

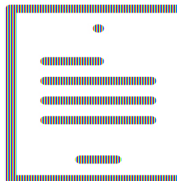
Build with the open innovation ecosystem.

A playbook for creating transformative hybrid cloud solutions with Red Hat technology.



Red Hat
Partner Connect

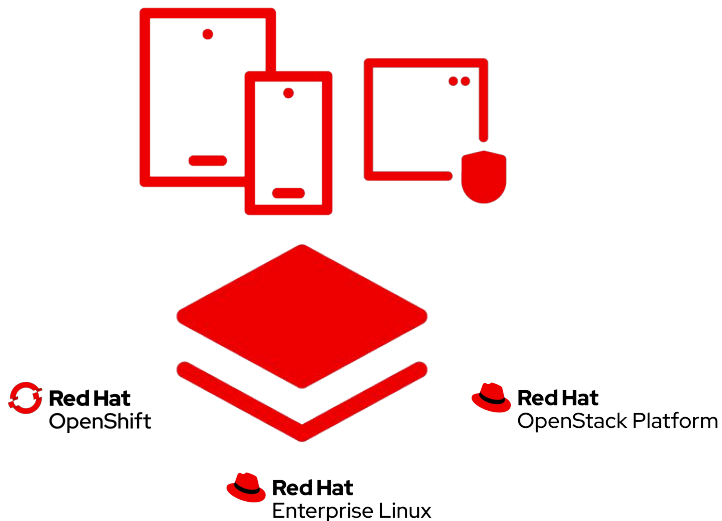
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About this playbook.



This playbook describes how you can engage and build with Red Hat and explains what Red Hat can do for you.

Build partners are companies that make software or hardware solutions that are sold to work with or on a Red Hat platform. For example, traditional categories are independent software vendors (ISV), independent hardware vendors (IHV), and system integrators (SI), to name a few.

The importance of hybrid cloud.

Digital transformation affects every organization, regardless of industry, and hybrid cloud infrastructure is key to making transformation possible. This cloud model is among the fastest growing segments of the cloud computing market, fueled by the prevalence of cloud-native technologies. Organizations of all sizes can take advantage of hybrid cloud to:

- Gain flexibility to meet high-service demands.
- Make data and applications accessible for remote workers.
- Enhance data security and protect sensitive data.
- Meet government regulations and policies.
- Enhance operational scalability and agility.
- Improve disaster recovery and business continuity.
- Control costs by lowering IT spending and operational costs.
- Drive innovation.^{1,2}

The global demand for secure remote technology, driven by the global pandemic, has led to a massive acceleration of cloud adoption. There is significant cloud adoption and spend growth across industries previously considered cloud laggards like manufacturers, who are rapidly adopting hybrid cloud solutions as a long-term investment in infrastructure.⁴ **This creates opportunities for Red Hat and its partners because Red Hat architecture is the foundation of hybrid cloud.**

Red Hat Marketplace provide a digital channel where your certified, production-ready products are commercially listed.⁵

80%

80% of multicloud organizations choose hybrid cloud.³

Sources:

1. Faction, "Top 10 Advantages of the Hybrid cloud," January 2021.

2. TechTarget "What is hybrid cloud? Everything you need to know," September 2021.

3. Flexera, "State of the Cloud Report 2022," February 2022.

4. Intricately, "2021 State of the Cloud Report."

5. Gartner, "Red Hat's Open Hybrid Cloud Portfolio Can Accelerate Digital Transformation," May 31, 2021



Red Hat for a hybrid world.

Grow with open, hybrid offerings

Open source helps create more innovative, stable, and secure technologies and hybrid cloud generates more opportunities for growth. Red Hat offers platforms, middleware, cloud computing, application development, storage, and automation management solutions for a hybrid universe.

Red Hat Partner Connect integrates Red Hat's collective offerings with go-to-market opportunities for partners that have expertise in Linux, Kubernetes, middleware, containers, OpenStack, and Ansible.

Build and market hybrid solutions

Red Hat brings hybrid cloud agility and decades of leadership as the standard for open source innovation and the Red Hat partner ecosystem builds on those strengths. Red Hat believes that companies need to cultivate a diverse ecosystem of partners to offer the best possible hybrid cloud experience for customers. The Red Hat Partner ecosystem is:

- Curated for business goals.
- Aligned with technologies and platforms.
- Adapted to market demands.

