



redhat.



# RED HAT

## ISV EMEA PARTNER MANUAL

# RED HAT PARTNERSHIP: WHAT'S IN IT FOR ME?

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## 03 | WELCOME



## RED HAT PARTNERSHIP: WHAT'S IN IT FOR ME?

As a successful independent software vendor, you know that your company's performance depends on close collaboration with technology providers as well as with your customers and staff. We understand that very well - after all, we're in the software business ourselves. Our ISV partners have always played a crucial part in Red Hat's success in the past and will continue to do so - it's a relationship that brings significant value to both parties as well as to customers.

That's why we've put together this manual - to give you the information you need to become a Red Hat ISV partner. The contents are divided into five sections as you can see from the graphic - Evaluate, Develop, Sell, Promote, Support - that mirror the principal ways we'll be working together and highlight the resources available to you.

### OPEN SOURCE IS A MATURE YET FAST-GROWING MARKET

You'll certainly be aware that open source technology is now well-established in most mid-sized to large companies across all geographies and industry verticals. Quite simply, it makes good business sense. Open source delivers speed of innovation, lower development and deployment costs, faster time to market and a dramatically lower business risk of vendor lock-in from being tied to proprietary software.

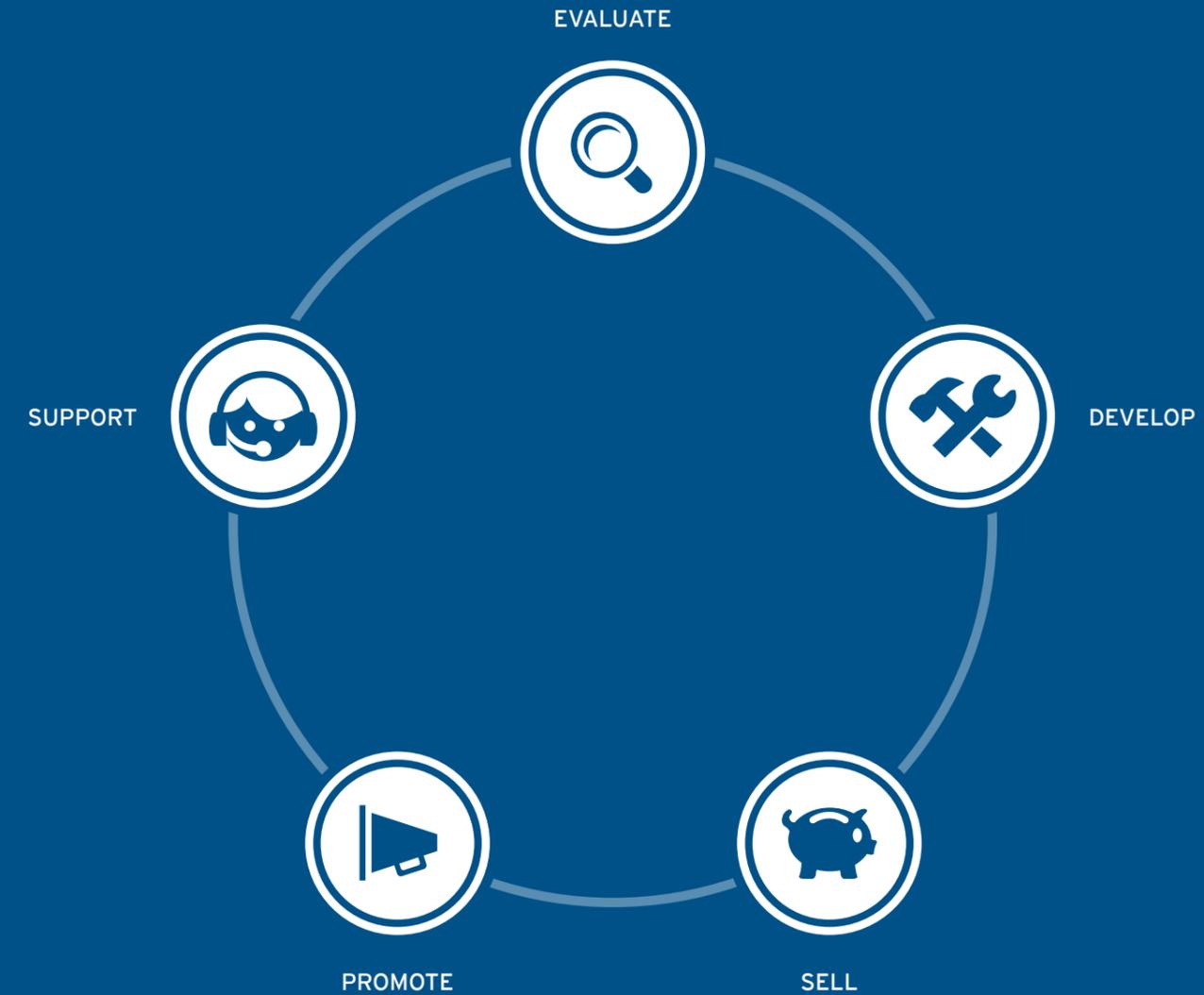


A handwritten signature in blue ink that reads 'Petra Heinrich'.

