosystem is key - that’s why we are listening and looking for different approaches to provide a first class partner program. Start working with us now, and let’s win together.”

Petra Heinrich, CIO,
VP Partners & Alliances, Red Hat EMEA

Your Business opportunity with Red Hat

- ✓ Participate in the Red Hat Revenue increase
- ✓ In EMEA, 65% of the revenue is via Red Hat Partners
- ✓ Your business is more than just Red Hat Subscription
 - > The average subscription to service revenue ratio of our partners is 1:5 (Infrastructure Partners) up to 1:15 (Middleware Partners)
 - > Earn 5 to 15 Euro services per ONE Euro sold subscription

 Two examples of successful Red Hat Partners in Eastern Europe:



Why Solution Providers invest in Red Hat

7 great reasons to work with the open source market leader:

1. Your customers trust us
2. Best value enterprise software
3. Maximum opportunity for you
4. Open access to ideas and expertise
5. Technology that works for everyone
6. Comprehensive, reliable support
7. Flexible implementation

A business model that drives your growth

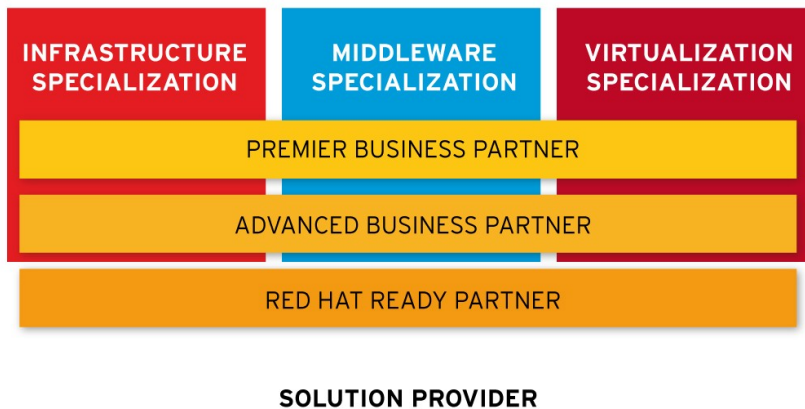
A fantastic services opportunity...	Built on...	With additional...	Resulting in...
<p>... with low cost software from the market leader, that leaves more customer budget for your implementation offering.</p> <p>The average service revenue ratio of our partners is 1:5 (Infrastructure Partners) up to 1:15 (Middleware Partners).</p> <p>Earn 5 to 15 Euro services per ONE Euro sold subscription.</p>	<p>... recurring revenue from subscriptions and renewals for you</p> <p>Low cost, high value computing for your customers</p> <p>Frequent customer contact and upsell opportunities</p> <p>Comprehensive support from Red Hat</p>	<p>... rebates, support, marketing and teaming for Red Hat Advanced and Premier Business Partners</p>	<p>... increased customer satisfaction and more profitable projects and revenue!</p>

THE
RED HAT
PARTNER
PROGRAM

Red Hat Partner Program Basic Structure



Characteristics – Red Hat Ready Partner



Red Hat Ready Partner – Learn and earn

The Ready level is the entrance to the Red Hat Partner Program.

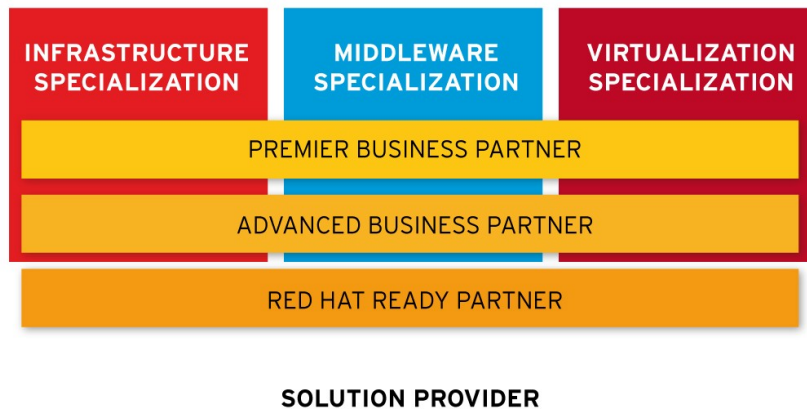
It enables you to grow your open source practice simultaneously to your open source business while building Red Hat Enterprise Linux, Virtualization and Middleware competency.

Learn with Red Hat and earn money with each project.

