



NA Training Partner Conference

Virtual experience | 7-9 Sept, 2021

 **Open** collaboration,
learning **anywhere** 

Agenda:

- ▶ Market Development Funds (MDF) Overview
- ▶ Top 10 Website Checklist
- ▶ Red Hat Learning Subscription Marketing



Market Development Funds (MDF)

Overview

Ashley Apperson

Sr. Program Marketing Manager, NA COMM



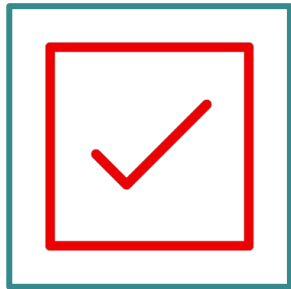
Mission

Market Development Funds (MDF) are designated funds for supporting partner sales and marketing activities and programs that are fully aligned to Red Hat's GTM strategy and designed to drive incremental sales and net new bookings of Red Hat's products and services.

Goals

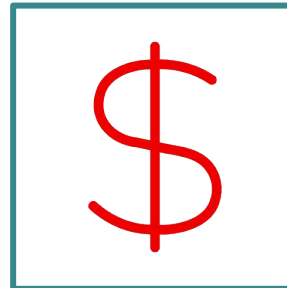
- Strengthen the working relationship while maximizing revenue and profitability of partners and Red Hat, and increase the adoption of Red Hat products and technologies.
- Target Red Hat investments and co-investments with strategic partners in support of Red Hat sales growth to new customers, accelerate opportunities, and maintain current customer relationships.
- Create automated mechanisms and standardized processes for partners to receive and manage funding from Red Hat.

Process Requirements



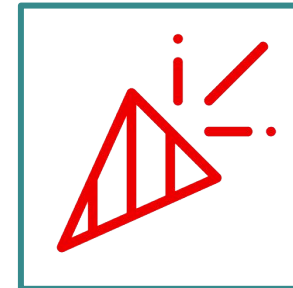
Make a plan

Collaborate with your Partner Marketing Manager



Set a budget

Red Hat will allocate MDF budget at the beginning of the quarter. Budget allocation is at Red Hat's sole discretion.



Execute the plan

Perform activities detailed in approved fund requests.

Activities



- Events
 - Virtual
 - Enablement sessions
 - Pipeline acceleration/high touch events
 - Ancillary Event
 - Hosted in conjunction with a larger industry trade show or conference
 - Focus groups, social events and press events
 - Conference or tradeshow
 - Seminar, Workshop or User Group (RHUG)
 - Half or full-day (multi hour) event promoting a Red Hat technology that is seated presentation and/or hands-on lab component of Red Hat solutions lead by a subject expert. These could be multi-customer or specific customer/partner/integrator.
 - Partner Sales Kick-off or Partner Events
 - Partner-led events with Red Hat presence and sponsorship.
- Digital Marketing
 - Paid Search, Paid Social



Reimbursement Requirements

- Expenses that are reimbursable:
 - Creation, production and distribution of digital media.
 - Purchased list of prospects as part of a end to end marketing activity.
 - Lead generation services such as providing contact information for prospects, database and internet searching, prospecting and email nurturing.
 - Promotional gifts.
 - Events:
 - Speaker fees (except for Government Owned Entity (GOE) personnel).
 - Facility or venue rental costs.
 - Digital and other marketing expense related to the event.
 - Shipping and delivery of event materials.
 - Local courtesy ground transportation to and from the event.
 - Lead retrieval system.
 - Meals/Refreshments (Excluding alcohol in EMEA).
 - Utilities, telephone, internet.
 - Creation, production and delivery of enablement materials.
 - Expenses associated with enabling events (such as webinars, meals*, gifts* or room rental expenses).



Reimbursement Requirements

- Expenses that are not reimbursable:
 - Activities where you are promoting both Red Hat and Red Hat competitor products and technologies without prior written approval.
 - Sales incentives to individuals.
 - Services, capital equipment or equipment used in routine business operations (such as furnishings, telephone equipment, corporate signage or company stationary).
 - Software, hardware, demonstration equipment or visual aid equipment (such as PCs, laptop and monitors).
 - Gift cards.
 - Prizes of material value which are awarded through lottery, drawing or other game of chance.
 - Sponsorship fee for partner to participate in a Red Hat-led event.
 - Conference Pass to attend a Red Hat or third-party event in lieu of purchasing a sponsorship package. If you need to purchase more passes for your employees to staff the booth, we will reimburse the least costly passes for that purpose.
 - Travel, lodging and living expenses (such as per diem excluding local courtesy ground transportation).



Thank you!