Petra Heinrich  
VP, Partners & Alliances EMEA

# OVERVIEW

This section gives you a brief outline of Red Hat's products and just a few of the reasons why it makes great business sense for ISVs to work with us. We've also included some detail on the different partner levels available to you. The overview is followed by five chapters organised as a logical progression through the collaboration process between the ISV and Red Hat.



# WHY RED HAT?

## HERE ARE A FEW REASONS WHY RED HAT IS A GREAT CHOICE FOR ISVS!



### **RED HAT PROVIDES THE BEST VALUE.**

For the 5th time in 6 years, the CIO Insight Vendor Value Study ranks Red Hat as a top software vendor.

### **ENTERPRISES TRUST RED HAT.**

The world's most demanding companies run their critical applications on our systems.

### **YOU GET POWERFUL, INNOVATIVE PRODUCTS.**

The world's leading Linux OS, JBoss Enterprise Middleware, virtualisation, cloud computing, and much more.

### **YOU'LL BENEFIT FROM CLOSE COLLABORATION WITH THE GLOBAL OPEN SOURCE COMMUNITY.**

And Red Hat is the largest contributor to the Linux community - one of the most visionary in the world.

### **RED HAT IS COMMITTED TO BEING OPEN WITH YOU.**

We share our knowledge, ideas, development plans - and we listen to you, too.

### **YOUR APPLICATIONS ARE BASED ON TECHNOLOGY THAT WORKS.**

Reliability, scalability, performance and availability are in Red Hat's DNA.

### **WE'RE THERE WHEN YOU NEED US.**

You can always call on us for expert support, training, and consulting services. And we respond fast.

# WHAT ARE THE PRODUCTS?

## WE PROUDLY PRESENT OUR THREE FLAGSHIP PRODUCTS!

Red Hat is the world's most trusted provider of Linux and open source technology. We have a range of products and services tailored to different needs - but here are the 3 flagship products for starters.

### RED HAT ENTERPRISE LINUX

Red Hat Enterprise Linux is an enterprise platform well-suited for a broad range of applications across the IT infrastructure. The latest release, Red Hat Enterprise Linux 6, offers ISVs even greater flexibility, efficiency and control. You'll find that the Red Hat platform provides the reliability, openness and comprehensive range of solutions that will help you develop high-performance applications - and get them to market faster.

 For detailed product information, visit <https://www.redhat.com/rhel/>

### RED HAT ENTERPRISE VIRTUALIZATION

Red Hat Enterprise Virtualization offers superlative performance and scalability as well as the lowest cost of ownership of any enterprise virtualization platform. It's included with the standard subscription to Red Hat Enterprise Linux 6. If you test and certify your applications to run on Red Hat Enterprise Linux, you can be sure they'll run in virtualized Red Hat environments too. Customers get more choice, flexibility and cost savings and you get a huge business opportunity just waiting to be leveraged!

 Visit <http://www.redhat.com/virtualization/rhev/> to find out more

### JBoss ENTERPRISE MIDDLEWARE

The market's leading open-source middleware delivers a comprehensive portfolio of enterprise-class application, integration, and presentation platforms for your customers' on-premises and cloud environments. JBoss Enterprise Middleware also offers a wide range of development tools, modular frameworks and management platforms to facilitate deployment and tailor application integration to your customers' needs.

 For more information on JBoss, visit <https://www.redhat.com/jboss/>

# WHAT'S THE PRO- GRESSION PATH?

## THREE ISV PARTNER LEVELS LET YOU CHOOSE HOW YOU PROGRESS

The Red Hat partner programme for ISVs comprises three membership levels with specific benefits and dedicated tools for each level. You can start at the Ready level and move up or engage with Red Hat at a higher level from the outset - it's your choice. Read the Next Steps section at the end of this manual for more details and to help you decide which level would be best for you.