Red Hat Ready Partner benefits

Benefit	Description
Welcome pack	Comprehensive introductory guide to working with Red Hat
Red Hat Partner Center Access	Access to outstanding information and support resources
Marketing Collateral	Access to Red Hat marketing tools
Partner e-newsletter	Regular updates on all things Red Hat
Online & offline training	A wide range of onsite and online seminars and training modules
Recurring subscription revenues	Regular income and upsell opportunities through Red Hat software subscriptions
Demo subscriptions	Discounted software for training, testing and customer demos
Campaign templates	How to use Red Hat marketing materials guide
Partner logo	Partner level-specific logos for customer communication pieces
Membership certificate	For onsite promotion of partner status
Knowledgebase access	Comprehensive online technical resources

Characteristics – Red Hat Advanced Partner



Red Hat Advanced Business Partner – Qualified knowledge

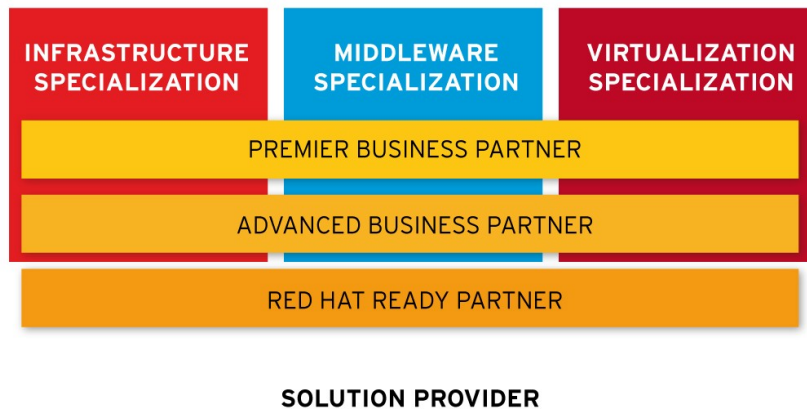
The Red Hat Advanced Business Partner is a highly qualified specialist in Red Hat Infrastructure, Virtualization or Middleware.

They have proven their competency and experience with certifications and ambitious, successful customer projects.

Red Hat Advanced Business Partner benefits

Benefit	Description
Success story highlights	Eligibility for communication of success stories in Red Hat Marketing communications
Training discounts	25% discount on technical training, 50% discount per seat on JBoss masterclass training
Red Hat sales team collaboration	Work directly with Red Hat to close important deals
Partner locator listing	Entry on the online partner locator tool
Lead distribution	Red Hat sends you leads
Demand generation campaigns	Access to ready-to-use marketing campaigns
Partner manager	Personal account management to maximize your success
Partner logo with specialization mark	Exclusive logo to promote your specialist certification
Partnership plaque	For onsite promotion of your Advances Business Partner status
Red Hat professional services discount	10% discount on Red Hat professional services collaboration for extra margin
Developer support	Specialist technical support for JBoss projects
Technical Pre-sales support	Online pre-sales support with 48-hour response time
Onsite pre-sales engagement	Support from Red Hat pre-sales teams for high profile projects
Co-engagement with Red Hat consulting	Support from Red Hat specialists on complex projects

Characteristics – Red Hat Premier Partner



Red Hat Premier Business Partner – Committed and qualified

The Red Hat Premier Business Partner has a strong commitment to Red Hat and its Open Source Strategy.

They are highly qualified specialists in Red Hat's Open Source Technology and positioned as leader in their markets.

Red Hat Premier Business Partner benefits

Benefits	Description
Larger training discounts	30% discount on technical training, 2 free seats and 50% discount per additional seat on JBoss masterclass training
Preferred Lead distribution	Preferred access to the best leads from Red Hat
Preferred Co-engagement with Red Hat Consulting	Preferred support from Red Hat specialists on complex projects
Marketing development funds	Eligibility for marketing funds from Red Hat, dependent on agreement of a business plan an alignment with Red Hat Business strategy
Special bid requirements	Special pricing to help close large deals

Red Hat Partner Program – Benefits Overview

Red Hat Ready Partner – Learn and earn

- Partner Logo and Membership Certificate
- Marketing Material
- Free eLearning (Technical & Sales)
- Red Hat Partner Center access
- Recurring Renewal Business
- Free Demo subscriptions