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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[youtube.com/user/RedHatVideos](https://www.youtube.com/user/RedHatVideos)



[facebook.com/redhatinc](https://www.facebook.com/redhatinc)



twitter.com/RedHat

Website Checklist

Top 9 things you need on your website to be the ultimate Red Hat Training Partner

Stacy Gianakura

Sr. Program Marketing Manager, North America Public Sector



1

Add your **digital badge** to your website

Share with your customers that you are authorized to resell Red Hat Training and Certification

[Red Hat Training and Certification](#) partnered with Credly's Acclaim platform to provide you a digital version of the Red Hat Training and Certification partner logo to help you share with your customers that you are authorized to resell Red Hat Learning Services on behalf of Red Hat. The digital badge represents your partnership with Red Hat. Embed the badge on your company website, connect the digital badge to your company social media accounts, add it to blog posts, and use it on email signatures.



[Click to view the badge](#)



[Click to view the badge](#)



[Click to view the badge](#)

2 List ALL Training and Certification courses and exams

You can access the [full list here](#). Be sure to bookmark this resource in partner content hub so you are notified when we make changes to the list.

If you need help figuring out how to categorize courses and certifications, please reach out to our team to assist in the suggested categorization.

Category

DevOps	(25)
Enterprise Linux (RHEL)	(43)
OpenStack Platform	(11)
Cloud Computing, Virtualization, and Storage	(8)
JBoss Enterprise Application Platform (EAP)	(14)
JBoss Fuse, BRMS, and more	(14)
Exam Vouchers	(21)
Learning Subscriptions	(4)

Search within Red Hat

Red Hat DevOps Training Courses

Learn to develop and deliver apps and features faster with Red Hat DevOps training. With a complete DevOps strategy, organizations can begin the culture, process, and platform changes needed to meet the new demands. Browse our list find RHCA DevOps courses on OpenShift Enterprise, Puppet, Ansible and more.

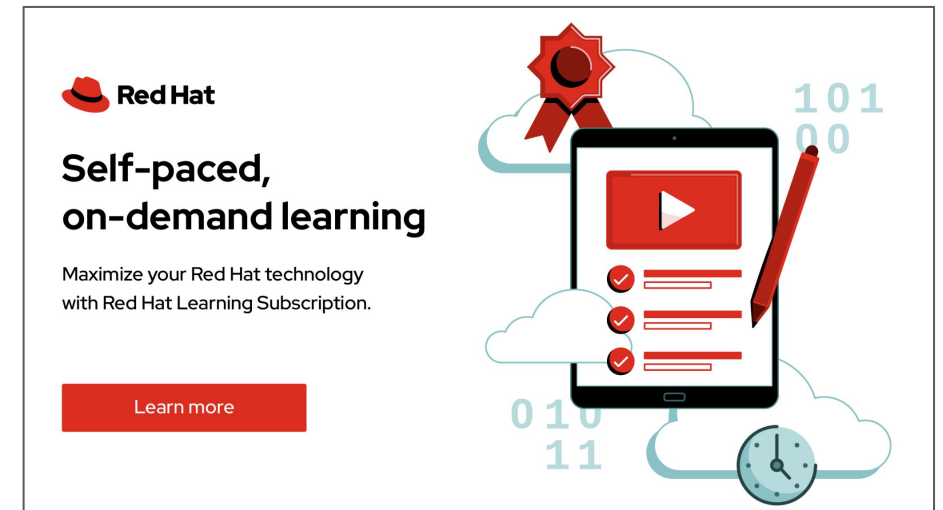
INSTRUCTOR-LED CLASSROOM & VIRTUAL

- Red Hat OpenShift Administration II: Operating a Production Kubernetes Cluster (DO280) **POPULAR**
- Red Hat OpenShift Administration II: Operating a Production Kubernetes Cluster with Exam (DO281)
- Red Hat OpenShift I: Containers & Kubernetes (DO180) **POPULAR**
- Containers, Kubernetes, and Red Hat OpenShift Administration II Classroom Training (DO285)

3 Include [Red Hat Learning Subscription](#) on your website

- ▶ [Get started with RHLS](#) (infographic to help with implementation)
- ▶ Datasheets for each tier:
 - [Basic](#) | [Standard](#) | [Developer](#) | [Premium](#)
- ▶ Premium tier content:
 - [Datasheet](#) | [Infographic](#) | [Video](#) | [Banners](#)

[View all of the Red Hat Learning Subscription materials](#) available for partners on Red Hat Partner Content Hub.



4 Leverage **the Skills Assessment**

A short quiz to receive a recommended learning path customized for you based on your experience and skill set



Description: By taking a short quiz through this skills assessment link , your customers will receive a recommended learning path customized for them based on their experience and skill set. Additionally, managers have the option to do a group assessment which identifies knowledge gaps within their team. The group assessment streamlines the process by preventing the need for multiple employees to take the individual assessment and provides a detailed report for recommended courses.

