



State of the Business - North America Training

Training And Certification

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Agenda:

- ▶ Why We Exist
- ▶ What and How We're Doing
- ▶ Relevant Trends

Why Red Hat Training & Certification?

To ensure Customer Success

- ❑ **To ensure that Red Hat's customers have the talent and training they need to do great things** for their organizations and their customers with Red Hat technologies.
- ❑ To ensure that students have access to world class content that helps them to begin their careers in technology

To ensure Red Hat Success

- ❑ **To increase the likelihood of product renewals.** Customers that are well trained, are much more likely to expand their use of Red Hat technologies.



Why Red Hat Training & Certification?

To ensure Partner Success

- ❑ **To increase partner outcomes and customer satisfaction.** We aim to provide partners with industry leading learning solutions to help them serve their customers.
- ❑ To provide the highest quality training, with the least risk and hassle
- ❑ To be the easiest partner to work with

ASK: How can we do better?

Why Red Hat Training & Certification?

To ensure Learner Success

- ❑ To develop valuable new skills and industry certifications
- ❑ To increase their professional relevance to their current and future employers
- ❑ To improve their lives
 - ❑ Mastery and autonomy -> improved job satisfaction
 - ❑ Increased earnings
 - ❑ Personal accomplishment
 - ❑ Positive impact on their families and their communities



Red Hat Training & Certification - 2021 Focus

Greater Emphasis on Customer and Partner Success

- Begin to take a more consultative approach. **Become a trusted advisor and partner.**
- Promote a range of learning solutions **based on the needs of the customer.**
- Promote blended learning and learning pathways:
 - Digital & instructor-led training
 - On premise & virtual
 - Customized training programs
- Accommodate the needs of customers and of partners. **Be responsive. Be flexible.**

Ask: Leverage our resources. Engage together with customers to solve their challenges.

Red Hat Training & Certification - Progress

Focus on Organizational Design

- We have built a very capable team
- We have experienced a lot of turnover but are at full strength from a sales coverage perspective
 - 9 Sales Territories -> 11 (added second Business Development Manager in NE and Central)
 - Added a Healthcare vertical (in addition to Financial Services and Telecommunications verticals)
 - Currently recruiting for a second Training Solutions Architect (SA) role
 - Allocating more sales resources to partner-related efforts
 - Delivery is a fairly well-oiled machine and customer satisfaction is high

Ask: What additional roles/skill sets do we need to best support you?

Focus on Defining Standard (and Best) Practices

- We have started to document our processes and practices and train our folks consistently
- Implementing Asana to try to organize and resolve more strategic/complicated efforts

Red Hat Training & Certification - 2021 Focus

(Re)establish relationships with internal partners (Red Hat Field Sales)

- Introducing new resources. Trying to visit field sales in the field.
- We are being more flexible with regard to field team requests
- Starting to survey the field to measure sentiment towards Red Hat Training & Certification
 - 100% of respondents so far have indicated that they believed having a well trained customer is essential to customer success with Red Hat technologies

(Re)establish relationships with external partners

- Introducing new resources. Trying new things to get to know one another and to generate new opportunities..
- Enhancing/streamlining partner processes and terms
- Dedicating additional GLS resources to support partner efforts
- Building trust through collaborative efforts

ASK: If we haven't met yet, and you want to, please reach out to Justin and Alex to set something up.

