Red Hat EMEA Solution Provider Partner Program: Fast Facts

What is the Red Hat EMEA Solution Provider Partner Program?

The program is a multi-tiered partner model, designed to offer partners the resources to grow their open source practices or developments. It is for all partners that focus on either reselling or influencing the sales of Red Hat® products and solutions, whilst running a strong service delivery strategy attached to Red Hat subscription sales. The program provides access to a variety of benefits, available via Red Hat Partner Connect, to assist you in developing your expertise of open source solutions and sales skills related to the Red Hat product portfolio.

As your commitment to Red Hat grows to meet increasing customer demand, the benefits you receive from Red Hat will also expand. By meeting the additional qualification requirements defined for EMEA, you can apply to ascend to higher membership levels within the Solution Provider Partner Program. Upon approval by Red Hat of a membership upgrade, your continued commitment to open source solutions will be rewarded through access to additional benefits.

What are the Red Hat EMEA Solution Provider Partner Program levels?

The program consists of three membership levels with specific benefits and tools corresponding to each:

1. Premier level: For partners that have a strategic relationship with Red-Hat, who provide the highest contribution to Red Hat and the Red-Hat partner ecosystem. These partners have the highest level of visibility at Red Hat and in the marketplace.

2. Advanced level: Partners who have consistently met sales targets and expectations as defined in the program can access advanced sales benefits, such as Opportunity Reward Program and higher NAT tiers, along with other benefits.

3. Ready level: For partners growing their open source practice while building Red Hat Enterprise Linux®, Red Hat Middleware, and Red Hat Cloud competency, with access to a variety of marketing collateral and tools, plus access to software for test and development purposes.

The program features three specializations that address these three different partner types and business models, providing access to resources based on your interests. Specializations define your areas of expertise, help position you as a trusted adviser to your customers, and help recognition in the marketplace. As a Red Hat Solution Provider, you are invited to apply for one or more specializations once you meet the qualification criteria.

Data Center Infrastructure

For partners with proven expertise on Red Hat Datacenter Infrastructure Solutions. As a Red Hat Data Center Infrastructure Specialist, you may access specific tools designed to assist you in achieving your infrastructure-focused goals. Although all Red Hat Partners may sell the full portfolio of Red Hat's infrastructure solutions, only qualified Data Center Infrastructure Specialists may identify themselves with a unique Red Hat Data Center Infrastructure Specialization logo.

Middleware Solutions

For partners with proven Red Hat Middleware solution expertise. As a Middleware Solution Provider, you may access Red Hat Middleware specific tools designed to assist you in achieving your Middleware-focused goals. Although all Red Hat Partners may sell Red Hat Middleware solutions, only qualified Red Hat Middleware Specialists may identify themselves with a specific Middleware Solutions Specialization logo.

Cloud Infrastructure

Cloud Infrastructure Specialist status means we give you top priority when it comes to deploying Red Hat cloud solutions to your customers. You'll be able to differentiate your offering via the use of a unique Red Hat Cloud Infrastructure Specialist logo. And there will be lots of support from Red Hat to help you close deals.

For full details of the specializations, and the benefits and requirements per level, please see the Red Hat EMEA Solution Provider Partner Program Guide.

Why has Red Hat made changes to the Red Hat EMEA Solution Provider Partner Program?

Open collaboration with our partners means Red Hat can identify and make changes that drive growth for our organization and our partner community.

That's why we have simplified the Red Hat EMEA Solution Provider Partner Program's structure and requirements based on partner feedback, so you can focus on addressing customers' IT needs.

What are the changes to the Red Hat EMEA Solution Provider Partner Program?

Red Hat has simplified the program through:

- Straightforward accreditation requirements.

- Increased flexibility for middleware solution specialization certification requirements.

- Separating the middleware partnership fee from the middleware Developer Subscription purchase, in line with how the other specializations operate.

- Offering additional Partner Developer Subscriptions options for all specializations, at a discounted price.

How do I get more information?

Contact the Red Hat EMEA Partner Engagement Team for questions regarding the Red Hat EMEA Solution Provider Partner Program, partner opportunities, or information on the Red Hat product portfolio. The Red Hat EMEA Partner Engagement Team is a team of native speakers and offers support in the following languages: English, German, Italian, Spanish, French, Russian, Arabic, and Polish.

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