### LEVEL DESCRIPTION

- READY**  
This membership level is open to all ISVs and grants access to Red Hat Enterprise Linux and JBoss Enterprise subscriptions. Ready partners have access to an array of marketing materials, tools and discounted developer support.
- ADVANCED**  
This level is ideal for larger ISVs with a high level of in-house expertise who are committed to building and expanding their Red Hat Enterprise Linux and/or JBoss business. As an advanced ISV, you also receive Developer Support.
- PREMIER**  
These partners are usually 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.

# EVALUATE

This chapter tells you all about the resources, tools and information we offer you while you're in the application planning or architecture design phase. Our goal is to help you to get to grips with the technology and products rapidly and reduce your time to market. Some of the resources here will also prove useful during the development phase.



# CAN YOU CUT OUR TIME TO MARKET?

15 | CAN YOU CUT OUR TIME TO MARKET?



YES - WITH PEOPLE AND SERVICES TO HELP YOU SUCCEED. FAST.

## SOLUTION ARCHITECTS

Everyone wants ISVs to get their applications to market faster - the customers, Red Hat and certainly the ISVs themselves. That's why we pull out all the stops to help you shorten development and testing cycles, reduce risk, and ensure your solution is built on the most robust architecture. We'll be happy to provide assistance and answer any questions or concerns you may have. If you have special requirements, we can provide solution architects for short engagements at no additional cost or for longer-term projects on a paid consultancy basis (for Advanced and Premier level partners). These specialists can work with your developers to provide reviews of your application from an architectural perspective as well as personalised advice on hardware and associated systems.

## REFERENCE ARCHITECTURES

To speed your learning curve and minimise development risk, Red Hat provides you with a wide range of reference architectures for different use cases, application types and vertical solutions. Red Hat Reference Architectures are detailed technical case studies of solutions built, tested and bench-marked in Red Hat's labs by senior Red Hat engineers. Based on best practices, they'll ensure you benefit from Red Hat's many years of experience as well as the ideas and advice provided by its ISV partner community around the world. Red Hat reference architectures will enable you to identify the capabilities and limitations of a solution give you guidelines on implementing best practices. Provisioning, management, configuration and fine tuning are also covered, along with information about interoperability with other products.

 Interested in learning more? Just visit [http://www.redhat.com/rhel/resource\\_center/reference\\_architecture.html](http://www.redhat.com/rhel/resource_center/reference_architecture.html)

## PRODUCT ROADMAPS

As an ISV, an important part of your development process is keeping track of your technology partners' future releases and product roadmaps so you can ensure future compatibility, extend your application's lifecycle and provide better value to your customers. Red Hat makes it really easy to keep on top of planned products and solutions on the Red Hat Partner Center. This is a one-stop source for everything you need to know about upcoming features, functions and releases. You'll also be able to pick up some tips and tricks from other ISVs on the partner forum - an invaluable resource to help you get started quickly. If you have more detailed questions or need more personalised assistance on Red Hat product roadmaps, briefing sessions are available to help you make the right decisions.

 Interested in finding out more? Visit the Red Hat Partner Center today! <https://www.redhat.com/wapps/sfconnector/partner/login.html>

# DEVELOP

As a Red Hat ISV, you have a wealth of technical resources at your disposal to support your product development phase. We know you're working to a budget and to a deadline - and that's why we try to ensure you have tools to make your life easier. These include specialised developer and hardware support as well as hassle-free certification.



# DO WE GET RESOURCES TO SUPPORT DEVELOPMENT?

## YES - RED HAT'S RESOURCES SAVE YOU TIME AND BOOST QUALITY

### DEVELOPER SUPPORT

In a fiercely competitive market, it's essential to ensure that your application will perform exactly how you expect it to - not just in your test environment, but at your customers' premises as well. Small things can have a big effect - like a second's delay in a transaction or a glitch in an interface with another application. Application or system failure can result - and unexpected downtime is very costly for everyone concerned.

It's when things get critical during your development cycle that you need access to the best minds - the people who live and breathe the technology your application runs on. That way, you can resolve or avoid potential issues before they impact your application's performance or - worse - your customer's business. Red Hat provides its ISV partners with developer support by professionals who understand development and have access to Red Hat's top engineering resources. The result? Fast, efficient assistance that helps you ensure application quality and keep to your schedule. For Advanced and Premier level partners, we offer attractive rates for on-site consulting if you need more intensive help. Red Hat has the largest concentration of Linux talent of anywhere in the world as well as years of experience working with complex applications. We'll be there for you when you need us most.

### ACCESS TO ENTERPRISE SOFTWARE

To help you build and test your application more efficiently, Red Hat gives you full access to its complete enterprise software portfolio. Along with the build and test cycles, you'll find that access to Red Hat's enterprise software comes in useful for demonstration, evaluation and training purposes too. This will help reduce the time and resources needed for development, testing and maintenance.