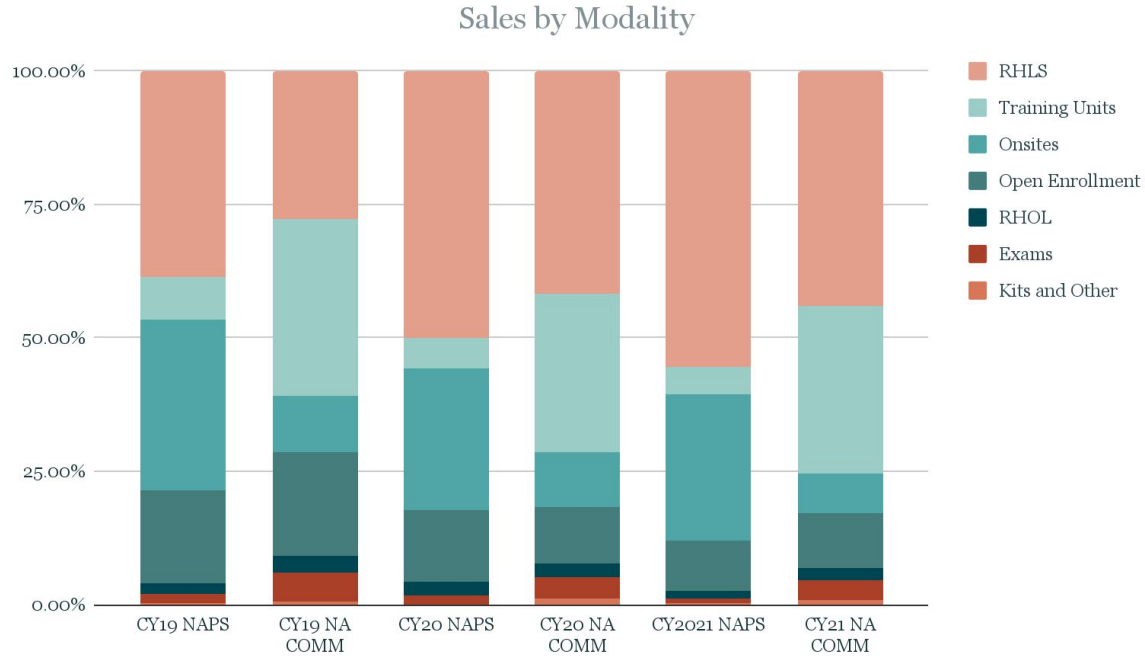
Red Hat Training & Certification - In Summary

- We exist to support Customer, Partner, Learner and Red Hat Success
- As Red Hat shifts more towards a strategy focused on Customer Success, training and certification should play a key role
- We are undergoing a bit of a transformation ourselves and have a mostly new but solid team here to support you and your customers
- We aim to be the partner of choice for you, by offering the most effective technology training available, and being the easiest partner to work with
- We're making some strides and are hoping you're noticing our efforts but we know we have a ways to go
- Please provide feedback - we want to hear it and we absolutely need it to improve
- Thank you for everything that you do!



Territory Trends

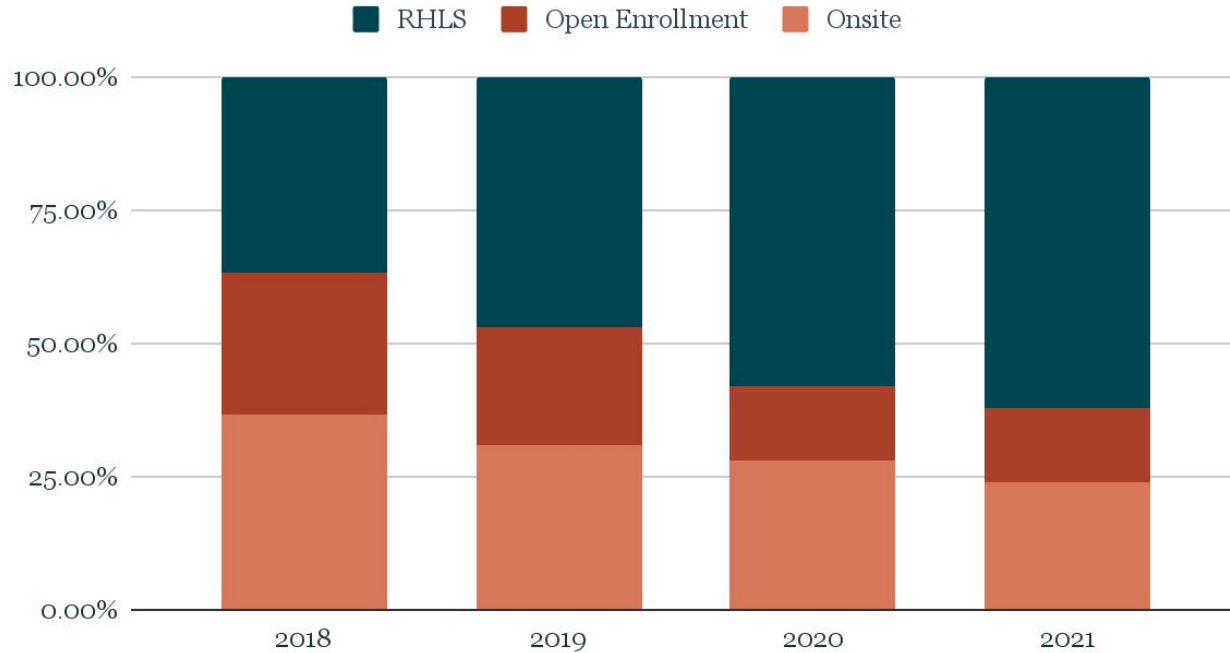
Sales by Modality



- ▶ OE Flat for NA Comm but down 4% for NAPS
- ▶ Onsites Down 2.5% for NAComm and up 1% for NAPS
- ▶ RHLS Up 5% for NAPS and 2% for NAComm

