

RED HAT ISV PARTNER PROGRAM GUIDE

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THE RED HAT ISV PARTNER PROGRAM

Welcome to the ISV Partner Program. As market demand for open source solutions increases, Red Hat looks forward to partnering with you to deliver superior solutions to our customers. Whether your focus is on operating systems, middleware, or services, you will find open source opportunities with Red Hat.

The Red Hat Partner Program is the foundation of the relationship between you, as marketplace experts, and Red Hat, the world's leading open source company. We view our partners as playing an integral role in our technology development and go-to-market strategies and overall success. Our goal is to offer a Partner Program designed to help Red Hat partners to develop successful open source practices and solutions.

The Red Hat ISV Partner Program Track is a fully integrated component of the Red Hat Partner Program. This Partner Program Guide will give you an overview of the program's benefits, requirements, and enrollment.

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RED HAT PARTNER PROGRAM

PROGRAM OVERVIEW

The Red Hat Partner Program is a multi-tiered, multi-track partner model designed for business partners and ISVs who support and integrate with Red Hat and/or JBoss software platforms. The program offers business partners the resources to help to grow their open source practices and delivers the software and support needed to integrate ISV Partner applications, products, and solutions. As your commitment to Red Hat open source solutions grows to meet increasing customer demand, the benefits you receive from Red Hat will also grow.

Upon successful application and admittance to the Red Hat Partner Program, you will be a Red Hat Partner (Red Hat ISV Partner, Infrastructure/RHEL Specialization and/or Red Hat ISV Partner, Middleware/JBoss Specialization) with access to an array of benefits via Red Hat's Partner Center. These include valuable software, developer, marketing, and sales benefits - each designed to assist you in integrating your applications with Red Hat infrastructure and JBoss middleware products. As a Red Hat ISV Partner, you are a Red Hat Business Partner. As a Red Hat partner you may also apply for skill specialization designations, such as becoming a JBoss System Integrator or an Advanced ISV Partner. Upon approval, such partners will be rewarded with additional benefits.

PROGRAM TRACKS

Red Hat's Partner Program offers two program tracks - Solution Provider and Independent Software Vendor (ISV). Additional tracks may be added to the partner program in future phases.

SOLUTION PROVIDER

This track supports value-added resellers, channel partners, consultants and system integrators who help to take Red Hat solutions to market by providing business and technology services and expertise to customers. They can either directly resell or indirectly prescribe Red Hat and JBoss sales.

INDEPENDENT SOFTWARE VENDOR TRACK (ISV)

A primary purpose of the ISV Track is to enable both Red Hat and ISV to be more successful in commercializing its technology solutions. Red Hat provides a bundle of benefits to ISVs participating in this program to facilitate ISV's enhanced success in marketing its solutions together with Red Hat Products. In turn, in order for ISV to support Red Hat's business model, it is important that ISV assist Red Hat to communicate to End Users the benefits of having enterprise subscriptions from Red Hat entitling End Users to an array of support services in connection with its use of Red Hat technology.

ISV PARTNER PROGRAM

THREE MEMBERSHIP LEVELS

The Red Hat ISV track consists of three membership levels with specific benefits and tools corresponding to each level - as shown below:

LEVEL	DESCRIPTION
READY	This membership level is Intended for all ISVs and grants access to Red Hat Enterprise Linux and JBoss Enterprise Subscriptions. Partners have access to an array of marketing materials, tools and discounted developer support.
ADVANCED	Intended for ISVs who make additional commitments to the selling and marketing of Red Hat or JBoss solutions.
PREMIER	Intended for market-leading global ISVs who are very experienced in developing horizontal or vertical enterprise class applications on Red Hat Enterprise Linux and JBoss. Partners at the Premier level enjoy all of the benefits of the Ready and Advanced Tiers in addition to initiatives that are tailored to each Premier partner's unique needs.

RED HAT ISV PROGRAM TRACK - SPECIALIZATIONS

The ISV track of the Red Hat Partner Program embrace ISVs by delivering resources and benefits that are aligned with your business model and relationship with Red Hat. Specialization allows you to access resources based on your interests; including sales and marketing collateral, training and certification offerings and technical resources.

BENEFITS

As a new member of the Red Hat ISV Program, you receive access to important online Red Hat and JBoss information, along with guidance on doing business with Red Hat.

The Red Hat ISV Partner Program delivers resources and benefits that will help you align with your business model and relationship with Red Hat. You will have access to the Red Hat knowledge-base through the Red Hat Customer Portal to research answers to technical product questions. Partners can access the latest information about all Red Hat and JBoss products, services and campaigns. Access to this material will help you to train your sales teams and to present solutions to your customers. As an ISV Advanced Partner, your increased dedication to Red Hat and JBoss solutions are rewarded through enhanced benefits.