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Red Hat Partner Connect offers three ways to engage with Red Hat:

- **Build** on a hybrid cloud platform.
- **Sell** to grow your revenue streams.
- **Service** to evolve your business.



“With this partnership, we are expanding our commitment to offering unmatched choice and flexibility in the cloud today, meeting customers where they are so they can do more with their hybrid cloud deployments.”

Scott Guthrie
Executive Vice President of Cloud and AI,
Microsoft



The open innovation ecosystem.

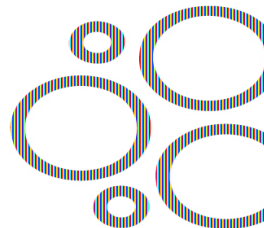
Join a dynamic community

Red Hat partners face challenges like keeping pace with evolving industry trends, adopting new business models to increase revenue, and addressing skills gaps across teams while delivering value to customers.

Red Hat partner ecosystem is where expertise and opportunity meet:

- **Access** Red Hat training, playbooks, and software, as well as ecosystem partner resources.
- **Collaborate** with a community of innovation that is built on the open source principles of co-creation, transparency, and trust.
- **Accelerate** by expanding your reach, bringing customer-centric offerings to market, and generating more revenue.

The Red Hat partner ecosystem can help you generate innovative solutions that are curated for customers' business goals, aligned with technologies and platforms, and adapted to market demands. This helps helps you and your customers to **innovate, differentiate, and compete.**



The Red Hat partner ecosystem is a dynamic and thriving partner community and a catalyst for open innovation.



Build with the open innovation ecosystem.

Choose Red Hat Partner Connect.

You choose how you participate.

How you participate in the Red Hat Partner Connect program is up to you. Red Hat provides a rich set of program resources and opportunities for all partners—from small startups to global solution providers—to help shape the emerging generation of information technology.

Accelerate your growth

The Red Hat Partner Connect program provides resources to help you develop differentiated offerings to accelerate your growth. Red Hat partners gain access to new markets, skills, and expertise, and can build stronger customer relationships that lead to more business and better profits.

Benefits for everyone.

As a Red Hat partner, you gain market acceptance and sales traction with customers, reduce risk and cost by validating on Red Hat platforms, and benefit from the ease of following a transparent and efficient engagement process with Red Hat.

Your customers get more choices in Red Hat and open source products and more value from Red Hat software subscriptions with pre-tested, third-party products. And your customers can reduce time to market with proven, certified software to address their business needs.



“We chose Red Hat for a lot of reasons—primarily for stability and long-term platform support. Red Hat’s strong ecosystem gave us confidence that as new technologies emerge they will be supported quickly, and we can turn them around fast.”

Andrew Flint
Vice President of Marketing
IOFabric



Red Hat
Partner Connect

Build and certify with Red Hat.

When you build and certify your products with Red Hat, together we make sure your software and hardware solutions are consistent, interoperable, and supported so you can deploy with confidence and focus on delivering transformative technology to your customers.



Build once and deploy anywhere.



Innovate while managing risk.

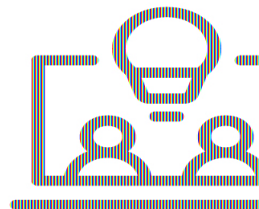


Build trust and customer confidence.



Generate awareness and demand.

The Red Hat partner ecosystem is a catalyst for innovation because co-creation never occurs in isolation. And there's opportunity for everyone when innovation is open.



“At Red Hat, we know customers realize our value when we show up arm-in-arm with partners and their value. Our open innovation ecosystem, working as a collaborative community of experts, is a vital part of delivering our customer-first, partner always approach.”

Stefanie Chiras
Senior Vice President, Partner Ecosystem Success
Red Hat



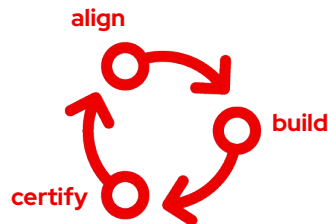
Why Build with Red Hat.

Build benefits.

- **No-cost software**—speed your product to market with Red Hat platforms and development tools.
- **Product training**—in depth online training to help you use and incorporate Red Hat products and technologies in dev and ops.
- **Technical resources**—expand your knowledge and learn how to use best practices to improve the quality of your software with Red Hat’s extensive content library, [online tutorials](#), and customized workshops.
- **Marketing resources**—Red Hat catalog, co-branded events and solution briefs.
- **Expanded routes to market**—competitive partner go-to-market models to incorporate Red Hat products, as well as Red Hat Marketplace for the hybrid cloud.
- **Product certification**—deliver a tried, tested, and trusted technology stack.
- **Product support**—continuous training, discovery sessions, and technology webinars, and support when you most need it.

