GLOBAL NETWORK ECOSYSTEM PARTNER OFFERING GUIDE FOR TELECOMMUNICATIONS SERVICE PROVIDERS

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INTRODUCTION

Welcome to the Global Network Ecosystem Partner offering 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 open source company. Our partners play an integral role in our go-to-market strategy and overall success. This offering guide provides you with options to build successful open source practices and solutions within the telecommunications service provider industry.

Network operators are rearchitecting their networks due to increasing service traffic, changing market trends, and the acceleration of 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), is helping network operators allocate resources for optimal efficiency, deploy new services faster, and automate network deployments and operations. This program guide will help you meet the needs of the network operators and keep pace with these changing market requirements.

GLOBAL NETWORK ECOSYSTEM PARTNER OFFERING OPTIONS

As a Global Network Ecosystem Partner, you may specialize in combining your value-added solutions—such as virtualized network functions (VNFs), SDN controller, network functions virtualization management and orchestration (NFV MANO), and virtual and physical infrastructure components with Red Hat technologies. You may also look to build a supported, whole solution by aligning other third-party, prevalidated virtual functions and services—such as consulting, systems integration, and support—with Red Hat products—like infrastructure software and management and automation tools.

Network operators, primarily telecommunications service providers and large enterprises, may use your products and services in different ways. Some may require you to be the single point of contact for the whole integrated solution, including all levels of support (L1-L3) and with full responsibility for the service-level agreement (SLA). Others may want the same whole solution, support, and SLA from you but may want to own the individual subcomponent subscription with the flexibility to use each component as they wish. And others may be comfortable to engage with you for certain problems, like VNF, and with the software infrastructure provider, e.g., Linux® and OpenStack®, for other issues—without a single point of contact for support or SLA for the whole solution.

The Red Hat Partner Program offers flexible delivery models and terms for solutions to accommo-date the business models of our partners. The three primary delivery offerings for Global Network Ecosystem Partners are Integrated Platform, Solution Builder, and optionally, Reseller. Additionally, you can choose our embedded delivery model for traditional appliance solutions or the Certified Cloud Service Provider delivery model to offer Red Hat software.

Integrated platform solutions

This offering is for qualified Global Network Ecosystem Partners who deliver their application with Red Hat software as a unified solution for which they provide support for the infrastructure solution that is sold to end customers. In addition, these partners have a global, strategic relationship with Red Hat and other strategic Red Hat partners, engaging with Red Hat across multiple geographic regions.

With this transaction option, you will own the Red Hat subscription entitlement and you will provide L1-L2 support to your customer, with Red Hat providing L3 support. Red Hat provides development and production support to you. Only select Red Hat products are included in this option, not the whole Red Hat product portfolio.

Solution builder

This offering is for Global Network Ecosystem Partners who deliver their application with Red Hat software infrastructure as a unified solution but want to provide their customers with the option to have direct access to Red Hat. These partners also have a global, strategic relationship with Red Hat across multiple geographic regions. With this transaction option, the end customer will own the Red Hat subscription entitlement, and you can still provide L1-L3 support of your customer if you choose so, but Red Hat shares responsibility as well. Red Hat can collaborate via using the Technical Support Alliance Network (TSANet) process as needed to support joint customers. Red Hat provides development and production support. The full Red Hat product portfolio is included in this option.

Resell solutions

This optional offering is for partners who want to resell additional Red Hat software while using either of the above two delivery models. In this case, your end customer will own and manage the Red Hat subscription and will be able to reach out directly to Red Hat for support. The full Red Hat product portfolio is included in this option.

The requirements of the offerings are defined in the following table:

What type of solution?	PARTNER LED Service Provider Integrated Solutions (Integrated Platform)	OPEN CLOUD SOLUTIONS (Solution Builder)	RESELLER SOLUTIONS
What Red Hat offerings are available to include?	Select products	Full Red Hat portfolio	Full Red Hat portfolio
What is the use case or customer segment?	Service provider use case	Any use case, any customer	Any use case, any customer
Is it shipped with hardware?	Not required	Not required	Not required
Who owns entitlements to the Red Hat subscriptions?	Network Ecosystem Partner	Network Ecosystem Partner's customer	Network Ecosystem Partner's customer
Can Red Hat component be priced as a line item on the purchase order to the end customer?	No	Yes	Yes
What support does the Global Network Ecosystem Partner provide to the end customer for Red Hat subscriptions?	L1-L3	L1-L3 (Optional)	None
What support does Red Hat provide to the end customer for Red Hat subscriptions?	L3, through NEP	Joint L1-L3	L1-L3
What support coverage does the Global Network Ecosystem Partner receive from Red Hat?	L3	Partner support	None
Does the Global Network Ecosystem Partner have the opportunity to offer enhanced support options with Red Hat?	Yes	No	No
Does the Global Network Ecosystem Partner have a reporting requirement to offset channel conflict?	Yes	Yes	Yes
What is the market development funds (MDF) accumulation rate?	3%	3%	3%

PARTNER BENEFITS

This Red Hat Partner Offering offers both economic and relationship benefits to support what you want to do with Red Hat.

