



# NA Training Partner Conference

Virtual experience | 7-9 Sept, 2021

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



# Go To Market Enablement - Partnership Success

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Global Business Development & Enablement

# Agenda

- ▶ Partnership Success - New program guide for onboarding
  - Requirements and Benefits
  - Marketing our Relationship
- ▶ Go To Market Alignment
- ▶ Next Steps



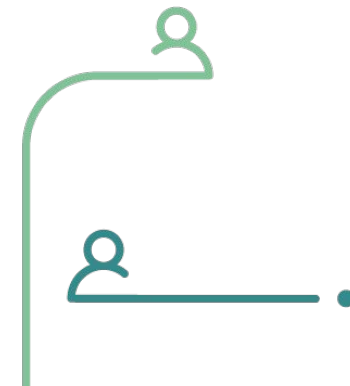
# Partnership Success - Your Program Guide

You play an integral role in our go-to-market strategy and overall success.  
We are committed to helping you be successful.



Our mission is to enable you to increase sales of Red Hat Training and Certification, drive adoption of Red Hat technologies and build customer success.

We have a new [partner program guide](#) that covers partnership types, requirements and benefits.



## Partnership Levels

We use a multi-tiered partner model. As your commitment to and knowledge of Red Hat grows, the benefits you receive from Red Hat will also grow.

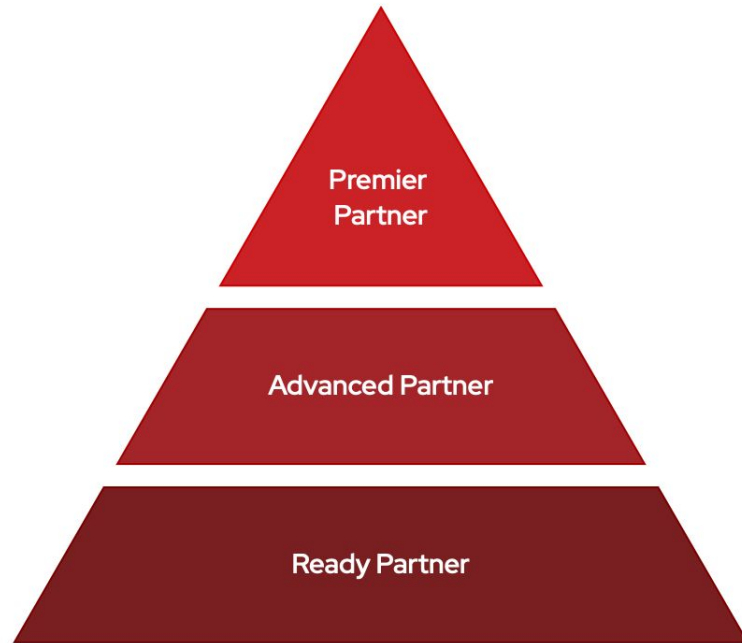
- ▶ **Ready Partner** The Red Hat Ready Partner level is the entry membership level. It offers partners access to a variety of resources, marketing collateral, tools, and benefits to help them grow their Red Hat business.
- ▶ **Advanced Partner** The Red Hat Advanced Partner level is for partners who have been successful growing their Red Hat business. These partners enjoy additional enhanced benefits, plus support to help them increase revenue.
- ▶ **Premier Partner** The Red Hat Premier Partner level is for partners who have a strategic relationship with Red Hat. These partners are heavily invested in developing new opportunities and contribute the most to Red Hat's partner ecosystem. They receive the highest level of visibility at Red Hat.

# Partnership Advancement

All partners who have successfully completed the onboarding process begin at the Ready Partner level of the Red Hat partner program.

To be considered for either Advanced or Premier Partner levels, a request for a program upgrade must be submitted to your Red Hat Partner Program Manager.

Once the request is submitted to your Red Hat account manager, you all will work together to determine next steps.