### DEVELOPMENT TOOLS

As a Red Hat ISV, you also get access to a range of powerful tools to save you and your developers time during the build and test phases. These include complete, integrated development environments, with all the required plug-ins, that let developers get on with the important work rather than spend time trying to recreate a realistic environment. You can also make cost and efficiency gains from Red Hat's integrated virtualization because it allows developers to run a range of different development environments on their own workstation.

 Interested in finding out more about development tools? [http://www.redhat.com/developer\\_studio/](http://www.redhat.com/developer_studio/)

# WHAT ABOUT HARDWARE SUPPORT?

## NO PROBLEM - WITH RED HAT'S STRONG OEM RELATIONSHIPS

### OEM PARTNER SUPPORT

At Red Hat, we've been working with top OEMs like HP and IBM for so long that can pass on the knowledge we've gained to our ISV partners. These partnerships will help you with PoC support and performance testing for a new application or the migration of an existing one to different hardware.

### Proof of Concept

You know how time-consuming it can be to carry out a detailed proof of concept (PoC) for a customer. We can provide you with purpose-built Red Hat Enterprise Linux builds running on the right hardware with the right tools. Result: you can show your customer the application running in a real-world environment while saving time on setting up the PoC.

### Performance testing

A three-way partnership between Red Hat, its ISVs and its OEM partners can help you benchmark your application to ensure it keeps your promises. Some of our OEM partners can test the application for you on their hardware and others provide you with guidance while you carry out the tests.

### Migration assistance

If you need to port your application to different hardware - to address a new customer or market, or to migrate from an outdated platform - we can help. Aside from just recompiling code, the application will need to be optimised for the new platform. We can provide information and support to help you port and test your software on a stack certified by the OEM and Red Hat.

# CAN I CERTIFY MY PRODUCT?

## OF COURSE - AND WE MAKE IT EASY FOR YOU TOO!

Red Hat provides an array of services to help you self-certify your application for Red Hat Enterprise Linux, JBoss and/or on the cloud. The requirement details are contained in the Red Hat Ready Application Agreement. We've covered the main points here and there is further information available on the Red Hat website via the links at the end of each section - and please be sure to read the agreement mentioned above too.

 Red Hat Ready Application Agreement: <https://www.redhat.com/partners/redhatpartners/guidelines/>

### RED HAT CLOUD READY

Many software application providers are developing versions of their products that can be deployed on the cloud instead of at a customer's premises to increase the reach and appeal of their product to a wider market. There is still huge growth potential in the market for cloud-based applications, so if you plan to get your application cloud-ready while continuing to sell it as an on-premise version, we can provide you with:

-  Tools to help you automatically build and package your application for common cloud formats
-  Our Deltacloud solution - a cross-platform API to help you move your applications seamlessly between public clouds, private clouds and on-premise solutions
-  Development access to cloud systems to facilitate development and testing
-  Support in the form of reference architectures, white papers and other expert guidance



#### MORE INFORMATION:

Red Hat Cloud Foundations: <http://www.redhat.com/solutions/cloud/building/>  
Deltacloud: <http://incubator.apache.org/deltacloud/>

# WHEN DO I HAVE TO RE- CERTIFY?

## ONLY ONCE PER MAJOR RELEASE - AND VIRTUALIZATION IS INCLUDED!

### RHEL AND RHEV READY

If you've already certified your application for other platforms, you know it can be a time-consuming process. At Red Hat we try to make things easier for you by allowing you to keep your certifications and guarantee compatibility throughout the lifetime of a major release (5.0, 6.0 etc.). So for each point release (6.1, 6.2 etc.) you have the peace of mind of knowing Red Hat guarantees compatibility. But that's not all: Each major release has a ten-year extended lifecycle, so once your application is certified as RHEL Ready or RHEV Ready, you won't need to go through the re-certification procedure again until the releases lifecycle is over.

### If you're certified for RHEL, you're certified for RHEV too

But that's not all. If you want to certify your application to run on Red Hat Enterprise Virtualization (RHEV), we have some great news. If you certify your applications once on Red Hat Enterprise Linux (RHEL) on a supported hardware platform and follow documented public Application Binary Interface (ABI) guidelines, we guarantee that your certified applications will run under Red Hat virtualization technology without any modifications or additional testing. Today, over 3,000 applications from Red Hat ISV partners are enabled to run on Red Hat Enterprise Virtualization.

