RED HAT DISTRIBUTOR GUIDE

VERSION 1.1   JULY 2011

1. GENERAL INFORMATION

1.1 COMPANY DETAILS

This Red Hat Distributor Guide is designed to provide information and to answer questions that might evolve in our cooperation.

The purpose is to have a document at hand to use for new and long term distributors combining facts and frequently asked questions. You can have a quick look any time to solve most of the possible issues right away.

We will guide you through the thematic fields starting with sources of information followed by Pre-Sales/Sales topics, detailed order information, Post Sales topics, further support issues and a short wrap-up.

Company Information Red Hat Limited

Please use the following details for your orders and send them to orders-emea@redhat.com .

Company Name	Red Hat Limited
Address	6700 Cork Airport Business Park
	Kinsale Road
	Cork
	Ireland
Telephone Number	+353-21-230-3400
Fax Number	+353-21-230-3499
VAT Registration No	IE 6324873V
Company Registration No	304873
Bankers	JP Morgan Chase Bank N.A
	Chaseside
	Bournemouth
	Dorset BH7 7DA
	England
IBAN	(EUR Account) GB64 CHAS 60924232571501
	(USD Account) GB37 CHAS 60924232571502
	(GBP Account) GB10 CHAS 60924232571503
SWIFT CODE	CHASGB2L
Sort Code	60 92 42
Account Information	EURO 32571501
	USD 32571502
	GBP 32571503

1.2 WEBSITES

1.2.1 Red Hat EMEA Websites

Here you can find general information: europe.redhat.com

For product info: redhat.com/products

For documentations: redhat.com/docs

Knowledgebase: kbase.redhat.com/faq/en

1.2.2 Red Hat Partner Summit Website

This website is a big reservoir of presentations and more helpful material.

Please register and take advantage of this opportunity.   emea-partner-summit.com

1.2.3 Webinars (please see point 6.3)   europe.redhat.com/webinar

1.2.4 Global Learning Services (GLS) – Trainings

For training offers and information please see: europe.redhat.com/training

1.2.5 Red Hat Partner Center   europe.redhat.com/partners

A lot of information as e.g. the "Red Hat EMEA Partner Manual", just search for it once you have logged in (very helpful in addition to this Distributor Guide)!

In addition redhat.com/partners/subscription_center

2. DEPARTMENT OVERVIEW

General Partner Channel Tool	**Partner Center**
Pre Sales	**Partner Team**
General Sales Inquiries / Your direct contact	TAM • TIS • Partner Manager • CHANNEL MANAGER • S A L E S
Post Sales	**Order Management** • **Customer Service**
Your Channel Key contact	**Channel Operations**

2.1 PARTNER TEAM

A central point of contact for Resellers, Distributors, System Integrators and Business Partners across the entire Europe, Middle East & Africa region.

A facility by which our partners can become better educated about the functions and benefits of the Red Hat products.

- All Pre Sales inquiries (Distributors and Partners)
- Specific questions on the partnering opportunities
- Questions regarding RH Product Portfolio
- Partner Center questions
- Orientation for new partnerships

Red Hat offers you access to partner support to address your specific needs:

- Do you have specific questions on Red Hat and JBoss products, consulting or education services?
- Do you want to know more about the partnering opportunities you have with Red Hat?
- Do you want to learn more about demand generation programs with Red Hat?
- Do you need support with the Red Hat Partner Center?

Contact emea-partner-team@redhat.com

EMEA (Europe, Middle East and Africa) Tel:
Free toll number: 0800 73 34 28 88

2.2 CHANNEL OPERATIONS

A central point of contact for Distributors across the entire Europe, Middle East & Africa region.

Channel Operations are there to assist you with your daily business.

Roles and Responsibilities Channel Operations

- Distributor Relationships
- Help with new distribution contract roll-out
- Train distributors on Red Hat processes like Order Management process
- Review/enhance processes
- Co-ordination with other departments – include OM/Finance/Channel Marketing
- Qualitative Rebate Tracking – provide summary to finance
- Reporting Request (e.g. renewal reports for distributors)
- Sending new announcements (e.g. pricing announcements)
- Co-terms issues **only** for Distributors (24h SLA) – cross checking only!
- Help to solve "Triage Orders" (orders on hold) - pricing, Special Bids...

Contact channeloperations-emea@redhat.com (communication only in English!)

Sema Durkal-Scharifi (EMEA)

Supervisor, Channel Operations EMEA

Tel: +49-89-205071-251

2.3 ORDER MANAGEMENT

Responsible for processing orders across the entire Europe, Middle East and Africa region. A point of contact for any order queries prior to being processed.

Roles and Responsibilities

- Processing orders for EMEA region
- Co-ordination with other departments - including Finance/Channel operations/Legal
- Daily interaction with distributors
- Ensuring optimal customer service levels attained including the strict SLA for orders
- Dealing with credit notes, termination of contracts and rebooks
- Email management – working with external and internal customers
- Research, resolve, and follow through with customer issues/complaints
- Respond to questions relating to delivery information, credit authorization, pricing overrides, and product specific service related questions
- Ensuring to work with internal/external customers to resolve any triage issues

Contact orders-emea@redhat.com

Caroline Kelleher (EMEA)
Order Management Supervisor EMEA
Telephone: +353 21 2303414 (office direct line) or +353 86 040 1966 (cell phone)
Email - ckellehe@redhat.com

or

Michael Mulcahy (EMEA)
Order Management Team Leader EMEA
Telephone: +353 21 2303463 (office direct line)
Email - mmulcahy@redhat.com

2.4 CUSTOMER SERVICE

Our mission is to deliver superior service to our global customers (internal, external) as the first point of contact for Red Hat.

Customer Service EMEA (CS) is a POST-FULFILLMENT team and the only pre-fulfillment query included in our daily tasks is assisting our resellers & distributors in verifying the end user / account information BEFORE they place the order (if needed).