## Partnership Requirements

Requirement	Ready	Advanced	Premier
Accept Red Hat partner program agreement	Yes	Yes	Yes
Accept Code of Conduct business requirements and employees complete integrity training	Yes	Yes	Yes
Meet or exceed annual business growth targets	No	Yes	Yes
Attend forecast calls and provide pipeline reports	No	Yes	Yes
Develop a joint business plan	No	Yes	Yes
Dedicated marketing contact	No	Yes	Yes
Meet or exceed the minimum number of employees with a Red Hat partner sales accreditation: Red Hat Sales Specialist – Red Hat Training and Certification	Yes	Yes	Yes



# Business Planning Tips

Your account manager will help develop a go-to-market strategy that aligns your business priorities to create market traction and fill sales pipelines.



## Suggested business planning steps:

- ▶ Define target audiences, objectives, measurable goals, key messages, and customer follow-up processes
- ▶ Ensure that the go-to-market plan includes equal effort and expense sharing, and all items are discussed, accepted, and documented
- ▶ Use marketing assets available in Red Hat Partner Connect



## Marketing development funds:

Work with your account manager to create and manage joint marketing program funds

## Partnership Benefits - Enablement

<b>Technical benefits</b>	<b>Ready</b>	<b>Advanced</b>	<b>Premier</b>
Sales training, tools, and corresponding accreditations across the Red Hat portfolio	Yes	Yes	Yes
Sales engineer training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Delivery training, tools, and corresponding accreditations across the Red Hat portfolio	No	Yes	Yes
Participation in technical seminars, forums, networks, blogs, and more	Yes	Yes	Yes
Exclusive upskilling session	No	No	Yes

Complete the [Training Partner Support Form](#) and we will help you leverage these benefits.



# Partnership Benefits - Enablement

As a Red Hat partner, you have access to enablement designed specifically with you in mind.

## Red Hat Partner Training

Red Hat Online Partner Enablement Network (OPEN) is an enablement program with learning that covers the entire Red Hat product portfolio. The program is exclusively available for Red Hat partners and designed to help you build the skills needed to sell & deliver Red Hat products and solutions.

► [Learn more redhat.com/open](https://redhat.com/open)



### Role specific training content

Build your skills with content for sales, sales engineers, and delivery specialists.



### Partner accreditations

Accreditation paths enable partners to earn accreditations that validate capabilities