### TECHNOLOGY PREVIEW

Another benefit is that you don't have to wait until a release is generally available before you test it. This helps you plan your certification processes - especially before a major release comes out - as well as your more general design and build cycles. We can give you privileged access to upcoming product releases to make design and build decisions easier. If you would like to "play" with a beta version or put a feature or function through its paces with respect to your application, just contact your local Red Hat partner manager. Don't forget that you can also request a roadmap briefing to help you design your applications to support tomorrow's technology.



#### MORE INFORMATION:

Red Hat Enterprise Linux Lifecycle: <https://access.redhat.com/support/policy/updates/errata/>  
Certifying your application for RHEV: <http://www.redhat.com/partners/isv/virtualization/>

# SELL

There's a fantastic business opportunity just waiting for you here. Whether you're planning to resell Red Hat products or embed the technology in your application, this chapter illustrates how we help you establish a Red Hat revenue stream and build up your Red Hat business from there. As well as being complementary to your software business, it can broaden your market too.



# CAN YOU SHOW ME THE MONEY?

SURE - WITH A NEW RED HAT REVENUE STREAM AND ATTRACTIVE PRICING!

#### RESELLING RED HAT OR JBOSS SUBSCRIPTIONS

As an accredited Red Hat ISV, you can also sell subscriptions for RHEL, RHEV and JBoss to your customers. Your customers win because they have a one-stop source for all the application and the underlying enabling technology and/or middleware. And you win because you benefit from a reseller margin and can build a subscription sales business within your core activity.

#### Easy to sell

Selling subscriptions is a lot easier than selling traditional software licenses. Why? Because customers find the idea of a subscription easier to understand. And because subscriptions are much more flexible and cost-effective than licenses for proprietary software - they include unlimited updates, support and maintenance. The whole deal is much simpler to manage. Remember we mentioned that Red Hat was ranked as the top software vendor in the CIO Insight Vendor Value Study for the 5th time in 6 years? The focus of the value in that ranking was on our innovative and transparent subscription model.

 For more information on ISV program benefits, visit: <http://www.europe.redhat.com/partners/benefits.php#isv>

#### GREAT PRICING FOR EMBEDDING RED HAT ENTERPRISE SOFTWARE IN YOUR SOLUTION

Do you develop an application that includes embedded infrastructure or operating system software and sell it as a complete solution? Then Red Hat has just the right programme for you with Red Hat and JBoss Embedded ISV Pricing Programs. You get your Red Hat subscription at a significantly lower price and can manage it on behalf of your customers. This is a great selling point to make customers' lives easier as well as providing you with an additional revenue stream. You can benefit from the attractive embedded pricing when you graduate to Advanced Partner level or higher.

 For more information on Red Hat Runtime for ISVs, visit: <http://www.redhat.com/partners/runtime/>

# CAN WE BRAINSTORM TO BOOST BUSINESS?

## YES - BECAUSE WE WANT YOU TO SUCCEED

### **BUSINESS PLANNING**

When you've been active as a Red Hat Ready partner and want to start engaging more deeply - or if you want to commit more right from the outset and come in at the Advanced Partner level - you'll find that Red Hat opens up even more opportunities for you. For example, we can discuss joint business planning initiatives that bring value to us all. As an Advanced partner, you'll be assigned an ISV Account Manager. With this person, you can pool insight on your product plans and Red Hat's technology strategy to highlight areas of mutual interest and leverage opportunities that may otherwise have gone unnoticed. The result is additional exposure for your applications and a higher level of mindshare among your existing and potential customers.

### **ACCOUNT MAPPING**

In business planning or other discussions, it's always worth talking about the types of customers you're targeting - and even name names. Why? Because with our extensive customer base across geographies, industries and sectors, you may well find that many of your target customers are Red Hat customers already. If required, we can provide contacts, link up our sales teams with yours, and involve an OEM partner such as HP or IBM if the opportunity demands it. The benefit to you is clear: we can help you sell your application and close the deal faster. A coordinated approach reaps benefits for us all and - most importantly - provides the joint customer with a better experience.

# PROMOTE

You've spent a long time planning and developing your applications - and now's the time to tell the world about them! Marketing communications may already be a key part of your strategy to boost sales and this section lets you discover all the additional ways Red Hat can help you generate buzz and get people talking about your products.



# CAN YOU HELP US PROMOTE OUR SOLUTION?

## YES - WITH EFFECTIVE AND TARGETED COMMUNICATIONS!

### PRESS RELEASES

From the Advanced partner level and upwards, Red Hat can offer ISVs support with PR activities and press releases. If you have some great news you want to tell the world - a customer win, new product or top award - we can help you draft and distribute a press announcement targeted to the right journalists. We can also include your announcement on the news blog on the Red Hat website, provide supporting quotes and even a joint release, where appropriate.