Advantages to you and your customers.

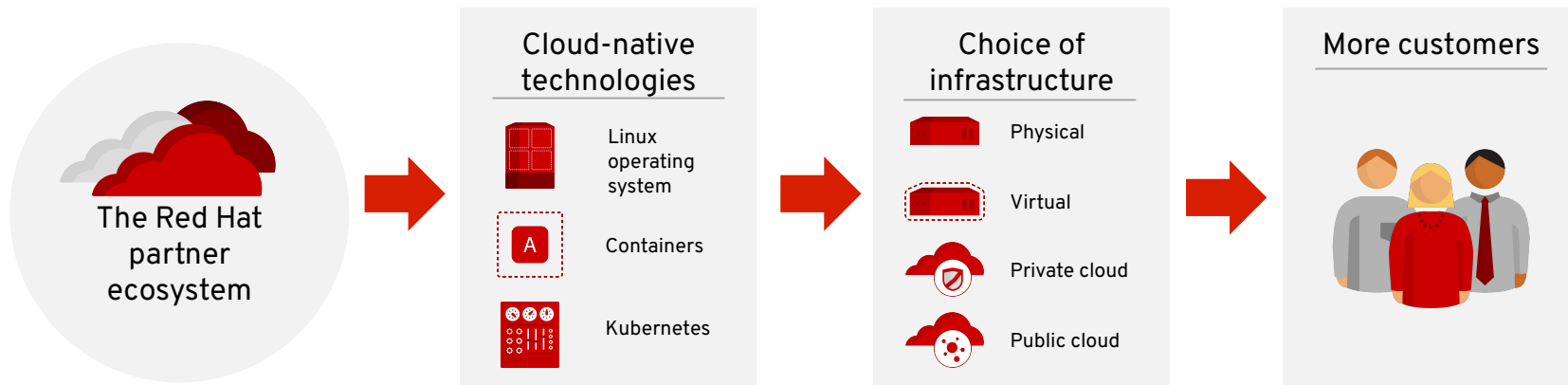
- Tighter integration with Red Hat products.
- Technical resources to align your products with Red Hat products.
- Basic marketing resources to publicize the partnership.
- Deeper technical guidance.
- A head start on developing with new technologies.
- Tested and proven interoperability.
- Greater visibility and sales.
- Deliver across environments where your customers most want your solutions—from on premise to the edge to the hybrid cloud.



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.



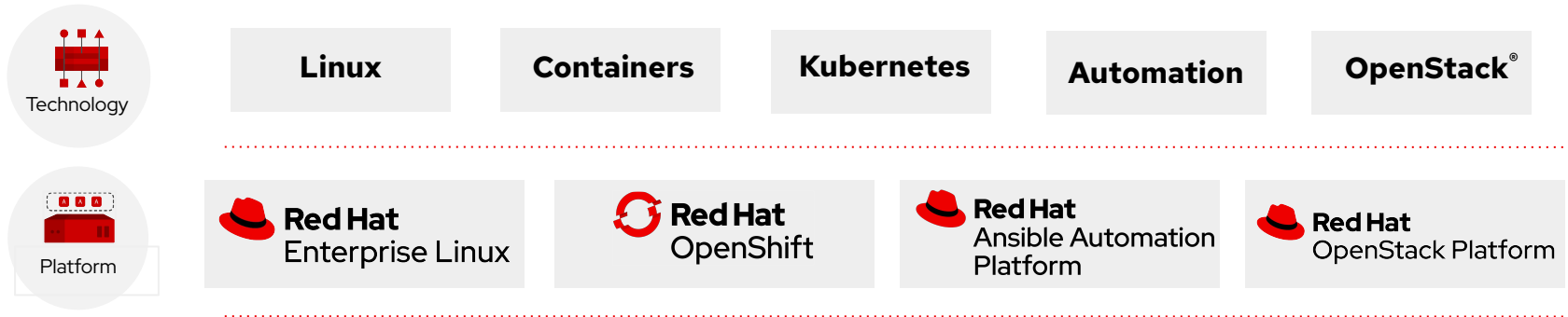
Build with Red Hat for choice and access.