The following tables describes the benefits available to ISV Partners at each membership level. A detailed description of each benefit can be found below in each of the following tables.

SOFTWARE & SUPPORT BENEFITS

SOFTWARE	READY	ADVANCED
NFR for Pre-Sales Opportunities	Yes	Yes
JBoss Partner Developer Subscription 25 entitlements for the development team, 1 named-contact, 48-hours response time during standard business hours	€ Discounted	Yes
JBoss Partner Developer Subscription, additional named contact	€ Discounted	€ Discounted

NFR FOR PRE-SALES OPPORTUNITIES

As an ISV Partner, you are granted access to not-for-resale demonstration subscriptions to Red Hat and JBoss products. These can only be used for development, training, testing, and end-user product demos. These are not intended for any commercial or production use within your organization or for resale.

JBOSS PARTNER DEVELOPER SUBSCRIPTION

JBoss Partner Developer Subscription is designed for developers at Red Hat ISV Partners who are deploying their application(s) on the JBoss Enterprise family products and/or Red Hat Enterprise Linux. The JBoss Partner Developer Subscription includes developer support for JBoss Enterprise Products and Red Hat Enterprise Linux.

JBoss Partner Developer Subscription offers one named contact with a forty-eight hours service level agreement (SLA) during standard business hours and unlimited incidents, and includes 25 development entitlements. The software entitlements included are for development purposes only.

DEVELOPER & TECHNICAL SUPPORT BENEFITS

DEVELOPER & TECHNICAL SUPPORT	READY	ADVANCED
Access to Professional Services (e.g. Technical architects, Consulting)	€	€ Discounted
Access to Partner Team	Yes	Yes
Access to Global Learning Services (Open Enrollment Training)	via Distribution	25%
Access to early release software	Yes	Yes
Discounted attendance at Red Hat developer/user conferences	Yes	Yes
Access to Partner Center	Yes	Yes

ACCESS TO PROFESSIONAL SERVICES

As a Red Hat ISV Partner, you can take advantage of the Red Hat Professional Services organization. You can request a Technical Architect or a Consultant for either your own development efforts or for use in customer engagements. Ready- and Advanced- ISV partners can book these resources at a daily rate. Please contact the partner helpdesk for further information.

ACCESS TO PARTNER TEAM

All ISV partners can contact the Red Hat Partner Team during normal business hours (with questions regarding our Partner Program, partner opportunities or information on the Red Hat product portfolio. Note that contact methods vary by region.

ACCESS TO EARLY RELEASE SOFTWARE

JBoss.org & fedoraproject.org are available to all developers, including Red Hat ISVs. Our community projects evolve at a rapid pace, in advance of the well tested and integrated Red Hat & JBoss Enterprise subscriptions. This site hosts early preview releases of upcoming versions and tools.

DISCOUNTED ATTENDANCE AT RED HAT DEVELOPER/USER CONFERENCES

As a Red Hat ISV Partner, you are eligible for attendance discounts at selected developer or user conferences hosted by Red Hat.

ACCESS TO GLOBAL LEARNING SERVICES

ISV Partner technical team members are eligible for discounts off current Red Hat's price list of open enrollment training classes (applicable to the region where such ISV Partner is located). Ready-level Partners will be granted a discount by purchasing the class directly from an authorized Red Hat distributor. Advanced ISV Partners will be granted a 25% discount on the current Red Hat's price list applicable to the region where such ISV Partner is located, by contacting the partner team directly.

ACCESS TO PARTNER CENTER

All ISV Partners are eligible to access the Partner Center, Red Hat's online content repository and partnership management tool. Partner Center delivers a range of program, product, marketing and sales resources designed for Red Hat's partner community. It serves as your primary source of information on Red Hat products and marketing campaigns. It also lets you self-manage your company and individual membership information.

MARKETING BENEFITS

MARKETING SUPPORT	READY	ADVANCED
Promotion of partner's reference architectures	n/a	optional
Shared co-op marketing and market development funding	n/a	Per Business Plan
Joint webinars & shared collateral	n/a	Per Business Plan
Exhibit presence at Developer/User Conferences	€	€
Partner profile in Red Hat Partner Locator	Yes	Yes
Success story support	Yes	Yes
Public relations announcement support (News Blog)	n/a	Yes
Access to Partner Center	Yes	Yes
Partner newsletter, blogs, mailing lists	Yes	Yes
ISV Partner Program logo usage	Yes	Yes
Partner Certificate	Yes	Yes
ISV Partner Program plaque	n/a	Yes
Sample Install Guides for ISV + Red Hat software (RHEL only)	n/a	Yes

PROMOTION OF PARTNER'S REFERENCE ARCHITECTURES

ISV partners can promote their reference architectures on Red Hat's Partner Center extranet. This site delivers one-stop access to Red Hat's worldwide ecosystem of distributors, value-added resellers, integrators, consultants, and trainers.