### WHITE PAPERS

Where would the software business be without white papers? They're one of the best ways to get your message across. Customers appreciate them as a way to make a business case for investing in a particular product or technology, while developers use them to become more proficient in specific methodologies or techniques. Red Hat can work with ISV partners to develop and publish white papers on joint solutions. If you have an idea for a white paper and would like support from Red Hat, please contact your Partner Account Manager or the Red Hat EMEA Partner Helpdesk.

### CUSTOMER CASE STUDIES

Success stories are a compelling way to show prospects how comparable companies solved a problem by implementing your application. A well-written case study lends your company and solution real credibility and can even help shorten the sales cycle. Why not talk to us about how your customers use your application and Red Hat's technology? We'll help you develop a story that will promote your solution and highlight the value our partnership brings our customers.

### TRADE SHOWS

Participating in a targeted trade show is a great way to meet prospects face to face, discuss their business issues and demonstrate your solution. We support ISV partners at certain conferences and trade shows and often invite them to participate in Red Hat events with a sponsorship or speaking opportunity.



#### MORE INFORMATION:

Upcoming events in EMEA: [http://www.europe.redhat.com/events/?sc\\_cid=EVENTS](http://www.europe.redhat.com/events/?sc_cid=EVENTS)

Red Hat Partners Helpdesk: <http://www.redhat.com/partners/helpdesk/>

# WILL YOU PROMOTE US ON YOUR WEBSITE?

## OF COURSE - AND TO OUR SI PARTNERS TOO!

### REFERENCE ARCHITECTURES

Red Hat's ISV partners at Advanced level or above have the option of promoting their own reference architectures on the Red Hat Partner Center extranet. Along with highlighting your expertise, you can also benefit from feedback from likeminded specialists around the world. Publishing your reference architectures can also be a great way of finding business partners, such as resellers or integrators.

 Red Hat Partner Center & Partner forums: <https://www.redhat.com/wapps/sfconnector/partner/login.html>

 Red Hat's own reference architectures: [http://www.redhat.com/rhel/resource\\_center/reference\\_architecture.html](http://www.redhat.com/rhel/resource_center/reference_architecture.html)

### SOFTWARE CATALOGUE

Visitors to Red Hat's website can search the partner database and software catalogue by geography and application type to find the solution they need. With a global audience, that's a marketing opportunity that's not to be missed - especially as it's free of charge when you're a Red Hat ISV partner (all levels)!

 Red Hat partner directory: <http://redhat.force.com/finder/>

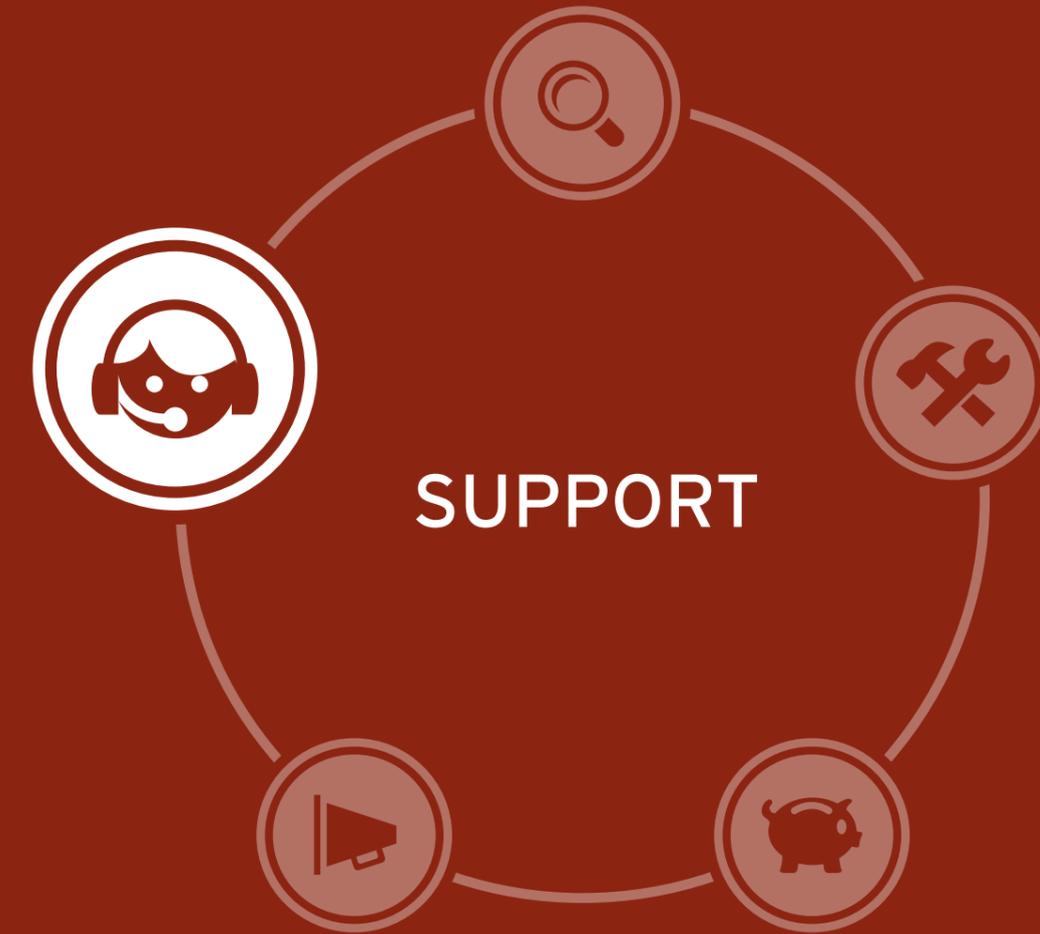
 ISV partners software catalogue: <http://redhat.force.com/catalog>

