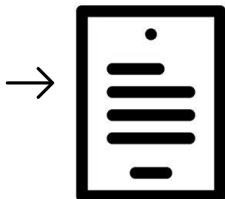


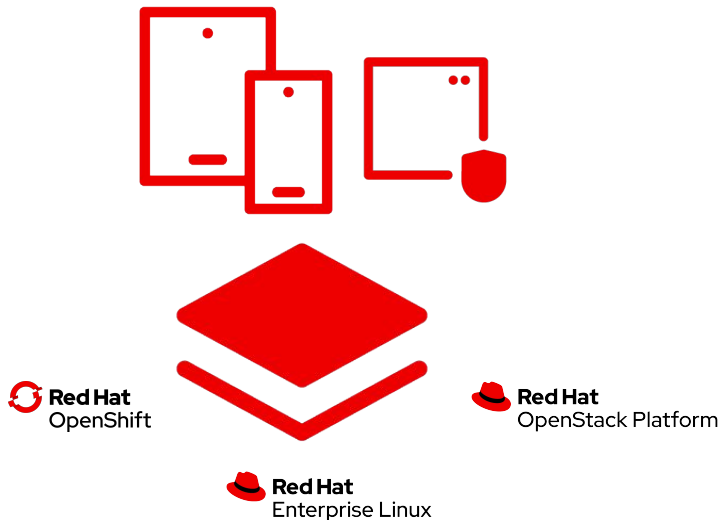
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About this playbook.



This **playbook** describes the **build option** for partners that want to engage 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, 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 make 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:

- Stimulate business growth through innovation.
- Reduce IT and operational costs.
- Increase profitability.
- Attract and retain employees.
- Keep pace with the competition.
- Meet government policies and regulations.
- Improve workforce productivity.
- Manage economic uncertainty and an increasing remote workforce.¹

IDC predicts that public cloud spending will more than double in upcoming years to \$500 billion by 2023.² According to a Forbes study, 85% of organizations chose hybrid cloud as an ideal IT operating model because it's flexible and secure.³ Yet, **only 58% of enterprises have a hybrid cloud strategy in place.**⁴ And many SMBs and mid market firms are playing catch up. **This creates opportunities for Red Hat and its partners** because Red Hat architecture is the foundation of hybrid cloud.

85%

of organizations rate hybrid cloud as the ideal IT operating model.

Sources:

1. Techaisle, "2020 US SMB Midmarket Cloud Adoption Trends Report."

2. IDC, "Worldwide Public Cloud Services Spending Will More Than Double by 2023, According to IDC," July 2019.

3. Forbes, "Implementing A Hybrid Cloud Strategy? It's All About The Financial Analysis," February 2020.

4. Flexera, "RightScale 2019 State of the Cloud Report from Flexera," February 2019.



Red Hat Partner Connect for a hybrid world.

Open source helps create more innovative, stable, and secure, technologies and as a partner, you want to be a part of it. Whether you plan to build software, sell solutions, or service technologies, **Red Hat can help you build and market hybrid cloud solutions with the flexibility, freedom, and responsive support customers need.**

- Join an active, growing network of partners and gain access to new markets.
- Modernize your offerings with Red Hat cloud-ready technology that is built for scalability.
- Expand your skills with Red Hat's comprehensive training and industry expertise.



Join a growing network.



Modernize your offerings.



Expand your skills.

Build with the largest commercial open source software ecosystem offering, trusted expertise in emerging technologies, cloud deployment flexibility for your customers, and alignment with your business model.

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.



"In Red Hat, we found a partner that shares our vision to redefine the way modern, multicloud environments are managed. Working closely with the great minds at Red Hat, we are able to provide the best platform to our customers."

Franz Karlsberger
Senior Director,
Global Strategic Technology Alliances,
Dynatrace



Red Hat
Partner Connect

About Red Hat Partner Connect.

What Red Hat believes.

Red Hat is an enterprise software company with an open source development model that believes in open source values like meritocracy, community building, and transparency. Red Hat also places a high value on choice, control, freedom, and above all, in collaboration and partnership.

As the world has evolved, so has Red Hat, offering platforms, middleware, cloud computing, application development, storage, and automation management solutions for a hybrid universe.



The Red Hat Partner Connect program.

In the past, Red Hat defined partners by the nature of their business. Now, Red Hat Partner Connect offers three ways to engage with Red Hat:

- **Build** on a hybrid cloud platform.
- **Sell** to grow your business.
- **Service** to develop deeper relationships.

Make something great together.

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 and a cascade of knowledge that advances the industry and helps partners grow.



Why 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

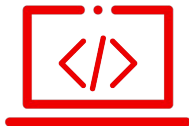


Red Hat
Partner Connect

Build with Red Hat.

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

8



Build once and deploy.



Innovate while managing risk.



Build trust and customer confidence.



Generate awareness and demand.



