



NA Training Partner Kickoff

Virtual experience | 24 March, 2021

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

Welcome

Agenda

12:00-12:30 -- Introduction with Justin and Alex

12:30-1:15 -- Meet Kent Malwitz and the Commercial Leadership Team

1:15-1:45 -- Robin Mehera and what's happening in Public Sector

1:45-2:00 -- Break

2:00-2:45 -- RHLS Premium Deep Dive with Karl Reynolds and Chris Schunke

2:45-3:30 -- A look at our Curriculum Roadmap with Pete Hnath

3:30-3:45 -- Break

3:45-4:30 -- Marketing Roadmap Overview and Partner Program Updates with Ashley Apperson, Stacy Gianakura, Holly Neal and Karthik Kaliappan

4:30-4:45 -- Prize Winners and Closing Remarks with Justin and Alex



Justin McSheehy

- ▶ NA Commercial Partner Manager
- ▶ One year at Red Hat
- ▶ Worked in sales, marketing, partner roles for several IT companies
 - Ecom Agencies 4 years
 - Rackspace 5 years
 - Thomson Reuters 4 years
- ▶ 5 year old boy
- ▶ Spare time, football, movies, guitar, outdoors
- ▶ Grew up in Hawaii
- ▶ Still don't know how to surf



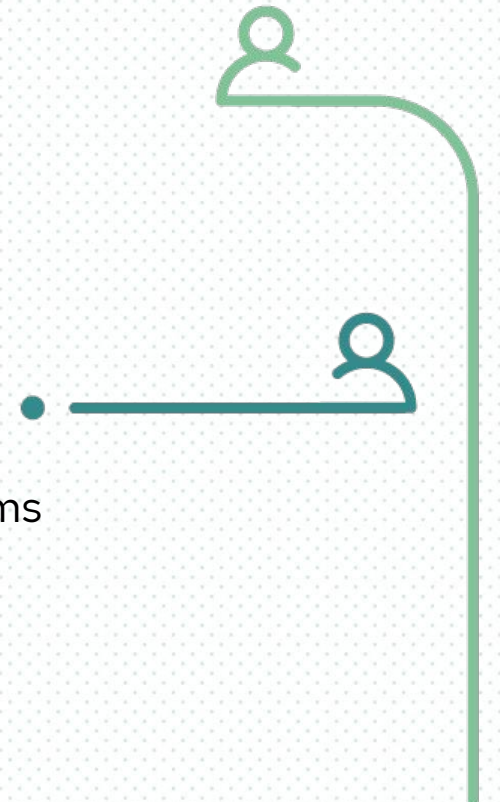
Alex Unger

- ▶ NA Public Sector, Partner Manager
- ▶ Have been with Red Hat for 5 years
- ▶ Previously at Global Knowledge
- ▶ I have 2 kids and have been married to my wife Danielle for 10 years
- ▶ We plan on hiking every NC State Park and we have already knocked 20 off the list
- ▶ In my spare time I play hockey and have done so for over 35 years
- ▶ My background before joining the Tech world:
 - BA in Culinary Arts and Service Management
 - Head Chef at a steakhouse in Syracuse, NY for 7 years
 - Owned and operated my own restaurant in Raleigh for a little over a year until we welcomed my daughter and left the restaurant world behind me



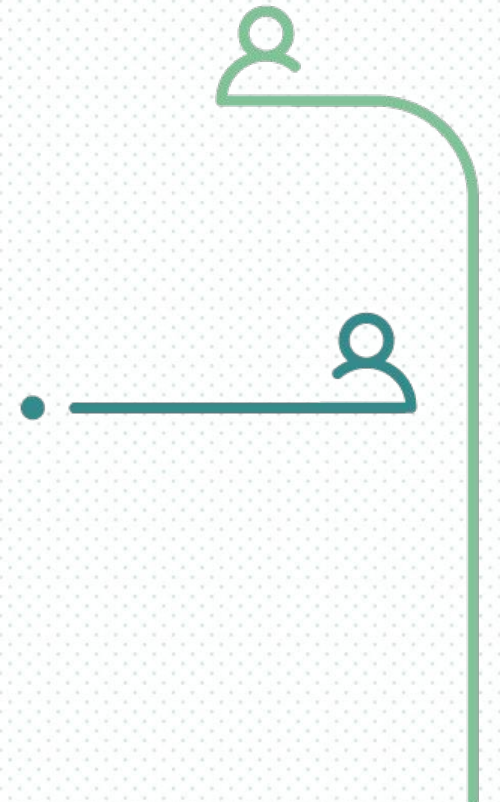
Deal Registration Updates

- Deal Reg Portal
 - Slow turnaround time, cumbersome, difficult to use
- Our Goal
 - Streamline the process, quicker turnaround on pricing
- The Change
 - We are creating an email alias for your teams to use
 - More eyes on a request = faster deal registration and faster pricing to your teams
 - Deal Reg portal is still active!!