### SYSTEM INTEGRATOR (SI) COORDINATION

Along with helping you to promote your solution on our website, we can offer you the benefit of our SI relationships too. Red Hat has collaborated closely with key systems integrators around the world ever since the company was founded. In order to address the specific requirements of a particular market or customer, they look for high-performance solutions from Red Hat ISV partners. Red Hat also proactively promotes its ISVs' applications, both on a global and regional level. You benefit by finding a competent partner - with an existing Red Hat relationship - to help you deliver and implement your solution at a customer site or scale it up to more widespread deployment.

# SUPPORT

You might be surprised at the wide range of support we offer our ISVs. And we're not just talking about technical support either! Red Hat also provides you with help for marketing campaigns, plus sales and product training to boost your business. And for general queries we're always ready to help - on the partner helpdesk, the partner centre and the customer portal.



# WHAT ABOUT SALES & MARKETING SUPPORT?

WE'LL HELP YOU GET YOUR RED HAT REVENUE STREAM FLOWING - FAST.

#### MARKETING SUPPORT

Once you become a Red Hat ISV partner, Along with the marketing benefits highlighted earlier, we can produce shared webinars together. And if you're an Advanced partner with a solution that integrates Red Hat or JBoss technology, options include joint brochures and datasheets. Advanced partners can also apply for market development funding for more intensive campaigns.

 More information about marketing benefits: [http://www.redhat.com/f/pdf/ISV\\_prog\\_guide\\_0111\\_A4\\_web.pdf](http://www.redhat.com/f/pdf/ISV_prog_guide_0111_A4_web.pdf)

#### SALES SUPPORT

Want to freshen up your sales skills and learn more about the benefits of Red Hat and JBoss products at the same time? No problem. Red Hat offers all its ISV partners a wide range of instructor-led sales training webinars as well as online courses that you can take when it suits you. You'll also get access to the Red Hat and Intel Center of Excellence, where you can test RHEL on the latest Intel platform.

#### FURTHER BENEFITS FOR ADVANCED AND PREMIER LEVEL ISV PARTNERS

Advanced and Premier level partners receive three additional benefits to reflect their higher level of commitment. First, they are eligible for on-site presales help with proofs of concept, sales support, and solution-specific workshops. Second, they are assigned a Red Hat ISV Account Manager to ensure an even faster response to queries and requests. Third, they have access to our Special Bid Request service that can approve special pricing to help close large deals.

#### TRAINING AND CERTIFICATION

Red Hat offers its ISV partners more than just courses. We provide skills assessment tests too. That way, developers can skip units teaching skills they already have. And let's not forget certification courses - the best way to prove to customers that your people have problem-solving skills for the real world.

 Skills assessment page: [https://www.redhat.com/training/skills\\_assessment/](https://www.redhat.com/training/skills_assessment/)

 Red Hat EMEA training portal: <http://www.europe.redhat.com/training/>

 Red Hat EMEA certification page: <http://www.europe.redhat.com/training/certification/>

# WHAT ARE THE OPTIONS FOR TECH SUPPORT?

## TECHNICAL ASSISTANCE OPTIONS TAILORED TO YOUR NEEDS

### TECHNICAL ASSISTANCE

The great thing about buying a Red Hat subscription is that it gives your customers bug fixes, maintenance updates and new features for any supported release for up to ten years. For additional support, we provide a range of options - from first-level email assistance through to service level agreements for 24/7/365 support with a maximum one-hour response time.