Our multilingual support is provided by e-mail, telephone, web tickets and self-service.

The CS EMEA team supports you in the following languages:

- English
- German
- Spanish
- French
- Italian

Responsibilities

- Post-Fulfillment Issues
    - General questions regarding accounts, contracts and subscriptions
    - Subscription transfers
    - Invoice queries
    - Credit, Refund & RMA requests
    - Order tracking
    - Notification problems
    - Subscription activation problems

- Account Management
    - General questions regarding accounts, logins and subscriptions
    - Login/password issues
    - Company name / e-mail address changes
    - Customer Center queries / Navigation
    - Renewal queries
    - Merging accounts:
        - is not possible (in the sense of merging 2 into 1)
        - we can move subscriptions from one account to another
        - logins can not be transferred between accounts, same for system profiles and support tickets
        - Transfer subscriptions into other accounts (~ merging accounts)

- Red Hat Network Navigation
    - System registration issues
    - System profile management
    - User management
    - Activation key assistance
    - Installation number queries
    - Download problems

Contact customerservice-emea@redhat.com

EMEA (Europe, Middle East and Africa) Tel:
Germany:	0800 1828065
France:	0800 907101
UK:	0800 032 9515
Italy:	0800 979 269
Spain:	0900 811 831

**Other countries: +353-21-2303-445**

2.5 CHANNEL MANAGERS

Each Red Hat Master Distributor has a Channel Account Manager, responsible for the following aspects; Business planning and contract negotiations

- Distributor education and training
- Partner Management and Development (Advanced and Premier)
- Qualitative target setting and assessment
- Special Bids
- Escalation

Red Hat maintain a list of named and strategic accounts (so called "touched business") which are managed by Red Hat Field Sales or Territory Account Managers. We recommend that this list is used in business planning discussions with existing and new partners, to agree a joint sales strategy. For more details, contact your Channel Account Manager. Please address other operations related queries to the relevant Red Hat Department (e.g. Customer Service, PHD, etc.)

3. PLACING PO'S
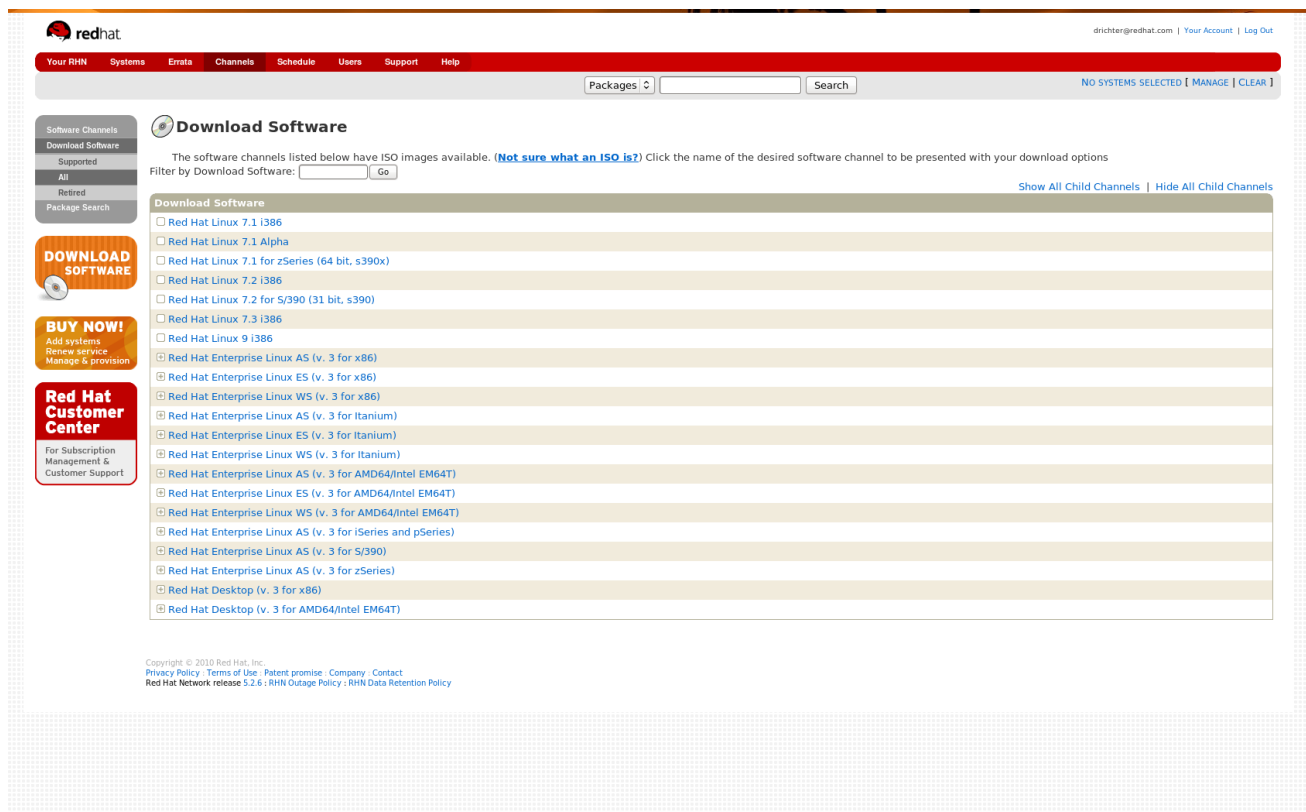

Distribution Order Flow
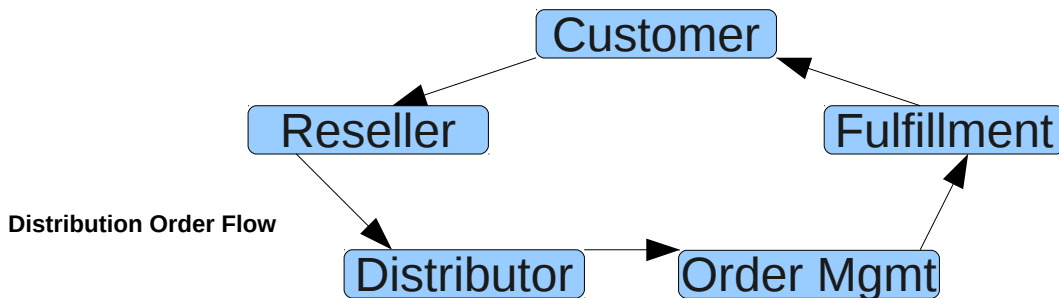
3.1. SUBSCRIPTION MODEL