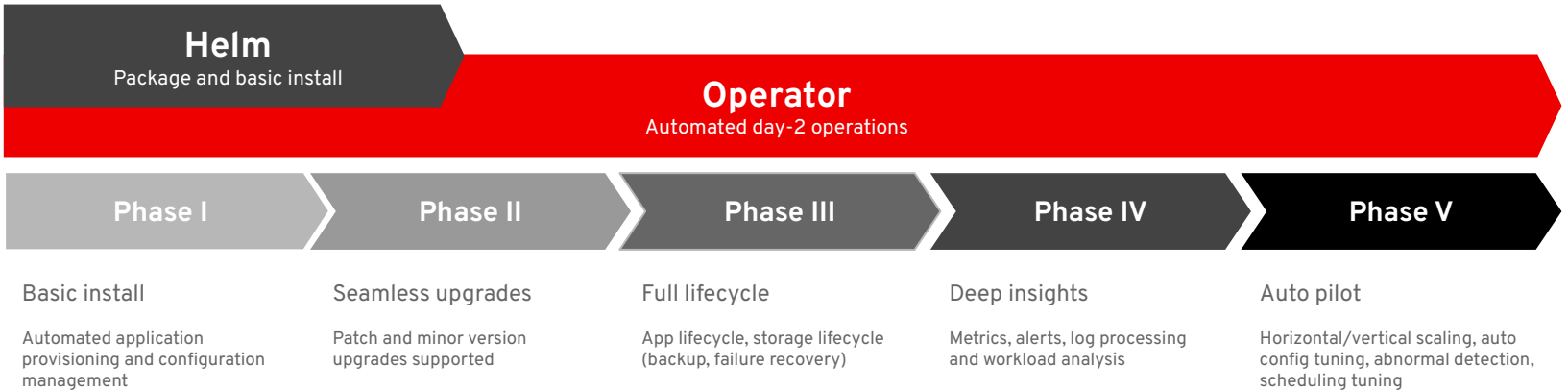
The Red Hat partner ecosystem gives you access to **cloud-native technologies**, a **choice of infrastructure** to deploy your solution, and access to **more customers**.

Build with Red Hat certifications.

Certify your products to run on Red Hat platforms and establish your organization as a trusted leader in IT, showing your customers that your solution is tried and tested and is backed by collaborative enterprise support.



Build on OpenShift.



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Provide cloud-native management capabilities when you build and deliver your software on **Red Hat OpenShift**. [Helm charts and Operators](#) provide an easy way to **automate deployment of applications** or infrastructure software in a Kubernetes cluster.



Build with Red Hat, market with Red Hat.

Raise your market profile

Partnering with Red Hat allows you to access new markets, broaden your company's expertise, build stronger customer relationships, and stay competitive. You qualify for one or more of the following marketing benefits for your Red Hat certified products:

- Co-branded product briefs.
- Solution briefs.
- Partner success videos.
- Guest blog posts on cloud.redhat.com.
- Supporting public relations—partner issues press release and Red Hat provides a quote.
- Sales enablement and awareness. Content featured on internal sales portal.
- Partner display page support—hosted on your website.
- Red Hat Partner Connect logos and certification badges for partners with Red Hat certified software.

Add to your marketing arsenal

Additional marketing resources are available to strategic partners that meet certain revenue thresholds and are managed by the Red Hat team.

- [Red Hat X podcast series.](#)
- Partner success stories, enhanced versions.
- Partner-led webinars.
- Sales informational videos.
- Sales information cards.
- Direct promotion to all Red Hat sales teams through the Red Hat sales portal.
- Featured promotion to the Red Hat sales teams in the Red Hat sales portal.



Boost ROI and productivity.

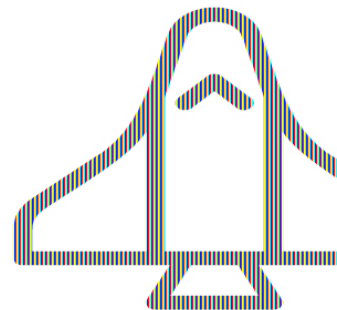
Gain technical skills with NFR and no-cost developer software

You can boost your ROI and increase productivity by allowing your customer-facing IT support, consultants, solutions architects, system administrators, and developers to gain technical skills through online modules and labs.