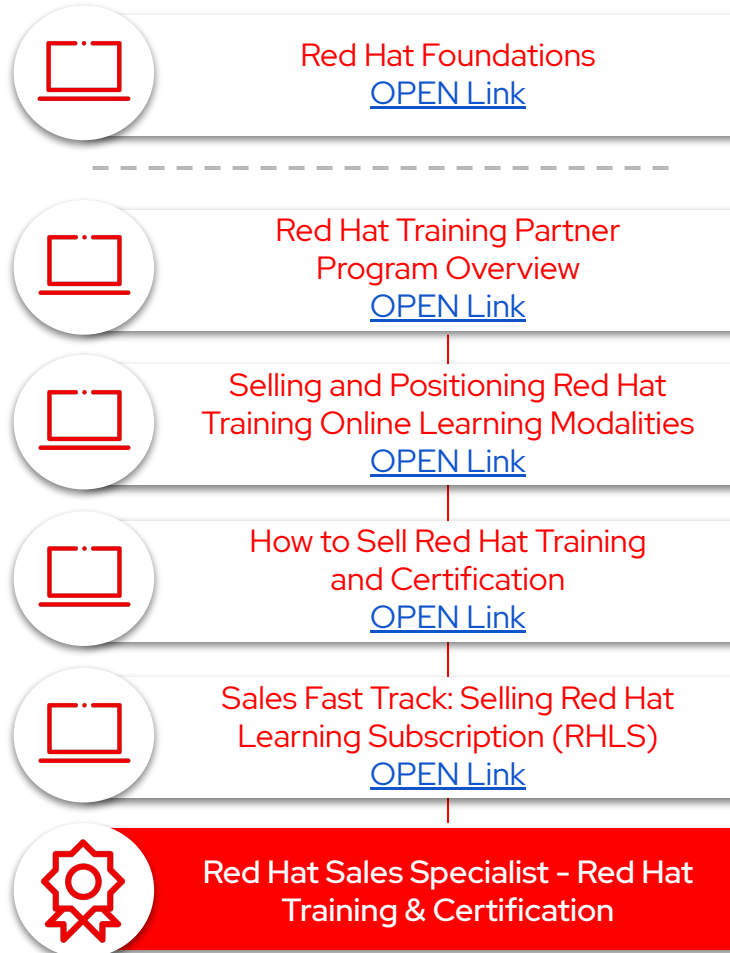
### Global availability

Online self-paced content is available worldwide and in multiple languages.

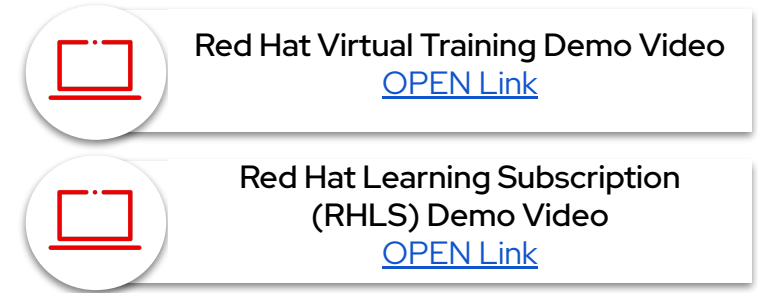
# Partnership Benefits - Enablement

Learning Path URL: <https://red.ht/2Z9uJA>

START HERE



SUPPLEMENTAL LEARNING



Red Hat Training and Certification Sales Accreditation

# Partnership Benefits – Partner Employee Discount Training Program

Red Hat Advanced and Premier level partners are eligible for the following discounts:

## Advanced

Partner employees receive a 25% discount on Red Hat Training and Certification

## Premier

Partner employees receive a 30% discount on Red Hat Training and Certification

This discount is valid for these training methods:

- ▶ Red Hat Learning Subscription
- ▶ Red Hat Learning Subscription Enterprise
- ▶ Red Hat online learning
- ▶ Video classroom
- ▶ Virtual training
- ▶ Red Hat certification exams

Onsite and and Training Units (TU) are excluded from this discount. This discount cannot be combined with any other discounts or offers.

## Partnership Benefits - Marketing

<b>Marketing benefits</b>	<b>Ready</b>	<b>Advanced</b>	<b>Premier</b>
Program digital badge, certificate, and logo usage	Yes	Yes	Yes
<u>Cobranded</u> lead generation tools	Yes	Yes	Yes
Case studies, whitepapers, and product literature	Yes	Yes	Yes
Marketing campaign materials	Yes	Yes	Yes
Marketing plan assistance and resources	Yes	Yes	Yes
Dedicated marketing contact	Yes	Yes	Yes
Comarketing eligibility (events and webinars)	No	Yes	Yes
Partner communications	Yes	Yes	Yes

Complete the [Training Partner Support Form](#) and we will help you leverage these benefits.



# Marketing the Training and Certification Partnership

You are able to use the **Red Hat logo**, **digital badge**, and **certificate** to help you validate and promote your Red Hat relationship.

## 1. Static version of the Red Hat Training and Certification partner logo

You can access and download the appropriate logo from Red Hat Partner Content Hub after you log into the partner portal, Red Hat Partner Connect at [connect.redhat.com](https://connect.redhat.com). The logo is available to use on printed materials like datasheets or business cards.



# Marketing the Training and Certification Partnership

## 2. Digital version of the Red Hat Training and Certification partner logo

[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. [Watch this video](#) to learn how.

### Support

For questions related to your Credly badge account and profile, as well as issues related to claiming your Red Hat partner badge after receiving a notification, please go to <http://support.youracclaim.com>. For general inquiries related to the Red Hat Badging Program, please contact [hneal@redhat.com](mailto:hneal@redhat.com).