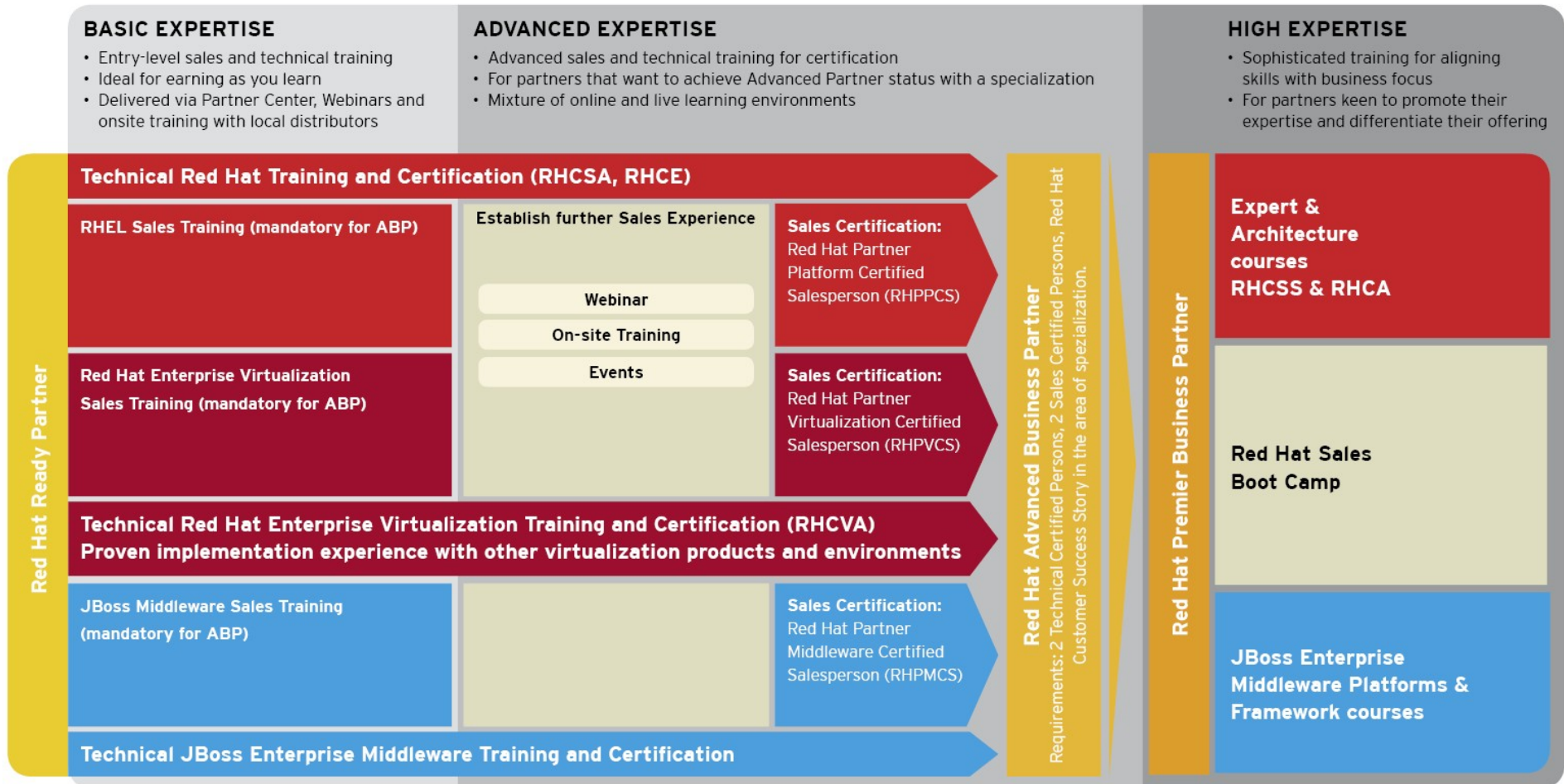
Red Hat Advanced Business Partner – Qualified knowledge

- Listing on the Red Hat website → Partner Directory
- Joint Success stories
- Technical Training discount (25%)
- Participate in Demand Generation Campaigns and Lead Distribution Programs
- Participate in the Volume Discount Table Pricing – higher discounts → better margin
- On Site Pre Sales Support, Middleware Developer Support
- Usage of the Red Hat Deal Registration Program – recommend Red Hat and get higher rebates

Red Hat Premier Business Partner – Committed and qualified

- Dedicated Red Hat Partner Manager
- Joint Business Plan with Red Hat, joint demand generation activities
- Preferred Participation in Demand Generation Campaigns and Lead Distribution Programs
- Usage of Red Hat Market development fund
- Authorized for Special Bid Requests
- Usage of the Red Hat Deal Registration Program, get additional rebates – compared to Advanced Status
- Technical Training discounts (30%)

Ascent through the Partner Program



YOUR NEXT
MOVE

Your next move



Register for the Red Hat Partner Program now! Visit:
<http://partner.redhat.com> today.

And, if you have additional questions:



Contact your local distributor!
<<[contact details](#)>>



Contact your Red Hat Partner Manager
<<[contact details](#)>>



Or contact the Partner Helpdesk on
00800 73342888 (English, German, French,
Italian, Spanish)

Partner Helpdesk Email:
emea-partner-team@redhat.com

Toll Free: 00800 7334 2888

Red Hat Partner Support Resources

Red Hat Partner Center	Your online source for Red Hat news, information, events, training and sales & marketing tools: http://partner.redhat.com
Red Hat Partner community	EMEA partner newsletter – receive the latest partner relevant information
Red Hat Partner HelpDesk	Questions & feedback E-mail: emea-partner-team@redhat.com Or contact your local distributor

BACKUP
SLIDES

Red Hat Product & Solution Portfolio

	Red Hat Enterprise Linux	JBoss Enterprise Middleware	Cloud Computing & Integrated Solutions	Red Hat Services
Red Hat Solutions				
Pervasive Technologies and Key Attributes	Virtualization & Clustering Security Performance High Availability & High Availability Clustering			
Business Model and Services	Subscription services			
Relationships	Software, Hardware and Strategic Partners			
	Standards Open Source			