3.1.1 Electronic subscription

Subscriptions are assigned to "**Red Hat Network**" accounts into which they are delivered.

A customer can create an account on his own.

With a Red Hat Network account, a customer can:

- Download ISOimages
- Register Systems to a subscription
- Comfortably apply updates to a system

ISOimage Download

3.1.2 Subscription Education Awareness Program

Red Hat Enterprise Linux products are provided on a per-system annual subscription basis, which provides customers access to all subscription benefits during the subscription term.

These benefits include:

Access to Red Hat software, updates, upgrades, technical support, security fixes, legal assurance, certifications, long-term stability and most importantly, access to Red Hat's proven, enterprise-ready solutions. So while you have subscriptions for a Red Hat product, you must maintain a subscription for every instance or installation of Red Hat software being used in your environment.

In order to continue to receive the benefits of your Red Hat subscriptions, you renew them so that all instances/installations of Red Hat software maintain an active subscription. If you choose to let all your subscriptions expire and have no other active subscriptions in your organization, you retain the right to use the software, but your entire environment will no longer be able to receive any of the subscription benefits, including the latest certified versions of the software, security errata or bug fixes, Red Hat technical support, access to the Customer Portal, and Red Hat's Open Source Assurance.

3.1.3 What is a Red Hat Network Account (RHN)?

It is a system management platform designed to provide complete lifecycle management of the operating system and applications.

Red Hat Network is a complete systems management platform for Linux. It's built on open standards and uses a simple, Internet-based graphical interface. It also features a modular design--as networks grow, administrators can add enhanced capabilities for system updates, management, and monitoring of their entire infrastructure.

Red Hat currently features three Red Hat Network modules:

- Update: Easy software updates to your Red Hat systems
- Management: Increased management capabilities and scalability of your Linux deployment
- Provisioning: System snapshots, integrated kickstarts, configuration management and more

A single solution for lifecycle management of compute resources

- Installing and provisioning new systems
- Updating systems
- Managing configuration files
- Monitoring performance
- Redeploying for a new purpose

For more information Red Hat Network Tour:

redhat.com/rhn/rhntour

Account Structure (Account number is different from Login):

1. Account (main instance):

    - Account name

    - unique Account number (example:# 1234567) that never changes (best reference)

    - All Subscriptions are activated in RHN accounts (not in RHN-logins)

        => best account reference for orders is account number

2. Login:

    - each account can have as many logins as needed, no limit applies

    - logins <u>can</u> be used as account reference when ordering <u>but</u>:

        - multiple logins can be on the same account, each login will have access to products

        - when products are for different customers different accounts need to be provided

        => when in doubt about the details you have received from end user please feel free

          to ring Customer Service for confirmation

How to get a RHN account/login:

1) http://rhn.redhat.com
2) Click on "Sign up" (right side of page)
3) Fill out the form and submit

    Please select "**corporate** Red Hat login" to create an account accessible with more than one possible login.

    This has the advantage that you only need one account resulting in less admin task and less possible confusion.

Now you are ready to use the Red Hat Network login.

3.2 ORDER TYPES

3.2.1 Regular Orders

A regular order, as indicated by its name, is the most basic and most common order with 1- and 3-year subscriptions and the pricing according to your Red Hat Distributor Agreement. (NAT negotiation authority tier)

3.2.2 Renewal Orders

A Renewal is a continuation of a running subscription within the same Red Hat Network account starting directly after the expiration of the already existing subscription.

Please see point 5. for further details.

3.2.3 Co-termination Orders (please also see point 3.2)

A Co-termination Order is the consolidation of several subscriptions in order to have one single date of termination/renewal date. This is very helpful to reduce administrative effort.

3.2.4 Special Bid Orders (everything NON-Standard) & Channel Special Bid Quote Form (only for pricing)

A Special Bid is an order which is agreed upon with your Channel Manager to close certain deals concerning additional discounts AND/OR differing terms in contrast to the regular 1- or 3-year subscriptions.

Short Definition:

To document and authorize exceptional pricing for special deals (means: each difference between the **discount fixed** in the contract and the **actual deal at hand!**) - we are working with a Special Bid order form.

Before these non-standard requests come in, please contact your Channel Manager first regarding this deal

- **Channel Manager approval needed!**

- Only non-standard orders with signed Special Bid order form or Channel Special Bid Quote Form attached can be processed (please do not forget to note: Special Bid, Opp. Nr.xxxx)

NON-Standard Special Bid has to be signed by the distributor (and the end-user for services on-site).

When sending the special bid documents please cc: channeloperations-emea@redhat.com.

3.2.5 Replacement Order Process

When a replacement order is sent to Order Management team (orders-emea@redhat.com), the Partner must also send a credit request (see 8. under Appendix 1) for the original order to customerservice-emea@redhat.com. The replacement order will then be booked and the credit note will be issued at the same time. In this special case, Order Management will liaise with Finance.

The new PO should state that it is a '**Replacement to PO xxx'** to make sure that this is a replacement order and not a new order.