[Click to view the badge](#)



[Click to view the badge](#)



[Click to view the badge](#)



# Marketing the Training and Certification Partnership

## 3. Red Hat Training and Certification partner certificate

Once you accept your digital badge, you have the option to download a Red Hat Training and Certification partner certificate. The certificate may be shared for vendor bids or displayed in a training facility.

### Resources in Partner Content Hub:

[Training Partner Digital Badging Smartpage](#)

[Credly Organization Badging User Guide](#)

[Red Hat Partner Badging FAQs](#)





# Red Hat Website - Authorized Training Locations Page

**Find a training facility near you**

United States

Individual Exams are offered at [these select locations](#)

**United States**

<b>CyberProtex</b> Courses held in: Madison, AL 127 Jetplex Circle, Suite A, Madison, AL, 35758 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →	<b>Interface Technical Training</b> Courses held in: Phoenix, AZ 3110 N. Central Avenue, Suite 160, Phoenix, AZ 85012 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →	<b>New Horizons Learning Group</b> Courses held in: Tucson, AZ 6377 East Tanque Verde Road, Suite 200, Tucson, AZ 85715 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →
<b>New Horizons Learning Group</b> Courses held in: Sacramento, CA 1750 Creekside Oaks Dr., Suite 150, Sacramento, CA 95833 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →	<b>Exit Certified</b> Courses held in: San Jose, CA 111 W St. John Street, Suite 200, San Jose, CA 95113 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →	<b>Exit Certified</b> Courses held in: Sacramento, CA 8950 Cal Center Drive, Suite 110 Bldg 1, Sacramento, CA 95826, United States 📞 18666262994 ✉ training_sales@redhat.com <a href="#">Visit partner website</a> →

**Make your company visible to customers and other partners**

Verify and maintain your company information on our website. **Speak up if changes are needed!**

- ▶ Complete the [Training Partner Support Form](#) for updates.

- ▶ Visit this page [Red Hat Training Locations & Facilities website page](#)

# Red Hat Website – Partner Locator Tool



## ADVANCED TRAINING

Partner Level: Advanced

Partner Type: Training

LearnSpectrum is a single-source training solution for your IT and Business training initiatives. Through our vast network of over 400 training providers nationwide, we specialize in providing our clients with the expertise they need in managing their individual and company training needs.

LearnSpectrum's vendor neutral approach gives our clients the opportunity to pick and choose the exact course and vendor that fits their training criteria while benefiting from our enterprise pricing. With our "no contracts" and full accessibility mindset, our clients are able to use our services as little or as much as they see fit for their company.

As a Red Hat Advanced Training Partner, LearnSpectrum's Client Success Consultants will help you find the right class to meet your needs, or help you set up an on-site/private event for a group - while helping your organization streamline its training administration and manage your budget efficiently. Contact us today to see how we can help!

SALES ACCREDITATIONS

18

SALES ENGINEER ACCREDITATIONS

0

DELIVERY ACCREDITATIONS

0

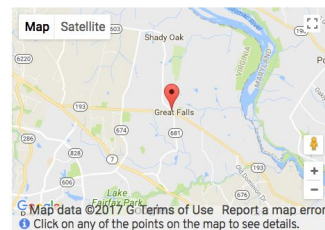
## PRIMARY LOCATION

9912 Georgetown Pike, Suite D203  
Great Falls, VA US 22066  
(703) 757-8200

(703) 757-8200

getredhat@learnspectrum.com

www.learnspectrum.com/



## INDUSTRY FOCUS

All Industries (Horizontal Application)

## SPECIALIZATIONS

Not Provided  
SKILLS  
Not Provided

## Make your company visible to customers and other partners

Your partner portal administrator is able to log into the partner portal and make changes to your profile.