Links:

- [Skills assessments](#)
- [Partner guide](#)

Skills assessments are a great lead generating tool that can be used in any campaign as a way to get started with training.

5

IDC Study: The **Business Value of Red Hat Training**

With the aim of reinforcing the message based on the value that Red Hat Training and Certification brings to the industry, IDC published a comprehensive study and statistics collected in a brochure that provides a competitive view on the Red Hat Training and Certification benefits.

This is a great content to have on premise for students interested in Red Hat Training and to add to your website and marketing campaigns.

Leverage the [IDC Report Partner Promotion Kit](#)

Partner kit includes:

- Email copy
- Digital kit
- Messaging and persona
- 3 different infographics
- IDC report
- Sales presentation

Adopt
technology
faster

Download whitepaper

 Red Hat
Training and
Certification

365%
ROI



6 IDC Study: The **Business Value of Red Hat Certification**

IDC interviewed organizations with IT staff members who earn and keep current with Red Hat Certifications. These Red Hat customers emphasized that certified staff differentiate themselves from other employees in terms of both skills and organizational value. They noted that they have greater confidence and that certified staff can handle more challenging and complex tasks. The certified staff's increased capability also translates into higher productivity levels.



409%

return on investment in
3 years with certified staff



Leverage the [IDC Report](#)
[Partner Promotion Kit](#)

Partner kit includes:

- Email copy
- Digital kit
- Messaging and persona
- 3 different infographics
- IDC report
- Sales presentation



7

Increase your lead pipeline with our **co-branded lead generation tools**



Red Hat Learning Subscription free trial

Get 7 days of Red Hat Learning Subscription and its many benefits, our #1 lead generation tool, for free

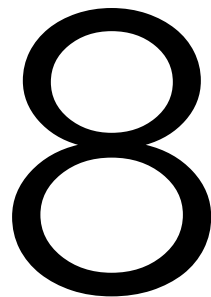
Skills assessments

Identify recommended learning paths for individuals and teams to ensure correct course placement

Technical overview courses

Provide a technical introduction to Red Hat technologies with no-cost, co-branded, on-demand, online videos

[Check out the Co-branded Tools Training Partner Guide](#)



Leverage the **Taste of Training Webinars** for Lead Generation

Build your Training content and lead generation by leveraging Red Hat Training webinar recordings



DevOps 101

An introduction to DevOps culture and process with Red Hat Training

John Walter
Solutions Architect

Our Red Hat [webinar recordings](#) are documented on Partner Content Hub. It lists all the most recent webinar recordings you can use in your marketing campaigns to help you generate leads. You will need to add a gated form to capture the leads.

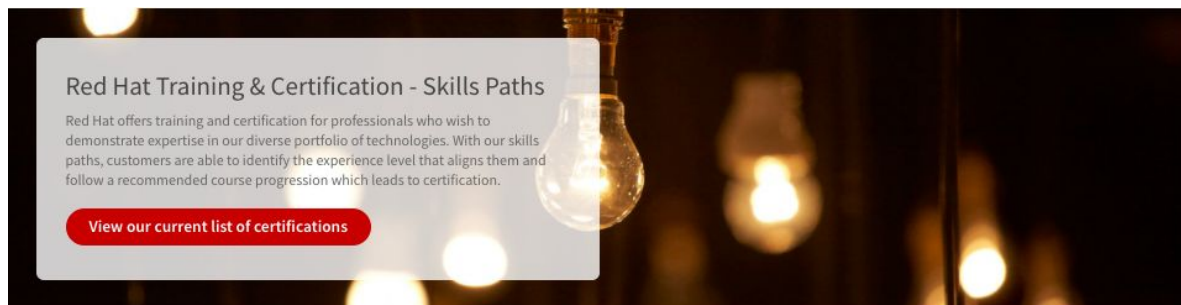
Tip: be sure to bookmark the webinar recordings document so you are notified each month when we add a new webinar recording.



9

Guide your customers with **Red Hat Skills Paths**

With our skills paths, customers are able to identify the experience level that aligns them and follow a recommended course progression which leads to certification.



Below you will find learning path infographics organized by technology/skill, along with customizable curriculum slides you may use when engaging with your customers. Scroll through each category to find the resource you need.