Details required for a Replacement PO request:

"Replacement PO request" as a reference in the e-mail
- 1) Date of Credit Request:
- 2) PO / Order Number:
- 3) RH Invoice Number:
- 4) End User Name:
- 5) Login / RHN Account Number:
- 6) Reason for Credit Request:
- 7) Replacement PO No:

Please note, that the credit request process is not covered by our 24h SLA as is has to go through several departments.

3.3 RED HAT ORDER DATA REQUIREMENTS

Red Hat requires several pieces of order information to ensure that subscriptions are fulfilled to the correct party and that all order details are recorded accurately. For each order you submit, Red Hat will validate that information for all three order parties:

I.   Distributor

II. Reseller

III. End-customer

If an order does not clearly identify each of these parties, Red Hat will ask you for clarification so that the correct order parties can be recorded and the appropriate account receives access to their subscriptions.

Required Order Information:

For a **new order:**

● Distributor name: the company Red Hat will bill for the subscription purchase

● Reseller name (Legal entity, no abbreviations of the Red Hat Partner selling to the end-customer): address, contact, e-mail, and phone number (PO Number if available)

● End-customer name (the ultimate and rightful owner of the subscription): address, contact, e-mail, phone number

Note: The end-customer e-mail address and the reseller email is necessary for electronic fulfillment.

For a **Renewal Order** (please also see point 5):

● All of the information in the section above -- additionally, please mark your order as "Renewal Order"

● All start/end dates and the contract ID of the subscriptions subject to renewal (**contract# is essential**).

  Please note: renewals can only be accepted if the order is placed within the 60 days period after expiration of the initial term. After the 60 days period the order is no longer regarded as a renewal.

● Also include the Red Hat Renewal SKU

These renewal SKUs are identical to the SKUs currently used for new orders, but end in "RN." An example: Red Hat subscription renewal SKU is RH0197181RN. You can find a list of renewal part numbers on the channel price list. (available on the partner center)

For a **Co-Termination Order**:

● All of the information for a regular order above - additionally, please mark your order as "Co-termination Order"

● Please use the Co-termination Calculator provided in Partner Center

  Enter the start and end dates per line item of your order into the form.

For an Upgrade Co-Termination Order:

● Please follow the Distribution Upgrade Order Support Process and use the Upgrade Pre Order Form

● Coterm should show Disti Price and discounted unit price, i.e. PO price = Coterm price

Please note: A Co-Term deal must have a **minimum 12 months term.** A Co-Term order may fall into **two** categories:

1. An end-customer wants to purchase additional units which will be aligned with the existing installation
2. An end-customer wants to extend existing subscriptions to align them all to the same termination date

   - For scenario 1, please use the SKU for *new* orders
   - For scenario 2, please use the SKU for *renewal orders* and provide the contract number of the existing subscription

Contract Number (If Applicable)	SKU	Subscription/ Service Description	Start Date	End Date	Full Year Price (USD)	Pro-Rated Price (USD)	Subscription Quantity	Extended Pro-Rated Price (EUR)
NEW	MCT0370	Satellite	Mar 1, 2011	Dec 31, 2013	5,800.00	16,507.69	1	16,507.69
NEW	**RH0149450**	**RHEL, Premium (1-2 sockets) (Unlimited guests) with smar**	Mar 1, 2011	Dec 31, 2013	**2,218.50**	6,314.19	**17**	107,341.27
NEW	RH1387643	Resilient Storage	Mar 1, 2011	Dec 31, 2013	**463.42**	1,318.96	17	22,422.40
NEW	RH1145289	High Availability (1-2 sockets)	Mar 1, 2011	Dec 31, 2013	**231.42**	658.66	17	11,197.17
NEW	RH1227988	Load Balancer (1-2 sockets)	Mar 1, 2011	Dec 31, 2013	**115.42**	328.50	17	5,584.55
							Total Price	163,053.08

3.3.1 Summary of basic data required

Distributor PO (one PO per end customer) detailing the following:

- Reseller details (name, address, contact name, e-mail address, phone number **and** PO number)
- End User Details (see above)
- Start / end date of the subscription
- Valid SKUs with correct pricing
- Customer RHN Login (absolutely mandatory)
- If onsite services are ordered a Special Bid must be included. It must be signed by the distributor and the end user.

IMPORTANT: A PO which does't include all necessarry data will go on hold/triage till the necessarry data is delieverd. If this doesn't happen within 14 days, Red Hat will cancel the incomplete PO.

Please keep in mind that you can always contact Customer Service when in doubt, as a quick phone call can usually clarify all doubts, but correcting processed orders might take a few working days.

Please send your orders to: orders-emea@redhat.com

3.4 PRICE LIST

Red Hat will communicate pricing, price lists and price changes on a regular basis to distributor.

Distributor will update its systems in time and pass on this information to resellers. The price list will be made available in Red Hat's Partner Center.

In the event that Red Hat raises the list price or decreases discount of a Product, Red Hat will provide 30 days advance notice. All purchases order prior to the effective date of the price increase or discount decrease will be invoiced at the lower price.

4. PROGRAMS

4.1 RENEWALS

4.1.1 Renewal Process – when to use RN SKUs

It is valid to use RN SKUs in the following cases:

1) Renewal of an already existing subscription – **on time**

   - in this case, the SKU has to be exactly the same or (in case of invalid SKU's) the successor SKU

   - quantity has to be in line with the quantity of renewed contracts (e.g. number of renewed subscriptions cannot be higher)

   - start date has to be one day after the old contract expires

2) Renewal of an already existing subscription – **backdating**

   - SKU has to be exactly the same or (in case of invalid SKU's) the successor SKU

   - contract can be backdated (up to 60 days when PO value is >25k)

   - after 60 days, there need to be written confirmation from end-customer about the backdating

3) **Upgrade** of an existing subscription

   If a product being sold as an upgrade and if the subscription term is an extension (1 to 3 years) then the RN SKU will be used in the order for both cases below:

   - the support and solutions up-selling (e.g. from RHEL to AP or from Basic to Premium)

   - the term of contract up-selling (e.g. from 1-yr to 3-yr)

   This is not valid in case of a "downgrade" (replacing an existing subscription with a product of lower value)

4) Renewing of an RHEL5 product

   - please note that you are allowed to use the RN SKU of the RHEL6 replacement product when renewing old RHEL5 products

4.1.2 Channel Renewals Backdating Order Processing

Definition of Channel "Renewal PO" = Renewal SKU and contract number of existing subscriptions provided on the PO.