 Find out more about Red Hat's support policies here: <https://access.redhat.com/support/policy/updates/errata/>

### Production support

When you sign up as a Red Hat ISV partner, you can be sure that there's plenty of support available to you and your customers. Production support is structured from Level 1 basic to Level 3 advanced.

 More information on the scope of coverage: <https://access.redhat.com/support/offerings/production/soc.html>

### Development support

Application developers often work to tight deadlines and need help fast when they're under pressure. That's why we offer developer support subscriptions that assist them with architecture, design, configuration and optimisation recommendations from our experts. They make the development cycle faster and more efficient. Please note that these subscriptions apply to Red Hat products, not to open source community development projects.

 You'll find more information on developer subscriptions here: <https://access.redhat.com/support/offerings/developer/sla.html>

### Multivendor coordination

With today's complex technologies, it can take time to pinpoint the cause of a problem. We know you don't want to spend hours contacting different vendors - and that's where we come in. Red Hat is a member of the TSA Network, a global alliance of technology vendors who collaborate in multivendor support situations to ensure issues are resolved quickly and efficiently. The whole process is transparent to you because Red Hat and its TSA Network partners manage the coordination process for you.

# WHO DO I CALL WITH OTHER QUERIES?

## WE OFFER LOTS OF RESOURCES TO GET YOUR QUESTIONS ANSWERED FAST!

### **PARTNER HELPDESK**

Have a query about the ISV programme, our products, marketing support or the best way to maximise your sales? Just call or email the partner help desk. It's available in English, French, German, Italian and Spanish. Our friendly and responsive staff will help you get the most out of your Red Hat partnership. Check the contact details at the end of this manual for the email and phone numbers for EMEA.

### **RED HAT PARTNER CENTER**

The Partner Center is an extensive resource for all Red Hat partners that lets you access tailored sales, marketing, technical and other information whenever you need it. You can also sign up for courses, add your applications to the ISV catalogue, and manage your company profile.

👉 Visit the Red Hat Partner Center today: <http://www.redhat.com/partners/welcome/>

### **CUSTOMER PORTAL**

The Red Hat Customer Portal is the first point of contact for ISVs and customers wanting to manage their subscriptions, find out about technical support, search knowledge bases, join user groups and download software. We've taken great care to ensure it's easy to navigate and intuitive to use - in fact, the Association of Support Professionals (ASP) recognized it in its fourteenth annual "Ten Best Web Support Sites" competition.

👉 Interested? Check out the Red Hat Customer Portal today: <https://access.redhat.com/home>

# WHAT DO I DO NOW?

## OK, YOU'VE CONVINCED ME. WHAT DO I DO NOW?

### LEVELS AND PROGRESSION

Are you all fired up and ready to register? We're waiting to hear from you! Here are a couple of tips before you get started. There's a brief description of the three levels in the Products and ISV Levels section of this manual, but you can download the Red Hat ISV Partner agreement and program guide for full details of levels, benefits, requirements, membership fees and more. Many ISV partners kick off their Red Hat partnership at Ready level - where there's no membership fee - and progress to the Advanced level later as their Red Hat business grows. However, there's nothing to stop you joining at Advanced level from the outset if you wish. That clearly implies a higher level of commitment on your part that we'll reward with significantly expanded range of benefits. We'd be interested in details of the business plan you can commit to, your potential customer references, and some sample installation guides for your application in Red Hat templates.

 Red Hat ISV Partner agreement and program guide: <http://www.redhat.com/partners/programs/programisvguide.html>

### REGISTER NOW!

Go to the Red Hat Partner sign-up page to get a Red Hat login (or enter your login if you already have one). You'll then be redirected to the partner application form which is quick and easy to fill out. Once you've submitted it, we'll be in touch within a few days. Couldn't be easier!

 Red Hat Partner sign-up page: <https://www.redhat.com/wapps/sfconnector/partner/login.html>

### CONTACT DETAILS

Want some advice before signing up? Whatever the question you can contact the partner helpdesk for assistance. We're looking forward to working with you!



#### RED HAT EMEA PARTNER HELPDESK

Telephone: **00800 73 34 28 88** (English, German, French, Italian, Spanish)

Email: **emea-partner-team@redhat.com**

[www.europe.redhat.com](http://www.europe.redhat.com)