You get access to Red Hat Enterprise Linux, Red Hat OpenShift, Red Hat OpenShift Local, OpenJDK, Red Hat Ansible, Red Hat Openstack, Red Hat Storage, Red Hat Middleware, and more.

1. [Red Hat Partner NFRs \(not-for-resale\) software](#) is for non-production use.
 - Technical evaluation.
 - Internal staff training.
 - Customer demonstrations and proof-of-concept activities.
 - Interoperability testing and certification, and troubleshooting interoperability issues.
2. [Red Hat software downloads for developers](#) is a no-cost subscription for developers that includes all Red Hat products.

✓ **Developer subscriptions with Red Hat support are also available.**



Differentiate your product and service offerings

Skill building begins with the Red Hat Partner Training

Learning adds value to your organization and to you, professionally. In 2022, Red Hat began offering Red Hat training, previously only available to customers, to partners at no cost. Red Hat Partner Training offers courses to strengthen your open hybrid cloud expertise by building technical skills that boosts developer and sales productivity and customer support. Courses are updated regularly and cover a variety of topics.

1. **Direct product training**—Hands-on technical courses for all Red Hat products.
2. **Role-specific training content**—Build your skills with content for sales, sales engineers, and delivery specialists.
3. **Red Hat Developer Program**—Tools to create and maintain high-value enterprise software, instant access to knowledge, exclusive downloads, and resources to make your job and daily work easier. [Learn more.](#)



Partner accreditations

[Accreditation](#) paths let partners to earn accreditations that validate capabilities.

- Red Hat OpenShift
- Hybrid cloud
- Red Hat Enterprise Linux
- Red Hat Ansible® Automation Platform

“Partners play a critical role in Red Hat’s open hybrid cloud vision and customer success. By expanding partner enablement offerings and Red Hat Training opportunities, we are empowering partners to deepen their abilities in delivering impactful customer solutions to unlock the open hybrid cloud with Red Hat technologies.

Ken Goetz
Vice President, Enterprise Customer Success and Business Management
Red Hat



Get the ongoing support you need.



Red Hat Partner Connect Partner Support.

- Stay informed and current through new member kits and orientation calls, a monthly program newsletter, general topic webinars and podcasts, blog articles, and online help services.
- Certified software partners receive complementary [TSANet](#) membership to enhance customer support.
- [Technology Partner Success Desk](#) is a service where you can ask questions when you don't know who to ask.



A marketplace that works for you.

Sell, purchase, and deploy software across clouds.

[Red Hat Marketplace](#) is an open cloud marketplace that makes it easier to discover and access certified software for container-based environments in public clouds and on-prem. With automated deployment, software is immediately available to deploy on any Red Hat OpenShift cluster, providing a fast, integrated experience.

Get your products up, running, and selling across buyers.

- **Expand your reach.**
- **Optimize your products.**
- **Boost your sales.**

Ready to run. Made to scale.



..... **Choice**—Give teams faster, simpler access to enterprise software across clouds.



..... **Confidence**—Move workloads with the freedom and flexibility of certified software in any cloud.



..... **Control**—Approve and manage software from a trusted ecosystem, across your environments.



Heightened brand awareness

Let customers know who you are and how valuable your products are with dedicated product pages.



New customers, new revenue

With 1,700 of the world's most innovative organizations using OpenShift, make sure they can easily find, buy and deploy your solution.



Built-in credibility

Gain customer trust by offering enterprise-grade, certified solutions. Increase customer usage and provide peace of mind with certified Red Hat products.



Operate closer to the edge.

About Red Hat Edge

The explosion of IoT-enabled connected devices is driving demand for edge computing solutions that process data as close to the end device as possible.¹ Edge computing creates faster, more stable services at a lower cost. Users get a better experience and enterprises and service providers gain low-latency, highly available apps with real-time monitoring.

Red Hat Edge makes operations simpler through automated provisioning, management, and orchestration and extends the open hybrid cloud to data sources and end users and, in a moment's notice, deliver useful insights and experiences. Red Hat's broad portfolio provides the connectivity, integration, and infrastructure as the basis for the platform, application, and developer services. These powerful building blocks enable customers to solve their most challenging use cases.