Adjusted Process:

- If a renewal start date is given on a renewal PO by the Distributor:

  - we will use the backdate on the Distributor PO, once the backdating in the Distributor PO agrees to the expiry date of the prior (to be renewed) contract in RHN

  - if the backdate in the Distributor PO does not match RHN date of former contract, then we will go back to the distributor and clarify date (only if the difference is greater than 7 days)

- If **no** renewal start or end date is given on the Renewal PO by the Distributor, but a RN SKU or/and a contract number is given to indicate, that this is a renewal:

  - we will search in our internal system in order to find the correct back date where possible

If no date is given on an order from Distributor with new SKUs we will keep the order on hold and confirm if this a renewal or a new order

Summary:

- 60-days-guideline: Irrespective to the value of the channel PO, any orders with backdating of 60 days or less will be processed per the guidelines mentioned above.

- Any possible backdating greater then 60 days AND with a value of 25k or greater, is subject to a special internal approval process

- Adjusted rules for deals longer than 3 years:

  > Deals **longer than 3 years but below 5 years** -with upfront payment-
  > need to be **approved by** your **Red Hat Channel Sales Manager**

4.1.3 Managing your Renewals via the "Renewal Manager Portal"

What is the Red Hat Renewals Program?

The Red Hat Renewals Program is an incredibly simple to use, partner-centric program designed to increase renewal rates and bring more revenue back to our partners. The program consists of 3 core areas:

1) Automatic renewal notification emails for end customers and Partners

2) A dedicated Red Hat renewals team, supporting our Partners in resolving their outstanding renewals

3) An online renewal portal, for managing your Red Hat renewal pipeline (Advanced & Premier partners only)

By automatically including our Partners in the subscription renewal process, we aim to increase customer satisfaction and the overall ease of doing business with Red Hat. The renewals program is an end-to-end solution for managing your

Red Hat Renewals business.

What are the benefits to Partners with the Red Hat renewals program?

- Increased visibility of renewal opportunities

- Increased manageability of renewals

- Increased customer retention and satisfaction

- Increased revenue and profitability

- Accurate and improved forecasting and reporting capabilities

4.2 EVALUATION SUBSCRIPTIONS

If you need to order EVALS please contact the Partner Team for further information. They will be happy to assist you with your questions.

Contact emea-partner-team@redhat.com
EMEA (Europe, Middle East and Africa) Tel:

Free toll number: 0800 73 34 28 88

4.3 RED HAT DISTRIBUTOR MARKET DEVELOPMENT FUNDS (MDF) PROGRAM – MARKETING FUNDS

Based on your Distributor contract Red Hat will accrue a fixed budget into Red Hat's channel marketing budget. These funds shall be used for marketing activities beneficial to Red Hat and Red Hat's partners at Red Hat's discretion. The objective is to further develop the Red Hat Partner Ecosystem as well as to generate demand on the market with targeted partners.

Funds can only be allocated after a proper marketing plan is in place which considers partner enablement and end customer activities in an appropriate ratio. Distributors should provide MDF primarily for Red Hat Premier and Advanced Business Partners. The marketing plan should be created aligned with your local Red Hat representative and has to be finally approved by Red Hat. Marketing funds are only available in relation to the 4 core campaigns: Mainstream / Cloud, RHEL, Virtualization, JBoss. All activities need to be requested from the distributor via the Red Hat Red Hat Partner Related Management (PRM) tool.

The key objectives of the MDF program include:

- Maximize revenue and profitability growth between Red Hat and partners
- Strengthen the working relationship between Red Hat and partners
- Target Red Hat investments and co-investments with strategic partners in support of Red Hat sales growth

Overview of activities to reimburse and kind of documentation needed as proof of activity for claiming:

Activity	Description	% reimburse	Kind of documentation needed
Partner Enablement, development & recruitment	Activities associated with growing existing or recruiting new partner accounts. Activities would include trainings (official Red Hat training and certification offerings are excluded)	100%	• For Events & telemarketing: requirements for end customers apply • Enablement materials: copy of material, 3th party invoice
	Mailings: e-mail blast and direct marketing activities focused on end customers	100%	• Copy of email/direct mail • 3rd party invoice (letter-shop, agency) • Report of opening rate, response list
End customer demand generation driven through partners	Seminars/webinars focused on Red Hat solutions or joint events with other vendors that support	100%	• Participants list of events and webinars (min. information: name, company, title) • 3rd party invoices (catering, room rental, equipment rental, agency fee) • Copy of the agenda

			• Copy of email invite • Screen shot/pdf of websites
	Website creation Red Hat on the partner´s website	100%	• Screen shot/pdf of websites • Report of click rate
	Mailings: e-mail blast and direct marketing activities focussing end customers	100%	• Copy of email/direct mail • 3rd party invoice (letter-shop, agency) • Report of opening rate, response list
	Telemarketing conducted via a third party company for Red Hat partners	100%	• Copy of telesales guide • 3rd party invoice (agency) • Report of results, lead list
Other	Merchandise (co-branded and approved by Red Hat)	50%	• 3rd party invoice • Picture of the item
	Advertising: Red Hat focused articles in catalogs and magazines	70%	• 3rd party invoice • pdf document of the article

The following activities are not eligible for reimbursement:

- Activities covered via the Red Hat rebate program
- Travel expenses
- Official Red Hat training and certification offerings and certification fees
- Activities who support selling official Red Hat training and certification courses
- Fee for EMEA partner summit participation

Deadlines to submit final marketing plans and claim activities via PRM in salesforce.com

Individual planning meeting should take place in advance - all plans need to have Red Hat approval and Marketing funds are only available in relation to the 4 core campaigns: Mainstream / Cloud, RHEL, Virtualization, JBoss.