<p>RHEL</p> <p>Red Hat Training & Certification: Red Hat Enterprise Linux skills ...</p> <p>The Red Hat Enterprise Linux 8 curriculum from Red Hat Training and Certification offers Linux admins and architects high-quality courses and certification exams.</p>	<p>RHCE</p> <p>Red Hat Certified Engineer skills path</p> <p>Read this infographic to find out which journey to becoming a Red Hat Certified Engineer best suits you.</p>
<p>Linux Curriculum: Training skills path</p> <p>Red Hat Training and Certification courses and exams related to Red Hat Enterprise Linux; including both RHEL 7 and RHEL 8 learning opportunities.</p>	<p>Linux Curriculum_ Training learning path.pptx</p> <p>Red Hat Training and Certification learning path for Red Hat Enterprise Linux. This curriculum includes our RHEL 7 and RHEL 8 offerings, as well as suggested prerequisites for students interested in getting certified.</p>
<p>OpenShift</p> <p>OpenShift skills path infographic</p> <p>Learn the recommended Red Hat Training and Certification curriculum for OpenShift users.</p>	<p>Ansible</p> <p>Ansible skills path infographic</p> <p>Learn the recommended Red Hat Training and Certification curriculum for Ansible users.</p>

Bookmark and download the [Red Hat Skills Paths](#) available for partners in Red Hat Partner Content Hub. The way we group the content in partner content hub might be a good way for you to group our courses and exams on your website.



Red Hat Learning Subscription Marketing

Emma Finch

Global Program Marketing Manager, Red Hat Training & Certification

Red Hat Learning Subscription

One easy-to-position solution for Red Hat Training and Certification



Advantages of selling Red Hat Learning Subscription to your customers:

- ▶ Annual subscription is simple to budget for.
- ▶ The consumption model is straightforward.
- ▶ Flexible solution with lots of features and content fits a variety of customer needs.
- ▶ Sales and marketing support from Red Hat Training and Certification team.

Red Hat Learning Subscription Marketing Resources

New resources that have come out

	Basic	Standard	Premium
All Red Hat online training and video classroom courses	✓	✓	✓
Early access to course content in development	✓	✓	✓
400 hours of lab time	✓	✓	✓
10 e-book downloads	✓	✓	✓
Skills paths	✓	✓	✓
Reporting	✓	✓	✓
5 certification exams with 2 retakes		✓	✓
Expert extras		✓	✓
Expert chat		✓	✓
Live-taught virtual classes from expert instructors			✓

Live-taught virtual classes offer all of the advantages of an in-person training class but with extra flexibility and convenience for the learner.

▶ [Get started with RHLS](#)

▶ Datasheets for each tier:

- [Basic](#) | [Standard](#) | [Developer](#) | [Premium](#)

▶ Premium tier content:

- [Datasheet](#) | [Infographic](#) | [Video](#) | [Banners](#)



Get started with Red Hat Learning Subscription

Starting with a new tool can feel daunting, so take a moment to orient yourself with help from our guided tour, accessible from the homepage. In the banner, click "View the Tour" to watch the welcome video.

From anywhere in the subscription, you can access:

- Course catalog:** All training content in the subscription, searchable by keywords in the search bar.
- Skills Paths:** A roadmap towards a specific learning goal. Each is unique to the product sets you select or your skill set.
- Dashboard:** An easy-to-reference summary of training progress and content consumption.
- Early Access:** Advance access to courses and labs in development where you can test content and provide feedback.
- Reports:** A summary of course progress, scheduled and attended virtual training sessions, lab usage, and any exam completions.
- Community:** Join the Red Hat Learning Community to ask questions, preview learning videos, share best practices, and connect with others.

Set your path

Skills Paths are useful in helping you decide which courses fit your goals towards developing a specific skill set or achieving a certification. Enroll in a path to add it to the "My Skills Path" section on your homepage.

Expand a Skills Path to see:

- The courses and exams in that path
- Details, prerequisites, and audience for each course
- Percentage complete of the courses in the path
- Percentage complete of the overall path

Start learning

When you search the catalog, you can filter results by delivery format, product, category, or language.

Red Hat Learning Subscription Premium

The newest subscription tier which combines on-demand learning with instructor-led options



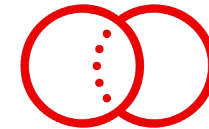
Virtual sessions

Longer course content broken into ~3 hour sessions taught by Red Hat expert instructors.



Interaction with others

Users can ask questions of the instructor and interact with other learners, much like an in-classroom experience.



Blended training options

Combining self-paced training with group learning for more a more effective training experience.

Blended learning

Self-paced learning combined with live instruction



Blended training combines the best of two training environments—traditional face-to-face classroom training and high-tech eLearning. By covering both, we can engage all types of learners—those who learn better in a **structured environment** that includes **face-to-face interaction** with an instructor, and independent types who learn better with semi-autonomous, computer-based training.

What's coming for RHLS

Marketing roadmap



- ▶ Continued focus on promoting Premium tier
- ▶ More partner-specific marketing:
 - Flex kits for RHLS which allow for partner logos and text edits
 - Developing 3 partner marketing campaigns with all assets (Q4)
- ▶ Heavy focus on customer marketing: adoption resources and renewals
- ▶ Implementing Pendo to provide in-platform notifications for users to:
 - Assist in product adoption and implementation
 - Prompt for renewals to increase retention
 - Promote new features and content to drive engagement

Thank you!

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



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