- ▶ Log in to Red Hat Partner Connect
- ▶ On the left hand side of the Dashboard, select "Company Profile"
- ▶ Update your information
- ▶ Publish change to the Partner Locator Tool

- ▶ Learn more <https://redhat.secure.force.com/>
- ▶ Complete the [Training Partner Support Form](#) to request help with the updates.



# Go To Market Alignment



## Stay Connected

Collaborate and communicate often to do business better, together.



**Log into Red Hat Partner Connect**  
to get the latest news and updates  
[connect.redhat.com](https://connect.redhat.com)



**Visit our blogs**  
[Connect.redhat.com/blog](https://connect.redhat.com/blog)  
Services Speak blog



**Follow us on Twitter**  
[@RedHatServices](https://twitter.com/RedHatServices)  
[@RedHatPartners](https://twitter.com/RedHatPartners)

**Schedule monthly meetings**

with your training account manager  
and field marketing manager

**Attend events**

like the Red Hat Training Partner  
conference and regional events

**Join our group on LinkedIn**

Red Hat Certified  
Professionals group

**Join Red Hat Learning Community**  
a collaborative learning platform  
[learn.redhat.com](https://learn.redhat.com)

**Subscribe**

to the Red Hat Training and  
Certification Newsletter  
[red.ht/2Kd3m0j](https://red.ht/2Kd3m0j)

**Join us on Facebook**  
[@RedHatServices](https://www.facebook.com/RedHatServices)



# Red Hat Learning Community

Leverage the collaborative learning environment to get immediate answers to your questions.

**BUILD** skills and proficiency of Red Hat technologies through our open, collaborative learning platform.

**CONNECT** with a global base of 70,000+ open source learners, subject matter experts, mentors, certified instructors and technical professionals.

**FUEL** learning goals, career objectives and on the job application of open source technology.



[learn.redhat.com](https://learn.redhat.com)

PEER TO PEER LEARNING

JOIN DISCUSSIONS

ASK QUESTIONS

WATCH LEARNING VIDEOS

FOLLOW SUBJECT MATTER EXPERTS & INSTRUCTORS

UNLOCK BADGES

STAY UPDATED ON LEARNING TOOLS & RESOURCES

LEARN ABOUT NEW OFFERINGS, COURSES AND ANNOUNCEMENTS



## Red Hat Learning Community

- ▶ **2,432 Overall Posts** (347 avg. per month)
- ▶ **18,087 Registrations** (2583 avg per month)
- ▶ **245,185 Visits** (35,026 avg. per month)
- ▶ **182,736 Unique Visits** (26,105 avg. per month)
- ▶ **521,915 Page Views** (74,559 avg. per month)

### **Recommended for partners:**

[Red Hat Learning Community - Course and Exam Announcements](#) Visit this thread to engage with members of the Red Hat curriculum team on course and exam topics.

[Red Hat Learning Community - Remote Certification Exams](#) Visit this thread to engage with members of the Red Hat certification team on remote certification exam topics.

[Red Hat Learning Community - Red Hat Learning Subscription](#) Visit this thread to engage with platform team members on Red Hat Learning Subscription topics or [go here](#) to view Red Hat Learning Subscription product release notes and to learn what is coming soon.

# Joint Go To Market Alignment



Keep your website current and your sales team informed on upcoming and recently launched Red Hat courses and certification exams. Below are ways to get this information in a timely manner.