All activities have to be requested in Red Hat´s PRM tool via salesforce.com. All fund request require approval before the activity can start. Unplanned MDF at deadlines will get reallocated to Red Hat funds.

PRM deadlines FY12	**Submit activities**	**Claim activities**
Q1 (March - May)	March 18	May 20
Q2 (June - August)	June 17	August 20
Q3 (September - November)	September 16	November 19
Q4 (December - February)	December 16	February 19

If marketing funds are not claimed in the subsequent quarter (at deadline), Red Hat will retain the funds for use for marketing activities at Red Hat's discretion. **The activity or service must be realized in the fiscal quarter.**

Credit notes will be issued after review and approval within the first week of the upcoming quarter.

Please note that no credit memos will be issued in case of missing proofs of activity!

Support: For any kind of support please contact your local Marketing and/ or Partner Manager.

4.4 DISTRIBUTOR REBATE PROGRAM

Based on your Distributor Contract a Rebate Program is available to encourage driving specific opportunities and growth potentials. This program will grant incentives in the form of cash rebates to Distributors depending on the achievement of defined quarterly goals.

Rebate Structure

The Back End Rebate Program is available in the form of a credit note towards future purchases in an amount equal **up to 6% of the "Net Invoice Revenue"**. The Net Invoice Revenue calculation is based on the **subscriptions** sold within the territory of Red Hat's fiscal quarter. The actual amount of the Back End Rebate will be dependent on the fulfillment of mutually agreed **quarterly goals**.

Program Rules

- The Distributor Rebate Program is not applicable to any **services** revenues (Global Learning Services or Global Professional Services).
- The rebate pay-out will exclude out of year bookings that will not be paid **upfront**. This means that for a 3 year deal with annual payments to Red Hat only the revenue amount corresponding to the first initial year will be included in the Net Invoice Revenue calculation.
- Any deals sold to customers located **outside the defined territory** in the distributor contract will be automatically excluded from the Net Invoice Revenue calculation.
- At its discretion, Red Hat reserves the right to exclude certain transactions from the scope of the Back End Rebate.

Processes and Deadlines

- The actual amount of the Back End Rebate will be dependent upon the fulfillment of quarterly goals. These goals will be agreed on by the Distributor and the Partner Manager within the first **10 days** of every Red Hat quarter.
- The goals will be design to further develop the **non named business as well as new revenue potentials** and there shall be no more than four goals per quarter. For each of these goals the parties will designate a certain percentage so that the total Back End Rebate will be equal to 6%.
- The Red Hat Partner Manager will carry out **monthly reviews** to assess the evolution of the goals and to inform the Distributor about the areas that may need any additional focus.
- **2 weeks** prior to Red Hat's quarter end the Distributor will prepare a single document containing **proof** of each achieved objective until that date. The Distributor will provide a final version of this document including any achievements carried out in the last 14 days of the quarter no later than **1 working day** after quarter end.

Proofs

Distributor will provide proof for each achieved objective. Due to financial and audit requirements credit notes for the rebate program can only be issued if all proofs are provided, reviewed and approved.

Please ensure that you use a **single document** where all proofs corresponding to each individual goal are included:

- Copy of mailer/e-mailer, newsletter
- Date & type of seminar, invitation
- Attendees list of partner events
- Screen shots of websites

- Any other proof available to document the achievement of the objective

- Revenue and renewal related targets will be calculated & measured by Red Hat

Rebate Payment

Red Hat will provide the Distributor with the credit, underlying amounts and calculation within **20 days** after the end of each Red Hat's fiscal quarter.

Please contact your local Partner Manager for any further details.

5. TOOLS

5.1 RED HAT PARTNER CENTER

For Red Hat resellers, the Partner Center website is your one-stop resource for the latest partner program information, sales and operations tools, and marketing support.

The Red Hat Partner Center helps you find the resources you need quickly and easily, with simple content categories and navigation tools, including:

Content	Description
Technology and Products	Learn about the latest Red Hat campaigns, products, solutions and services.
Technical Support and Resources	Find the answers you need to get your work done through Red Hat technical resources and other support options.
Education and Training	Build your skills with the Red Hat certification programs.
Marketing Tools and Offerings	Access extensive marketing resources.
Leads and Opportunitites / Deal Registration	Advanced Partnership or higher required
Operations	Provide latest price list.

From the Partner Center, you can:

- Maintain your company profile.

- Request Not For Resale Software Subscriptions

- Open and manage your inquiries to the EMEA Partner Team

- Add and Manage Partner Center Users

- Access pricing information

- Manage Leads, Opportunties and Deal Registrations (Advanced level or higher)

- Take on-line sales and technical sales classes.

- Get the marketing and sales materials to create your own co-branded campaigns.

- View Red Hat collaterals, tools, and documents for partner entitlements.

- Access partner-specific, Red Hat content

- Download, rate, subscribe to and preview documents

Website europe.redhat.com/partners

then: Join the Program   (click on this link on the top left hand side)

leading to this screen:

Once you have created the login you can enter Partner Center.