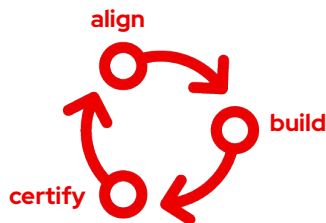
Build with Red Hat at a glance.

Build benefits.

- **Marketing resources**—Red Hat catalog, co-branded events and solution briefs.
- **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 assets**—extensive knowledge base.
- **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.
- **On-going knowledge transfer**—continuous training and support, discovery sessions, and technology webinars.

Advantages to you.

- 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.
- Higher market visibility and sales.

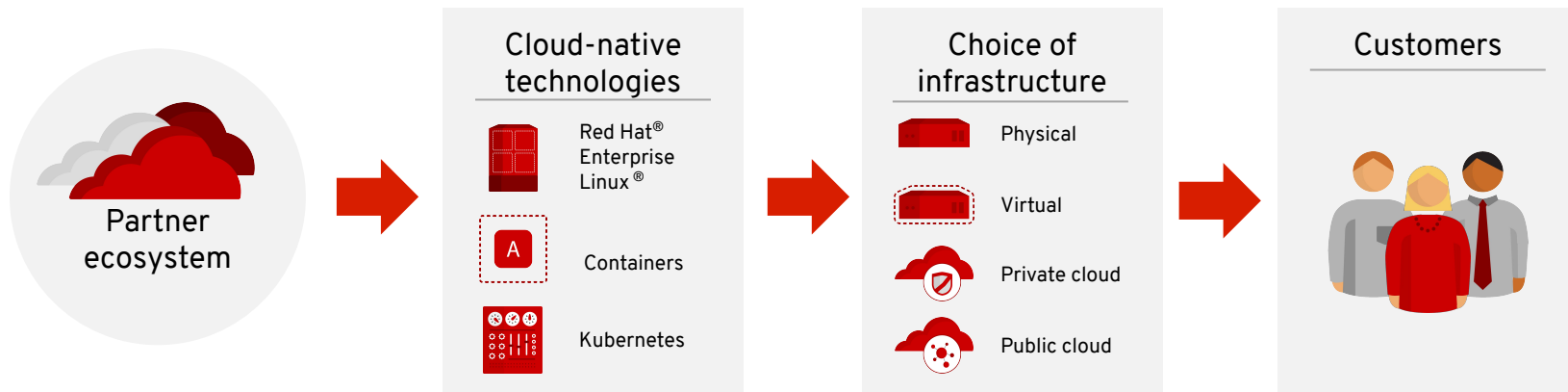


Gain access to a wide variety of resources—people, information, software, certification tools, and product promotional resources—to help you align, build, and certify your products on Red Hat platforms.



What Build with Red Hat does for you.

As part of the Red Hat ecosystem, you have access to cloud-native technologies, a choice of infrastructure to deploy your solution, and access to more customers.



Build with Red Hat certifications.

Grow your technical knowledge with self-paced online classes and labs, videos, and classroom training.



Technology

Linux

Containers

Kubernetes

OpenStack®



Platform



**Red Hat
Enterprise Linux**



**Red Hat
OpenShift**



**Red Hat
OpenStack Platform**



Certifications

**Red Hat
Enterprise Linux
Software Certification**

**Red Hat
Container
Certification**

**Red Hat
OpenShift Operator
Certification***

**Red Hat
OpenStack
Certification**

*Three specialty operators get Operator Badges (Kubernetes container network interface (CNI), container storage interface (CSI), and cloud-native network functions (CNF)).



Build with Red Hat, market with Red Hat.

Raise your market profile.

Partner with Red Hat to access new markets, broaden your company's expertise, and build stronger customer relationships to be competitive and stay competitive.

Raise the market profile of your Red Hat certified products.

- Co-branded product briefs.
- Partner success videos.
- Guest blog posts on OpenShift.com.
- Supporting public relations—partner issues press release and Red Hat provides a quote.
- Partner display pages—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.



No-cost access to software.

Streamline development and speed product time-to-market with [no-cost access to Red Hat software](#).

1. [Red Hat Partner NFRs \(not-for-resale\) software](#) is for non-production use.
 - Technical evaluation.
 - Internal applications like enablement and staff training.
 - External applications like customer demonstrations and proof-of-concept activities.
 - Interoperability testing and certification, and troubleshooting interoperability issues.
 - Development activities that don't require support service level agreements (SLAs)
2. [Red Hat software downloads for developers](#) is a no-cost subscription for individual developers.

You get access to Red Hat Enterprise Linux, Red Hat OpenShift, Red Hat CodeReady Containers, Open JDK, Red Hat Ansible, Red Hat Openstack, Red Hat Storage, Red Hat Middleware, and more.



Differentiate your product and service offerings.



Technical resources.

Expand your knowledge of Red Hat products and technologies with Red Hat's extensive library of information, blogs, ebooks, and cheat sheets, plus [online tutorials](#) and customized workshops. Learn how to use best practices to improve the quality of your software, as well as ways to differentiate your products.