ECONOMIC BENEFITS

Discounts on Red Hat products

Red Hat products are provided to Global Network Ecosystem Partners at a discount based on the different types of delivery models. Certain delivery models will have a higher discount for products with specific use cases and support commitment by the partner.

Renewals annuity business

Red Hat products are sold on a subscription basis. As a partner, every subscription you sell is eligible for subscription renewal revenue upon expiration. This provides an opportunity to develop an annuity revenue stream with customers.

Technical training discounts

All partners are eligible for all Red Hat Certification and Training as listed in the training section of our website.

Discounts on Red Hat Consulting services

Red Hat and a partner may agree to use Red Hat Consulting, and the partner may earn discounts on that consulting engagement. This agreement allows partners to sell Red Hat Consulting services to increase the deal size and complement the partner services.

Market development funds (MDF)

When deals close, an agreed upon percentage of the sale is accrued for the partner as MDF to be applied towards executing on the joint business plan and other partnership-building activities. See comarketing activity under marketing benefits below.

RELATIONSHIP BENEFITS

Assigned Red Hat global alliance manager

Global Network Ecosystem Partners will have access to a Red Hat global alliance manager who acts as a point of contact within Red Hat, conducts business planning with the partner, and assists the partner to help them make the most of the Red Hat partner offerings.

Red Hat sales compensation

Local account representatives will be compensated for the sale of Red Hat products by partners. This agreement will facilitate easy sales to customers without any friction.

Engineering partner manager (EPM) and related resources

Global Network Ecosystem Partners who meet the qualification criteria for offering a preintegrated solution will have access to a Red Hat EPM who will serve as an engineering-to-engineering liaison. Your EPM will be responsible for Bugzilla tracking, roadmap creation, and partner engineering and solution architect resources who will support upstream community initiatives and assist in joint solution design, documentation, and reference architecture.

Partner success manager (PSM)

Global Network Ecosystem Partners will have access to a Red Hat PSM who manages the certification process, training, and not-for-resale (NFR) entitlements, works with Red Hat support, and provides quarterly business review (QBR) data.

SALES BENEFITS

Web listing and partner locator

Gain exposure through visibility in the redhat.com partner search function. Potential customers looking to engage Red Hat partners may search based on geography or other factors. Premier partners will enjoy enhanced positioning in partner searches.

Access to sales training

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

Access to Red Hat Connect for Business Partners portal

Red Hat Connect for Business Partners is an online content repository and partnership management tool. In the Red Hat Connect for Business Partners portal, you will find an array of program, product, marketing, and sales resources for the Red Hat partner community. The portal serves as your primary source of information regarding Red Hat, our product offerings, and our marketing campaigns. The portal is also where you administer your partner relationship with Red Hat.

Product roadmap updates

Partners will have the opportunity to participate in Red Hat product roadmap webinars given periodically throughout the year.

Demo and trial subscriptions (not for resale)

Partners will be granted access to not-for-resale demonstration subscriptions for the purposes of training, testing, and demonstrating Red Hat solutions to potential customers. Not-for-resale demonstration subscriptions are provided to you as a benefit of the Red Hat Partner Program and are not for use in either internal or external production environments or for resale to any other party.

PRE-SALES BENEFITS

Requirements analysis, high-level architecture, 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 (PoC), demo support

Red Hat will provide technical expertise to support pilots, demonstrations, proof of concepts, evaluations, and benchmarks.

Professional services assistance

Global Network Ecosystem Partner are eligible for a discount on professional services assistance for solution development activities.

Request for proposal (RFP) or request for information (RFI) support

Red Hat presale teams will offer assistance with RFP or RFI responses.

MARKETING BENEFITS

Joint activity 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 will gain the opportunity to participate in roles ranging from presenting Red Hat solutions, to hosting open source discussions, to demonstrating your specific services that complement Red Hat offerings.

Logo usage

Partners will be able to use the Red Hat logo for their corresponding level of partnership to market their open source expertise and Red Hat relationship, 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 through the Red Hat Connect for Business Partners portal for consideration. Proposals selected by Red Hat will be developed into formal success stories that may be promoted by Red Hat and the partner through various publicity vehicles. At the same time, submitting customer references through the portal counts toward the annual requirements for Advanced and Premier Partners.

