



# BECOMING A VIRTUALIZATION SPECIALIST

## OPPORTUNITIES FOR PARTNERS

### WHY SHOULD I OFFER VIRTUALIZATION?

Your customers need virtualization, especially in tough economic conditions. Why? Because it offers them the opportunity to reduce hardware and operational costs. It also improves their agility by giving them the flexibility to vary server capacity and performance according to demand. What's more, using virtual servers can reduce the size of their datacenter and its environmental footprint. In short, virtualization makes your customers more competitive. That's a powerful message. And it means virtualization solutions need to be part of your sales strategy going forward.

### HOW IS THE VIRTUALIZATION MARKET CHANGING?

Virtualization is now mainstream in the enterprise market. In fact, it's so mainstream that it has become a commodity. Well-understood requirements have led vendors to converge on a common feature set. However, virtual machines still only account for a fraction of datacenter servers. So, it's a high growth opportunity. There's also plenty of room for innovation, thanks to the availability and maturity of open source and open standards-based solutions. That's where Red Hat comes in.

### WHY IS RED HAT DIFFERENT?

With the new Red Hat Enterprise virtualization portfolio, Red Hat is uniquely leveraging Linux technology to deliver high-performance, secure, and flexible enterprise infrastructures. Your customers can benefit from significant cost, reliability, scalability and manageability advantages when compared with current proprietary solutions. At the same time, you get to differentiate your offering with a virtualization solution like no other.

### WHAT IS RED HAT'S NEW VIRTUALIZATION OFFERING?

Red Hat's virtualization strategy is based on Red Hat Enterprise Linux 5, the market's leading open source operating system. By using next generation KVM (Kernel-based Virtual Machine) technology, Red Hat has ensured the operating system can offer all the benefits of Linux (high performance, scalability, rock-solid stability and rapid developments driven by the open source community) in the virtualized environment. As a result, customers using Red Hat Enterprise Virtualization will see their virtualized environments benefit from Linux developments and updates automatically. No other vendor is capable of leveraging the virtualization technology developed as part of the Linux operating system in this way.

The Red Hat Enterprise Virtualization Portfolio has three further core components:

- **Red Hat Enterprise Virtualization Hypervisor**  
A new standalone hypervisor enabling you to deploy a standard, lightweight, high-performance virtualization foundation for your customers' guest environments
- **Red Hat Enterprise Virtualization Manager for Servers**  
A comprehensive virtualization management system for servers that will be the first open source product to allow fully integrated management across virtual servers and virtual desktops
- **Red Hat Enterprise Virtualization Manager for Desktops**  
A new management system for virtual desktops delivering industry-leading VDI cost-performance for both Linux and Windows desktops



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## WHAT IS A VIRTUALIZATION SPECIALIST?

Virtualization Specialist status means we give you top priority when it comes to virtualization new business opportunities. It also proves your expertise in deploying Red Hat virtualization solutions to your customers. As an accredited specialist, you'll have access to exclusive tools designed to help you grow your Red Hat Enterprise virtualization business. You'll be able to differentiate your offering via the use of a unique Red Hat Virtualization Specialist logo. And there will be lots of support from us to help you close deals - from marketing materials to support from local experts.

## VIRTUALIZATION SPECIALIST BENEFITS

- Use of the exclusive Red Hat Virtualization Specialist logo
- A dedicated Red Hat Partner Manager
- Access to the Red Hat Partner Lead Distribution System, configured for virtualization leads. Only accredited Virtualization Specialist partners receive virtualization leads
- Virtualization Specialist Program Certificate
- Entry on the Virtualization Specialist listing on the RH EMEA website - available only to accredited partners
- Preferred partner opportunities for virtualization funds and activities
- Access to a local Red Hat solution architect with expertise in Red Hat virtualization, where available
- Press-release support for partners to promote their specialist status

## VIRTUALIZATION SPECIALIST REQUIREMENTS

It's quick and easy to become an accredited Virtualization Specialist. You need:

- Two customer references for partner implementation services provided using Red Hat virtualization products
- Proven implementation experience with other virtualization products and environments
- An agreed business plan for Red Hat Enterprise virtualization, including an active lead generation objective

## APPLY FOR VIRTUALIZATION SPECIALIST STATUS NOW!

Start taking advantage of the unique opportunities that Virtualization Specialist status opens up for your business. Call us now on **00800 7334 2835**, or send an e-mail to [europa@redhat.com](mailto:europa@redhat.com) to apply.

Alternatively, for more detailed information on the benefits of becoming an accredited Virtualization Specialist, visit [www.europe.redhat.com](http://www.europe.redhat.com)

Red Hat Enterprise virtualization represents an important opportunity for you to grow your business.

**Maximize your potential - become a Virtualization Specialist now!**



## RED HAT VIRTUALIZATION - YOUR COMPETITIVE ADVANTAGE

Virtualization Specialist status proves your expertise in deploying Red Hat Virtualization.

Selling Red Hat virtualization represents one of the easiest and lowest cost opportunities to position your business clearly as an open source provider. That's crucial for your continued success as open source becomes increasingly prevalent in enterprise IT.

What makes Red Hat the most attractive option? The answer is threefold - technology, cost and flexibility.

### THE RED HAT VIRTUALIZATION DIFFERENCE

Standout technology	First, Red Hat Virtualization is built in to the Red Hat Enterprise Linux operating system. As a result, you can offer a total solution, from consultancy to concept development and implementation via a single platform. That makes things easier and cheaper for your customers. They only have a single platform to get to grips with, and expensive third party solutions are no longer required. And this isn't just any platform. It uses state-of-the-art Linux-based KVM technology that enables them to extend the full benefit of Linux into their virtualized computing environment.
Lowest cost	Red Hat Virtualization costs less than its main competitors to implement and maintain, making it especially attractive. There are no license fees, and no other hidden costs as there are with proprietary solutions. There is no limit to the number of additional Red Hat Enterprise Linux systems your customers can set up. And ongoing operational costs stay low because enhanced scalability and security enable them to virtualize more workloads than they can with other vendors. Finally, Red Hat Virtualization also features specially designed Power Manager software that minimizes power usage at required performance levels at all times. All of this makes Red Hat Virtualization an excellent cost-saving play when you're speaking to customers.
Maximum Flexibility	Finally, Red Hat Virtualization is the most flexible solution virtualization available. It gives you the broadest possible reach in terms of potential customers because it can be used to run environments based on other operating systems. There is no vendor lock-in as there is with other proprietary alternatives. And the new Red Hat Desktop Virtualization offering will give you even more sales opportunities.

Your customers need virtualization. If you're looking to build your virtualization business, we hope you'll agree that open source Red Hat virtualization gives you a pretty compelling story to tell them.

## RED HAT SALES AND INQUIRIES

### EUROPE, MIDDLE EAST AND AFRICA

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