Red Hat certified technology.

Red Hat software certification shows your customers and prospects that your solution is tried and tested and is backed by collaborative enterprise support. You can also promote your certified product in the Red Hat Ecosystem Catalog.



Red Hat Online Partner Enablement Network (OPEN) training.

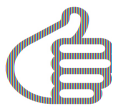
Learning adds value to your organization and to you, professionally. [OPEN training](#) offers courses to build technical skills that boosts developer and sales productivity and customer support. [Hands-on training, accreditation, and practical certification courses](#) are updated regularly and cover a variety of topics.

- Role-specific technical training for development, delivery, and support engineers.
- Hands-on technical courses for Red Hat open hybrid cloud.
- Accreditation paths spanning Red Hat products.

[Click here](#) for the latest available OPEN training paths.



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.
- [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.

Red Hat Marketplace.

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

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.



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.



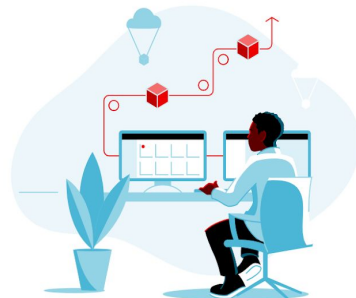
Built-in credibility

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

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

Start selling

Watch now



Available go-to-market models expand your delivery options.

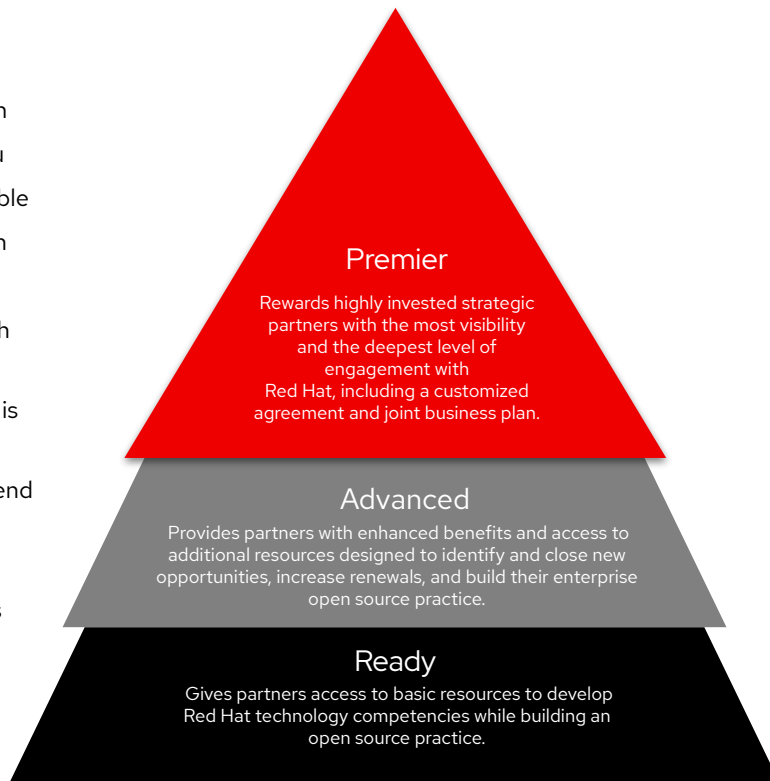
Choose your Build model.

There are three scenarios for build. One is to build on Red Hat and sell your own solution. The other two allow you to incorporate some Red Hat products so you can grow your business, build revenue streams, and access expanded addressable markets. You can also create long-term relationships with a flexible subscription model. There are two ways to incorporate Red Hat products:

- **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**—This allows you to host your applications on Red Hat products for end users to access your Software-as-a-Service (SaaS) offering.

When engaging on Embedded or SaaS, choose the tier that offers the features you need to build your solutions with Red Hat.

- Ready.
- Advanced.
- Premier.



Build with Red Hat—is it for you?

You want to build great solutions.

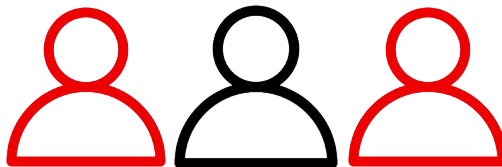
Red Hat gives you choice, portability, support, innovation, and market reach so you can build and deliver great solutions.

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 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** ([link](#)).
- **Software certification partner guide** ([link](#)).
- **Partner Certification Workflow Guides** ([link](#)).
- **Red Hat Partner Connect**
 - **General Program Guide for Partners** ([link](#)).
 - **Build** ([link](#)).
 - **Sell** ([link](#)).
 - **Service** ([link](#)).
- **More about certification:** [Red Hat Enterprise Linux Certification](#), [Container Certification](#), [Operator Certification](#).
- **Red Hat Marketplace** [[link](#)]

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: npublicsector-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.



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twitter.com/RedHat