Case studies, whitepapers, and product literature

Extensive collateral will be made available to partners via the Red Hat external website and the Red Hat Connect for Business Partners portal.

Customizable campaign materials

Eligible partners are able to access customizable product and marketing collateral and templates that can help develop presentations and campaigns focused on Red Hat solutions.

Marketing plan assistance and resources

Partners have access to resources, including a framework with which to develop go-to-market programs and marketing initiatives that will increase our mutual business and provide measurable results.

Designated marketing contact

You will have access to a channel marketing specialist who can assist with developing demand generation campaigns, events, programs, and marketing initiatives to support the partner's unique business objectives.

Co-marketing activity

Comarketing activities that are eligible for MDF include:

- Demand generation activities.

- Training, webinar, and enablement activities.

- Technical development projects.

- Building a lab or demo center with Red Hat demo capabilities.

- Joint customer visits.

- Hosting and sponsoring customer events.

- Proof of concepts.

- Other activity-based initiatives as agreed upon with senior marketing and partner sales.

Joint press announcement

Red Hat will participate in press activity with partners of all levels who want to announce their relationship with Red Hat, joint initiatives, and customer wins. For partners of all levels, Red Hat will provide an executive quote for partner press releases. For Advanced and Premier partners, Red Hat may also publish a press blog entry or joint press announcement.

TECHNICAL BENEFITS

Knowledgebase access

You will have access to 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

Red Hat offers a wide variety of online training courses through Red Hat OPEN, available through the Red Hat Connect for Business Partners portal at no additional cost to you.

Red Hat OPEN sales track

This offering provides detailed Red Hat product training for partner salespeople. This series of computer-based training modules provides an understanding of the Red Hat portfolio, competitive positioning of Red Hat products, and advice on overcoming objections in the sales cycle.

Red Hat OPEN sales engineer track

This series offers detailed Red Hat product training for salespeople in charge of partner presales. These computer-based training modules provide an understanding of the Red Hat portfolio, competitive positioning of Red Hat products, technical sales and qualification, objection handling, and how-to demos.

Red Hat OPEN technical tracks

These tracks features 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

Through Red Hat OPEN, partners can access the Red Hat partner technical library. This library is a repository of technical documents ranging from reference architectures to whitepapers to videos, all tagged and available to support the technical learner with additional content and sales tools.

OFFERING REQUIREMENTS

To be accepted into this offering, partners must meet the following requirements:

Acceptance of 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 in 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

Partner must have a proven ability to connect with global network operations decision makers and commit to minimum yearly Red Hat revenue. Must also have the ability and desire to prime deals and provide system integration services to the end user.

Deal visibility and forecast

Partner must provide visibility and forecast of deals per quarter.

Minimum number of Red Hat-accredited technical specialists

Through a variety of training resources, Red Hat helps partners obtain important accreditations. Red Hat requires these staffing levels to ensure that partners are empowered to reach the partnership sales goals. Accreditations must be across platform, cloud, and storage specializations.

24x7 support and SLA

Partner will provide full 24x7 technical support to end users and must be able to provide SLA typically required by Tier 1 telecommunication service providers. Partner will provide Red Hat with data, anecdotes, and other information regarding support requests to enable Red Hat to perform its obligations as described in this guide. If participating in the solution builder delivery model, then partners are required to maintain an active TSANet membership.

Technical Account Manager (TAM) requirement

Partner must purchase and maintain an agreed upon number of TAM service subscriptions.

Distributed continuous integration (DCI) requirement

Partner must implement a DCI process for faster and simpler integration of software updates.

Dedicated lab facilities

Partner must provide a dedicated lab environment for development, testing, and comarketing of any telecommunication service provider integration solution.

Partner engineering requirement

Partner must assign engineering resources to integrate Red Hat and partner products. Partners should designate or purchase a resource from Red Hat that is the main contact for all partner engineering requests to Red Hat and coengineering of required capabilities in upstream assistance.

Partner marketing requirement

Partner will appoint a marketing contact with responsibility for collaborating with a Red Hat marketing specialist on developing 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 partake on marketing opportunities.

Product certification

Partner will ensure that each partner product is certified. For example, if the partner product is using Red Hat OpenStack Platform and is not already certified, the partner will run Red Hat OpenStack certification test suite in accordance with the certification testing guidelines detailed at https://access.redhat.com/documentation/en-us/red_hat_openstack_certification/. Partner will be permitted to run the automated certification and compatibility tests and submit the results to Red Hat.

Reports

Every quarter, the partner will report the Red Hat products that the partner has sold. The reports will 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, or Red Hat product portfolio information.

Global Network Ecosystem Partner Offering team:

Email: networkecosystem@redhat.com

Learn more: https://www.redhat.com/en/partners/programs/nep

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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