## 1. News on Demand (under development)

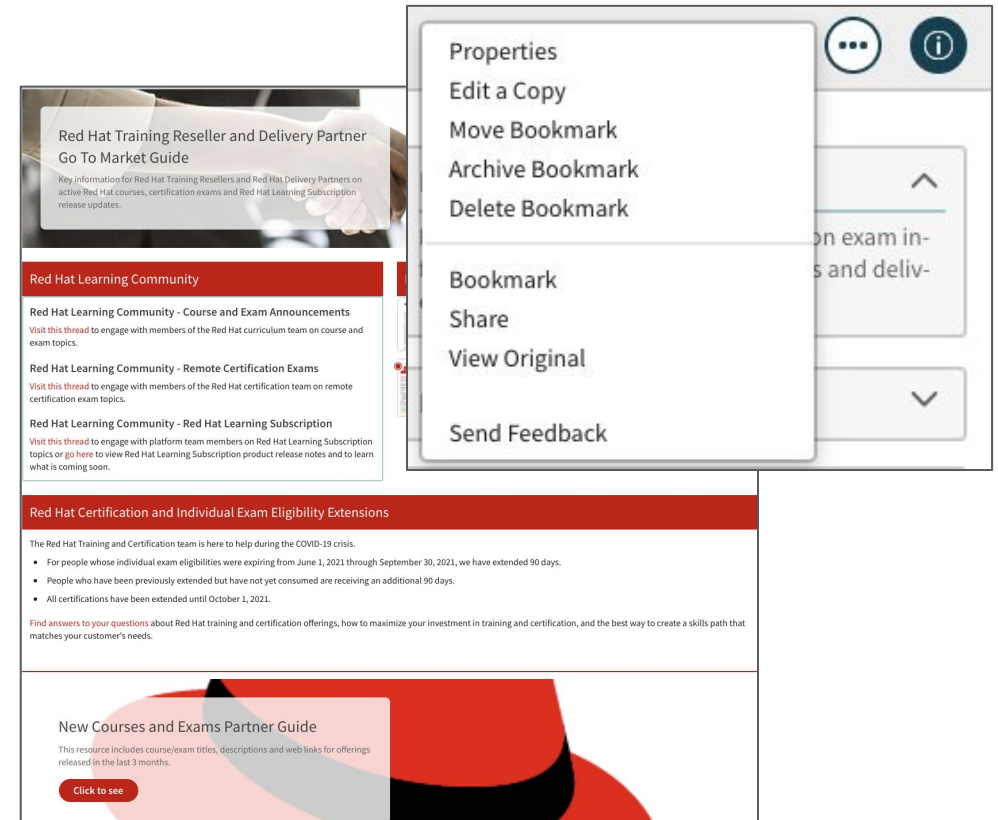
Members of your team that need information like course and exam descriptions and pricing, will be able to subscribe to get the information they need delivered directly to them.

## 2. Red Hat Learning Community Private Space for Training Partners (September 2021)

Get advance access to the curriculum and certification exam roadmap. The private space provides only authorized training partners a platform to engage directly and privately with the curriculum team.

## 3. Go To Market Guide in Red Hat Partner Content Hub

[Click here](#) to view the resource in Partner Content Hub that provides information about new and upcoming curriculum and certification exams. New information is shared each month. PLEASE remember to bookmark the resource by clicking the three dots in the top right corner of your screen. Once the page is bookmarked you will be notified by our content management system when new information is shared by the curriculum team.





## Tips for using Partner Content Hub



### Partner Content Hub Tips

- For information on Partner Content Hub, you must first sign into the partner portal, Red Hat Partner Connect at [connect.redhat.com/login](https://connect.redhat.com/login). Go to the [Red Hat Training and Certification space](#).
- Save selected content to your personal spot by bookmarking the item and then you will see within your personal spot when a piece of content has been updated. The system will send an email notification when the item is updated.
  - Verify you are opted into email notifications. [This article](#) walks you through the different settings.
  - It is a good idea to adjust your user settings and customize your experience.
  - The system will share recommendations for content based on what was read/not read.
- [Watch the Partner Content Hub Video Tour](#) to get an overview of Partner Content Hub, the main features and settings of the tool to help you get started.
- [Here is a guide](#) that shows how to easily save content to a personal spot and allows you to see within your personal spot when a piece of content has been updated.



# Next Steps

Remember our mission is to help you be successful. Complete the [Training Partner Support Form](#) or send an email to [hneal@redhat.com](mailto:hneal@redhat.com).

We would like to help you grow your Red Hat business!



# 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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