SHARED CO-OP MARKETING & MARKET DEVELOPMENT FUNDING

Advanced ISV Partners may be eligible for market development funding for activities designed to drive brand awareness, lead generation, and sales opportunities of Red Hat and JBoss products according to their Business Plan. For further and detailed information, please contact your Partner Account Manager.

JOINT WEBINARS AND SHARED COLLATERAL

Advanced ISV Partners may be eligible for shared webinars - jointly promoted and delivered live, online, or via recorded presentation. Advanced Partners are also eligible for shared collateral (print or online) which promotes integrated Red Hat, JBoss and the partner solutions. Any benefits sought by the ISV partner must be aligned with the annual business planning. For further and detailed information, please contact your Partner Account Manager.

EXHIBIT PRESENCE AT DEVELOPER OR USER CONFERENCES

Red Hat often hosts or sponsors its own events, pulling together a community of Red Hat partners, customers, prospects and industry observers. For such events, Red Hat may from time to time invite partners to participate through sponsorship, exhibit presence and speaking opportunities. The Red Hat partner team will notify partners of upcoming events. For further and detailed additional information, please contact your Partner Account Manager.

PARTNER PROFILE IN RED HAT PARTNER LOCATOR

All ISV partners can take advantage of visibility through Red Hat's Partner Locator. This is an online directory of all Red Hat and JBoss Partner solutions, applications and services. Customers and prospects regularly access this site to learn about the larger ecosystem around Red Hat technology.

SUCCESS STORY SUPPORT

Advanced ISV partners can leverage customer success stories, and use Red Hat to help distribute the news of these successes. We may invite you to submit your stories to Red Hat for consideration. If accepted, these will be developed and formatted into a success stories and made available to our sales teams, channel partners, customers and prospects.

PUBLIC RELATIONS ANNOUNCEMENT SUPPORT

Advanced ISV partners can seek Red Hat public relations support for newsworthy activities. Red Hat involvement may range from a supporting quote to active participation in the partner's own release to a joint release. These are considered on a case-by-case basis. For further and detailed additional information, please contact your Partner Account Manager or the partner helpdesk.

ACCESS TO PARTNER CENTER

All ISV partners may be eligible for access to Partner Center, Red Hat's online content repository and partnership management tool. Partner Center provides for a range of program, product, marketing, and sales resources designed for Red Hat's partner community. It serves as your primary source of information on Red Hat products and marketing campaigns. It also lets you self-manage your company and individual membership information.

PARTNER NEWSLETTERS, BLOGS, MAILING LISTS

Learn the latest news about Red Hat from partner-focused communications about upcoming product releases, campaigns, available resources, success stories and more.

ISV PARTNER PROGRAM LOGO USAGE

According to their level of expertise and specialization ISV partners may use the Red Hat ISV program logo to market their open source expertise and Red Hat relationship. Logos are available via the Partner Center or by contacting your regional partner helpdesk.

PARTNER CERTIFICATE

All ISV partners may use the appropriate Red Hat ISV Program certificate which indicates also the level of participation to market their open source expertise and Red Hat relationship. Certificates are available by contacting your regional partner helpdesk.

ISV PARTNER PROGRAM PLAQUE

The Advanced ISV partners will receive a plaque which indicates the partner level as well as their specialization. This can also be used to market your open source expertise and business relationship with Red Hat.

SAMPLE INSTALL GUIDES FOR ISV + RED HAT SOFTWARE (RHEL ONLY)

Advanced Partners are able to submit implementation and tuning guides in Red Hat templates. These guides will be made available to visitors to www.redhat.com via the global solutions catalog.

RED HAT PARTNER LOCATOR AND ISV APPLICATION GUIDELINES

The Red Hat Partner Locator and ISV Application Guidelines are intended to encourage interoperability between applications on the Red Hat family of products, including the Red Hat Enterprise Linux family as well as the JBoss family of products, and assure that the joint solution of ISV applications running together with the applicable Red Hat software is supported for our mutual customers. Red Hat does not guarantee interoperability, nor does Red Hat provide any support for third party applications. Red Hat reserves the right to change these guidelines without notice.