5.2 PARTNER SUMMIT WEBSITE

Get the latest news and information over our upcoming and past Partner Summits under:

emea-partner-summit.com

5.3 ENABLING – LEARNING SESSIONS FOR YOU AND YOUR PARTNER

Sales Enablement

Sales Enablement is an important success factor for our partner's Open Source business. Our partners are supported with enablement tools in a variety of ways. Part of them is mandatory for the Advanced Partner status, part of them is there to support sales activities.

The sales certification is available in a specialized format. Either as "Red Hat Partner Platform Certified Salesperson (RHPPCS)", Red Hat Partner Middleware Certified Salesperson (RHPMCS) or as Red Hat Partner Virtualization Certified Salesperson (RHPVCS). Online courses and exams are available for free from our Red Hat Sales College. An e-learning account can be created from within Partner Center:

redhat.com/wapps/partner/protected/training/sales_college.html

Alternatively sales certification can also be achieved by attending a two day boot camp, that we offer in cooperation with distributors. A third way is to attend the yearly EMEA Partner Summit.

Please check the EMEA Partner Program Guide (www.europe.redhat.com/partners/partner_program_guide_emea.pdf) for information how many sales certifications are needed for a certain partner level and specialization.

In addition to the certification tracks, we have more supporting enablement offerings. Webinars are always listed on the webinar registration page: europe.redhat.com/webinar. An RSS feed is also available there. Some of the webinars are restricted to registered partners, some are public.

We offer training road-shows and other enablement events as well. The information will be spread through our partner newsletter, with help from Partner Center and our twitter channel:

RHTPartnersEMEA

Technical Enablement

The technical enablement is delivered through our "Global Learning Services" team. Advanced and premier partners need a certain number of technical certifications as a prereqisite for their partner level. These trainings are not free of charge, but Red Hat partners receive discounted prices. For more information about requirements, please check the EMEA Partner Program Guide. Information about our technical training offerings are available at:

europe.redhat.com/training

There's a new elearning system coming soon!

5.4 GLOBAL LEARNING SERVICES (GLS)

Training and Certification

Red Hat Training Information

Main RH Training Web site in Europe:

europe.redhat.com/training

Descriptions of courses, pricing, dates, skill req's, promos, bookings, pre-assessments.

For queries on general logistic and admin questions on public scheduled courses in Europe:

- Germany: training-de@redhat.com
- Netherlands, Belgium, Luxembourg: training-benelux@redhat.com
- UK & Ireland: training-uk@redhat.com
- France: training-fr@redhat.com
- Sweden, Norway, Finland, Denmark: training-nordics@redhat.com
- Italy: training-it@redhat.com
- Spain: training-es@redhat.com

Contact

- **Jens Ziemann, Director** Red Hat Training EMEA

  Tel: +49-711-96437-150, e-mail: jens@redhat.com

  General Manager, general escalations, curriculum management

- **Jose L. Ojer del Valle**, GLS Business Developer Manager Western Europe, MEA

  Tel: +34-662-35-48-60, e-mail: jose.ojer@redhat.com

  Channel management and support: Training Partners, Resellers, sales awareness

- **Sascha Leser**, GLS Business Development Manager Central/Eastern Europe and Russia
  Tel.: +49 711 964 37 520, e-mail: sleser@redhat.com
  Channel management and support: Training Partners, Resellers, sales awareness, EMEA OnSites

- **For Consulting Marketing** please contact:
  consulting@redhat.com

6. FREQUENTLY ASKED QUESTIONS (FAQ)

Renewal Manager Portal

Q: Who is the Red Hat Renewals team?

A: Red Hat's renewal team in EMEA is based in the UK, and provides native-language support to our Partners in English, French, Spanish, Italian & German. (renewals-emea@redhat.com)

Q: Which customers receive marketing notifications?

A: All end users receive notifications at 90 days, 60 days & 30 days before subscription expiry. If they still do not renew, they receive a further reminder on the date of expiry. Partners receive a weekly notification to access their Renewals Portal. Distributors receive a monthly notification to access their Renewals portal.

Q: What products are included in this program?

A: All Red Hat subscriptions sold through our distribution channel in EMEA.

Q: What data can a Partner access on the portal?

A: Partners given access to a renewal portal can see only their opportunities, and manage the data of these.

Q: Will the Red Hat renewals team close my deals for me?

A: No. The renewals team will support you in providing information and also engaging with your end customers (with your permission) directly. They can prepare a customer to expect their quotation from a Partner, but will not generate the quotation directly.

Q: The wrong contact is listed on an email notification, how do I correct this?

A: Please contact your Red Hat Partner Manager or the renewals team (renewals-emea@redhat.com)

Q: Who can I contact in case of technical problems or data issues?

A: Please contact your Red Hat Partner Manager or the renewals team (renewals-emea@redhat.com)

Pre-Sales (contact emea-partner--team@redhat.com)

Q: I am not exactly sure which pricing applies regarding product X and product Y in this case. Who can help me?

A: Please contact Partner Team with this pre-fulfillment issue.

Q: I have a technical problem. The customer asked how to install XY on Z in combination with W?

A: Please contact Partner Helpdesk with this pre-fulfillment issue.

Post Sales (contact customerservice-emea@redhat.com)

Q: Our customer cancelled his order, can we get a refund?

A: Red Hat does not have a refund policy. Only if the order has been submitted within the last 30 days, and at the discretion of our Finance department, a refund may be accepted. Please send us a credit request form (see Appendix 1) and we will submit it to our Finance department.

Q: The dates of the contract are incorrect, can you change them?

A1: If the order was fulfilled incorrectly by Red Hat we will reprocess it.

A2: If you or the reseller communicated incorrect dates, we will have to grant you credit.

(send us a credit request form (see Appendix 1) and you will need to submit a **replacement PO** to

Order Management orders-emea@redhat.com & customerservice-emea@redhat.com)

Q: The name on the notification is incorrect! What to do?