Revenue Spread

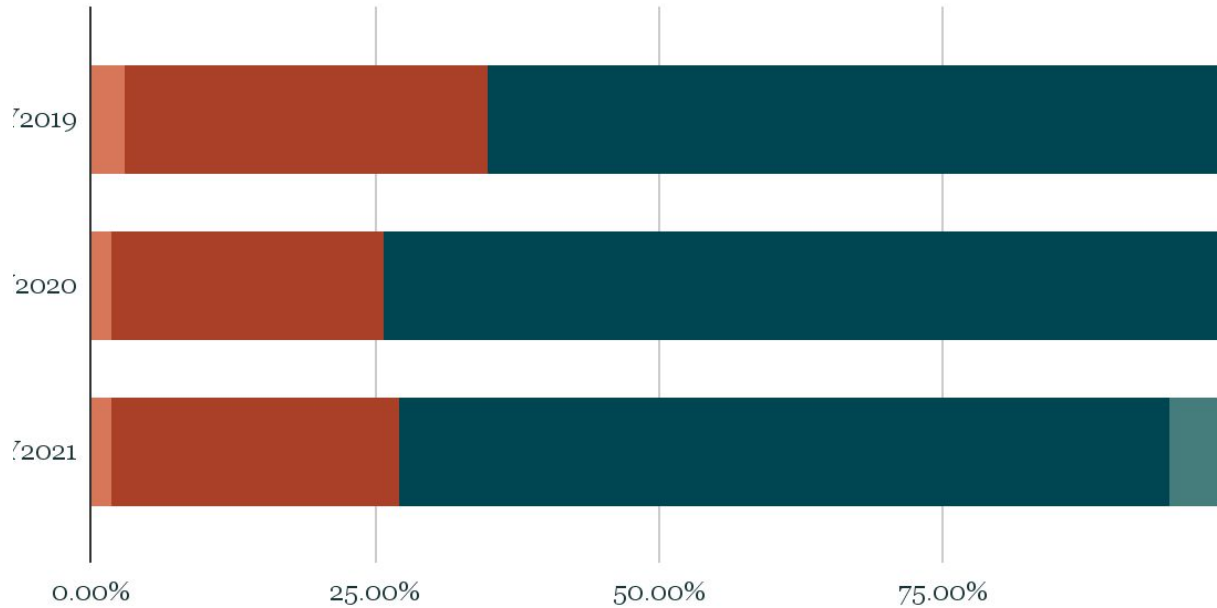
RHLS, Open Enrollment, and Onsite Revenue



RHLS Business Mix

RHLS Mix

Developers Basic Standard Premium



- ▶ RHLS Basic and Developer roughly Flat YOY
- ▶ RHLS Standard Down 6%
- ▶ RHLS Premium Introduced earlier in the year, made up 6% of RHLS business overall

Top Courses NA COMM

CONFIDENTIAL designator

Rank	CY20	CY21
1	RH124	RH199
2	DO407	RH294
3	RH199	DO447
4	DO288	RH134
5	DO285	DO180
6	DO180	DO417
7	DO280	CL110
8	RH134	DO280
9	DO457	DO457
10	CL110	DO700

- ▶ RHEL Rapid Track is now top seller
- ▶ 4 of the top 10 courses are now Ansible
- ▶ Ansible Learning paths seem to be a trend
- ▶ DO500 is a huge opportunity for NACOMM
- ▶ DO700 now cracked top ten, Container adoption journey



[Ansible Learning Journey](#)

[Container Adoption Journey](#)



Top Courses NAPS

CONFIDENTIAL designator

Rank	CY20	CY21
1	RH124	RH124
2	RH134	RH134
3	RH199	RH294
4	RH294	RH135
5	DO500	RH199
6	DO410	CU-CL-OS
7	DO700	CU-OSE-OS
8	RH318	DO720
9	DO407	DO500
10	DO447	DO700

- ▶ RHEL Learning Journey
- ▶ Custom OpenShift and Ansible course popularity
- ▶ DO500 Fell Several spots
- ▶ Container Adoption Journey's have highest potential in NAPS



DISA Stig enables customers in government or military organizations to deploy RHEL 8 in accordance with an approved security baseline profile and further drive innovation across their environments.

<https://public.cyber.mil/stigs/>



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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