After the applicable technical and business guidelines are met with respect to the indicated Red Hat software, an application is eligible for inclusion in the Red Hat Partner Locator. Red Hat, however, at its sole discretion, retains the right to determine whether an ISV or a particular application appears in the Red Hat Partner Locator.

SALES & BUSINESS DEVELOPMENT BENEFITS

SALES & BUSINESS DEVELOPMENT BENEFITS	READY	ADVANCED
Access to Partner Account Manager	n/a	Yes
Pre-Sales onsite Engagements	n/a	Yes
Special Bid assistance	n/a	Yes
Access to Sales College / Sales Training and Webinars	Yes	Yes
Reseller privileges	Yes	Yes
Access to Red Hat and JBoss Embedded pricing (separate agreement needed)	n/a	optional

ACCESS TO ACCOUNT MANAGER

Advanced ISV partners have access to a Red Hat Account Manager who acts as an liaison point with Red Hat, conducts business planning with the ISV Partner and assists the Partner to make the most of the ISV program benefits and of the partnership.

PRE-SALES ONSITE ENGAGEMENTS

Pre-Sales Support is only available to Advanced Level ISVs. Regional availability during normal business hours in Continental Europe, UK and Ireland, except Eastern European countries. In Middle Eastern, African and Eastern Europe countries where Red Hat does not have a local presence, reasonable efforts will be made to offer this program benefit.

Advanced ISV partners may be eligible for technical pre-sales support or cooperation from Red Hat sales teams during normal business hours. This is including the following:

- Proof-of-Concept assistance
- Scoping and assessment workshops
- Supporting your sales and pre-sales team in customer engagements on NEW Red Hat products (GA less than 6 months ago).
- Business Workshops - related to specific solutions
- Technical Hands-on Workshops -related to specific solutions

Support can be either remote or onsite, it is designed to be no longer than a 2-day period, and is subject to Red Hat’s sales qualification and resource availability. Longer engagements usually require a paid services engagement. The support of the Red Hat technical pre-sales team must be requested via the partner helpdesk or your Channel Manager at least 20 days in advance.

SPECIAL BID ASSISTANCE

ISV Ready Partners may get special bid assistance through their contacts within their preferred Red Hat distributor. Advanced ISV Partner have the option to get special assistance from their Red Hat Account Manager on large enterprise prospects and Red Hat enterprise accounts. Advanced Partners may be therefore eligible to request special bid pricing from Red Hat via their Red Hat Account manager to help close large sales opportunities.

SALES COLLEGE, SALES TRAININGS AND WEBINARS

Training benefits provide you with multiple resources to help you to increase your overall knowledge of JBoss and Red Hat products. Whether its product-, sales-, or technical-focused training, you can access the training necessary to help meet the needs of your growing open source practice.

As a ISV Partner, you can access detailed JBoss or Red Hat product training through the Red Hat Sales College. This series of computer-based training modules develops an understanding of the Red Hat products, positioning and sales cycle activities. You can also access Red Hat product and campaign training via Red Hat-hosted webinars.

RED HAT AND JBOSS EMBEDDED PRICING

The Red Hat and JBoss embedded Pricing Programs enable ISVs to actually deliver Red Hat technology embedded in their solution. ISVs can embed Red Hat and JBoss technologies into their product portfolios, saving critical development and maintenance costs and accelerating the revenue opportunities.

ISV PARTNER PROGRAM REQUIREMENTS

In order to maintain the partnership status and take advantage of the Partner Program benefits delivered by Red Hat, Red Hat Ready ISV Partners are only required to maintain accurate profiles and accept Red Hat’s ISV Partner Agreement. Red Hat provides enhanced resources to partners who have achieved the Advanced membership level. Partnership requirements are listed below:

	READY	ADVANCED
ENROLLMENT		
Complete Online Application	Yes	Yes
Sign Partner Agreement with Applicable Addenda	Yes	Yes
Self-certify on RHEL or JBoss (Red Hat Ready Application Agreement)	Yes	Yes
TECHNICAL SKILLS		
Sample install Guides fo ISV and Red Hat Software	n/a	Yes
MARKETING		
Public Customer References	n/a	Yes
Register ISV Application in Partner Locator	Yes	Yes
Business Plan	n/a	Yes
Annual Revenue Targets per Business Plan	n/a	n/a
ANNUAL FEE		€ 2.400*

* = excluding VAT

GENERAL RED HAT ISV PARTNER PROGRAM REQUIREMENTS

COMPLETE ONLINE APPLICATION

All ISV partners are are required to complete the Red Hat ISV Program Track application as part of the Red Hat Partner Program enrollment process. This includes company profile and application details, as outlined in Partner Center at www.partner.redhat.com.