A: The name on the notification has been entered by the customer, when the account has been created, and it could be the name of a previous company, or the one of an administrator who left the company, etc. We can change any entity name. We need the end customer to send us the relevant form (see Appendix 2). If Red Hat has actually fulfilled the order incorrectly, we will fix it within 24 hours. orders-emea@redhat.com

Q: The customer has changed his mind and he wants the product on a different account / Fulfilled in the wrong account. Can you fix that?

A: We can move subscriptions from an account to another. We need an authorization form (see Appendix 3) and we will complete the transfer within 1 working day. customerservice-emea@redhat.com

Q: We haven't received any notification for this order placed 2 days ago. Has the PO been received?

A: The Order Department usually processes orders within 24 hours. Customer Service can check if your order has been received, and what is its status. If notifications have been sent, but not received or sent to an incorrect recipient (Distributor, Reseller or End Customer) we can send it again. Please note that every order gets entered by Order Management, than booked by Finance and the notifications are then send out automatically via Oracle which can take up to 4 hours, if so please contact customerservice-emea@redhat.com for further information.

Q: Can you resend the license?

A: Red Hat does not sell licenses but subscriptions. Subscriptions are directly activated on the customer's account (as per the PO you've sent us). We can resend the fulfillment notification.

The customer will need a login to access to his subscription. If he can't access his subscription, Customer Service can resend the login creation e-mail.

Products

Q: Where do I find information about Red Hat products?

A: Please see redhat.com/products

JBoss

Q: Where can I find product specific versions of JBoss Enterprise Application Platform

A: You can find the latest versions at our platform page

jboss.com/products/platforms/application/components at JBoss.com.

Special Bid

Q: GLS / GPS: Who has to sign the Special Bid Order Form (SBOF)?

A: The Distributor has to sign the SBOF. The signature of the end user is only mandatory for scope of work!

Appendix 1: Credit request form

In an effort to provide you with prompt and accurate service, we require the following information from you in order to process your request:
1) Date of Credit Request:
2) PO / Order Number(of original order submitted):
3) RH Invoice Number:
4) End User Name:
5) Login / RHN Account Number:
6) Reason for Credit Request:
7) New PO number

By submitting this form, you will receive a ticket number for easy follow-up and tracking. To contact us again about the same issue, simply reply to the e-mail or phone us referencing this number. Please allow us five business days for processing your credit request after receipt of the above required information.

Please note that Red Hat Customer Service is obliged to submit all requests to the Finance Department for approval based on Red Hat's Return Policy.

Appendix 2: Company name change

Below is a listing showing all existing subscriptions and services under login "_____". In order to officially update your company name, please review this document, attach it to a reply e-mail and send it to customerservice-emea@redhat.com containing the following text:

"I wish to change the entity currently named on this account _____, (the "Current Entity") to _[insert new entity name]_ (the "New Entity"). I represent that (a) I have the authority to make the name change requested on behalf of the Current Entity; and (b) the information I have provided herein is true and correct. I understand that the requested transfer will bind New Entity to all terms and conditions of (x) the current agreements on the listing below; and (y) all future agreements executed under this account."

To view your account details and a list of contracts corresponding to your subscriptions in Red Hat Network please follow the steps below:

1. Go to redhat.com/apps/support and login.
2. Click on the blue link to the left of the login box 'View and manage your subscriptions.'

Once we have your reply e-mail confirmation, we will send your request for approval and processing.

Appendix 3: Subscription transfer

Please send your subscription transfer request in the form of an e-mail to customerservice-emea@redhat.com.

Please include the below agreement in your response and include a list of the subscriptions you would like us to transfer under the statement below (example: Red Hat Enterprise Linux AS, ES or WS, contract #_____):

"I wish to change the ownership of these subscriptions from __[insert current login or origin account number and entity name]__, (the "Current Entity") to _[insert new login or destination account number and entity name]_ (the "New Entity"). I

represent that (a) I have the authority to make the ownership change requested on behalf of the New Entity; and (b) the information I have provided herein is true and correct. I understand that the requested transfer will bind New Entity to all terms and conditions of (x) the subscriptions being transferred into the account of New Entity (see list below)."

[enter contract number and product description of the subscription that needs to be transferred]

To view your account details and a list of contracts corresponding to your subscriptions in the Red Hat Network you may log into your Customer Center page:

redhat.com/wapps/support/protected/subscriptions.html

Once your approval is received, we will process your request within 1 business days. Please note that any order processed on the basis of purchase order placed by Re-seller or Distributor will be transferred to the destination account without changing the service start date on the original contract.

System profiles and support tickets cannot be transferred between accounts. After a subscription transfer is complete, new system profiles will need to be created by running up2date or rhn_register on each system, using your new login name.

7. WHOM TO CONTACT?

Who	What/When	How
Order Management	• Order entries • POs on hold	orders-emea@redhat.com
Customer Service	• Post-fulfillment issues • order status • all RHN related account issues • credit requests • subscription transfers • account information	in English: customerservice-emea@redhat.com in French: customerservice-fr@redhat.com in German: customerservice-de@redhat.com in Italian: customerservice-it@redhat.com in Spanish: customerservice-es@redhat.com
Channel Operations	• Process support • Distributor trainings	channeloperations-emea@redhat.com
Pricing	• Pricing issues • SKU issues • product requests • SKU mapping	emea-pricing@redhat.com
Partner Team	• Partner related queries • Pre-fulfillment queries • coterm checking	emea-partner-team@redhat.com
Finance	• for all queries related to vendor invoices, payments etc. • for all queries relating to Purchase Requisitions, iprocurement, Purchase Orders, Receipting, Vendor setups etc. • for all Deal/Revenue related queries • for all Billing/e-invoicing related	apemea@redhat.com emeareceiving@redhat.com revenue-emea@redhat.com billing-emea@redhat.com
Bid Desk	• Special Bids	biddesk-emea@redhat.com

For external / internal use