Red Hat's approach to edge computing focuses on three use cases:

- **Enterprise edge**—allows users to extend their application services to remote locations. Use cases feature an enterprise data store at the core, in a datacenter or as a cloud resource.
- **Operations edge**—is a place to gather, process, and act on data, right there on site. Use cases concern industrial edge devices, with significant involvement from operational technology (OT) teams.
- **Provider edge**—supports reliability, low latency, and high performance with computing environments close to customers and devices. Use cases involve both building out networks and offering services delivered with them.



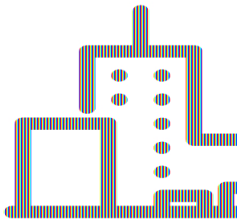
Augment your solutions with software from Red Hat.

Choose your delivery model.

There are three scenarios for building solutions with Red Hat. One is to build on Red Hat and sell your own solution. Pretty straightforward.

The other two options allow you to incorporate Red Hat products into yours so you can have a more comprehensive solution to grow revenue streams, and access expanded addressable markets. The two ways to incorporate Red Hat products are:

- **Embedded**—You resell Red Hat subscriptions as a standalone offering with your own products and services. This model is ideal for partners selling turnkey systems or appliances, and want to include Red Hat software that is not visible to the customer.
- **SaaS—Red Hat SaaS Foundations** provides the resources, discounts, and a choice of buying models for you to build Software-as-a-Service (SaaS) solutions on Red Hat products. You host SaaS solutions wherever and however you like.



Built on  Red Hat



Build with the open innovation ecosystem.

Build with Red Hat—is it for you?

You want to build great solutions.

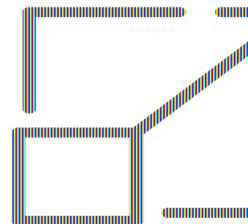
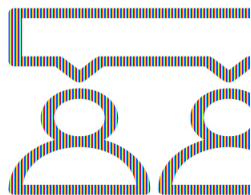
Red Hat offers you choice, portability, support, innovation, and market reach so you can build and deliver great solutions.

You want to collaborate.

Whether your company is a small start-up or huge corporation, every partner that chooses to participate in building with Red Hat is a full partner with equal opportunity to collaborate with Red Hat.

You want to grow.

If you're looking to grow your business, Red Hat can help you get there.



When you Build with Red Hat as part of the Red Hat Partner Connect journey, you can differentiate your solutions and expand your business using various routes to market.



Start building with Red Hat.

1. **Join Red Hat Partner Connect.** [Click here](#) to go to the Red Hat Partner Connect program page and [login](#). If you are not already a partner, [create a new Red Hat account](#).
2. **Choose a partnership path.** [Click here](#) to choose [Build](#) (technology partners) for your path, or optionally choose Grow (for Embedded or SaaS go-to-market models).
3. **Verify your email address.** Once you received the verification email, log back in and complete partner program information.
4. **Sign partner agreements.** You are required to sign the technology partner agreement and NDA when registering your company.
<https://www.redhat.com/en/about/red-hat-partner-agreements>
5. **Set a course toward certifying your product(s).** Submit your product names, and create projects to have them Red Hat Certified.



Helpful resources.



Other useful build with Red Hat resources.

- [Technology partner success desk.](#)
- [Software certification partner guide.](#)
- [Partner Certification Workflow Guides.](#)
- **Red Hat Partner Connect**
 - [General Program Guide for Partners.](#)
 - [Build.](#)
 - [Sell.](#)
 - [Service.](#)
- **Certifications on Red Hat Partner Connect**
 - [Red Hat Enterprise Linux Certification](#)
 - [Container Certification](#)
 - [Red Hat OpenShift Certification](#)
 - [Red Hat Ansible Automation](#)
 - [Red Hat OpenStack Certification](#)
 - [Red Hat Vulnerability Scanner Certification](#)
- [Red Hat Marketplace](#)

If you have interest in becoming a business partner for sell and service engagements, contact your area business Red Hat Partner Connect [help desk](#).

North America

Commercial: na-partner-helpdesk@redhat.com

Public sector: napublicsector-partnerhelp@redhat.com

Asia Pacific

APAC: partner-helpdesk@redhat.com

Japan: partnercenter-jp@redhat.com

Europe, Middle East, and Africa

EMEA: partner-team@redhat.com

Latin America

LATAM: partner-helpdesk@redhat.com



Thank you.

Red Hat is the world's leading provider of enterprise open source software solutions.



[linkedin.com/company/red-hat](https://www.linkedin.com/company/red-hat)



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