SIGN PARTNER AGREEMENT WITH APPLICABLE ADDENDA

All ISV partners are required to accept the terms of the Red Hat ISV Partner Agreement, available in Partner Center at www.partner.redhat.com. Partners must maintain compliance with the Partner Agreement throughout their partner relationship with Red Hat.

ADVANCED LEVEL ISV PARTNER TRACK REQUIREMENTS

To qualify for the Advanced ISV Partner membership level you must achieve the minimum requirements and maintain your status as a partner in good standing annually. Partners failing to maintain the required standard of an Advanced ISV Partner will automatically be demoted to the Red Hat Ready membership level.

RED HAT READY APPLICATION AGREEMENT

ISV wishes to confirm the general availability of its respective software applications and its willingness to support such applications if and when they are deployed at our mutual customers running Red Hat-branded technologies. The software application that adheres to the Listing Criteria is called a **“Red Hat Ready Application”** with respect to the associated Red Hat software with which the application is compatible. The Solution will only be listed in the Red Hat Partner Locator if the Red Hat Ready Application has been agreed. In exchange, Red Hat will provide ISV with certain benefits as described in the Program Guide.

SAMPLE INSTALL GUIDES FOR ISV AND RED HAT SOFTWARE

Advanced Partners are able to submit implementation and tuning guides in Red Hat templates. These guides will be made available to visitors to www.redhat.com via the global solutions catalog.

PUBLIC CUSTOMER REFERENCES

Red Hat requests Advanced ISV partners to provide customer success story proposals. Red Hat will review the proposals and determine, at its sole discretion, which ones to develop into a customer success story available for public use by Red Hat and the partner. Partners will have to use the Red Hat Customer Success Story Submission form and obtain end-customer approval of participation prior to submission of such story to Red Hat. Please refer to the Partner Program ISV Track Requirements table in this Program Guide for the specific annual requirements.

ANNUAL FEE

Advanced ISV partners are required to pay an annual membership fee. The cost of an annual Red Hat Application Developer Professional Subscription is fully included in the fee. Partners receive unlimited number of incidents of technical support, as described in the benefits section of this program guide, at no additional cost. As the partner agreement comes due for renewal, the annual participation fee is required.

TERRITORY

The Territory for EMEA-based partners is defined as the country of the partner's primary address, as submitted in the Company Profile. This Territory applies regardless of Partner's membership level for specializations. Red Hat does not grant any exclusivity on whole or parts of such territories.

ISV PARTNER PROGRAM ENROLLMENT

APPLICATION PROCESS

To become an ISV Partner, please visit the Partner Center at www.partner.redhat.com, and:

1. Complete the application profile
2. Accept the Red Hat Partner Agreement (always subject to Red Hat admittance of the application profile with respect to advance partners)

If you prefer to sign a hard copy of the agreement, you may print out the agreement, sign it and return it to Red Hat according to the instructions provided in the Partner Agreement.

Note that partners in certain countries are required to return a signed copy of the partner agreement. This is mandated by requirements in local legislation regarding the enforceability of online agreements. The countries for which a “wet signature” is required are specified in the partner agreement.

MEMBERSHIP RENEWAL

Red Hat Partner Program membership is for a 1-year term. For partners maintaining good standing within the program, membership will be automatically renewed. Partners who have achieved the Advanced or Premier Partner membership level will renew to their current membership level if they have met the respective annual requirements for that level. Advanced and Premier Partners who are not meeting the requirements for their level of membership upon the annual membership renewal may be assigned a lower level of membership.

PARTNER PROGRAM CHANGES

Red Hat reserves the right to alter the Red Hat Partner Program, including all tracks, membership levels and specializations, at its sole discretion. Although Red Hat attempts to assure the accuracy of the information contained in this program guide, occasional corrections or updates may be required. Red Hat reserves the right to make any correction or updates on an as-needed basis by posting such updates in Partner Center. Partners agree that they are responsible for compliance with the terms of the Red Hat Partner Program Guide and the Partner Agreement.

RED HAT PARTNER TEAM

Contact the Red Hat partner helpdesk for questions regarding the Red Hat Partner Program, partner opportunities, or information on the Red Hat product portfolio during normal business hours:

Contact EMEA partner team:

Email: emea-partner-team@redhat.com

Telephone: +44 1252 362 851 (English, German, and French)
+44 1252 362 878 (English, Italian, Spanish)