Regional Partner Events

- 50/50 Campaign/Workshops
- Strategic Webinars to target your customer base alongside Red Hat Training
- Focus on specific regions and align account representatives between orgs
- Target net new prospects and/or existing clients within region
- Invite customers/prospects to joint webinar event
- Create joint follow up campaign
- MDF funding will be provided
- Goal is 50 accounts from Red Hat and 50 Accounts from Partner
- Conduct multiple 50/50 campaigns within each region each quarter

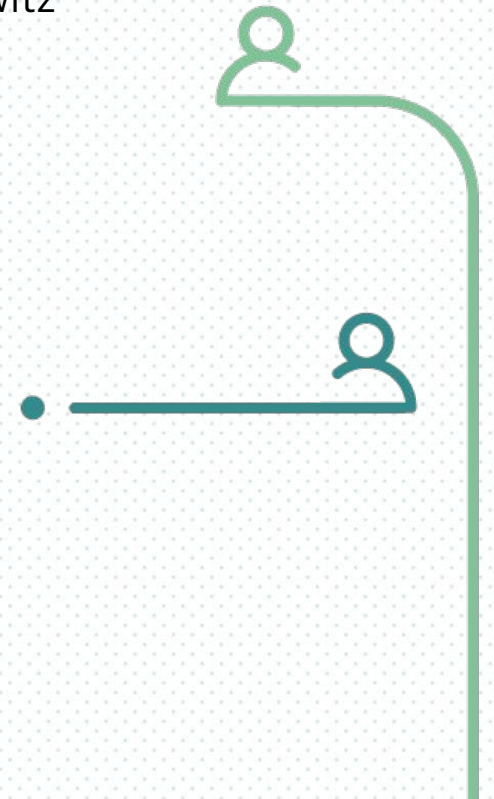


Our Leadership Teams



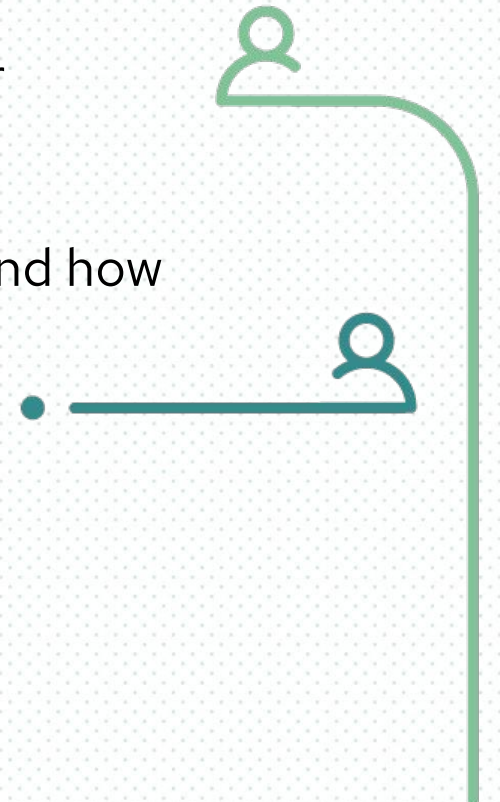
North American Training and Certification, Senior Director, Kent Malwitz

North American Public Sector, Senior Manager, Robin Mehera



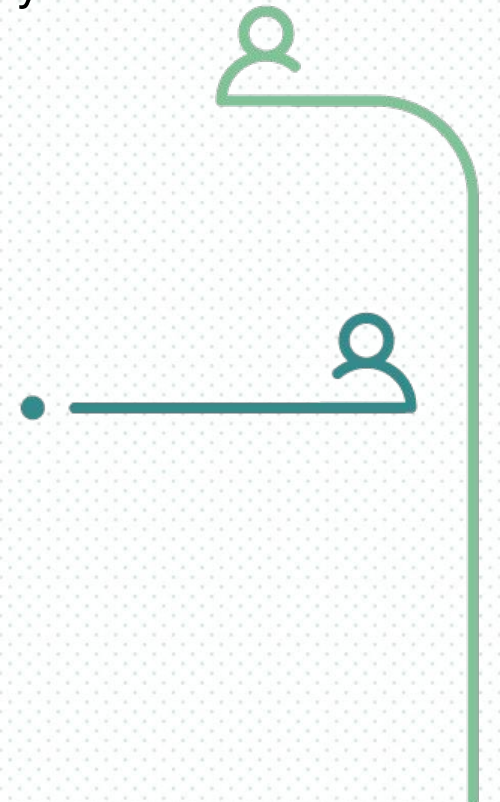
What's New in Red Hat Training

- RHLS Premium, a new look at our most popular subscription offering
- A look ahead at courses in development and how they can expand your outreach to new customers and grow existing relationships
- Marketing and Partner Program Updates, meet the team and understand how best to leverage these resources



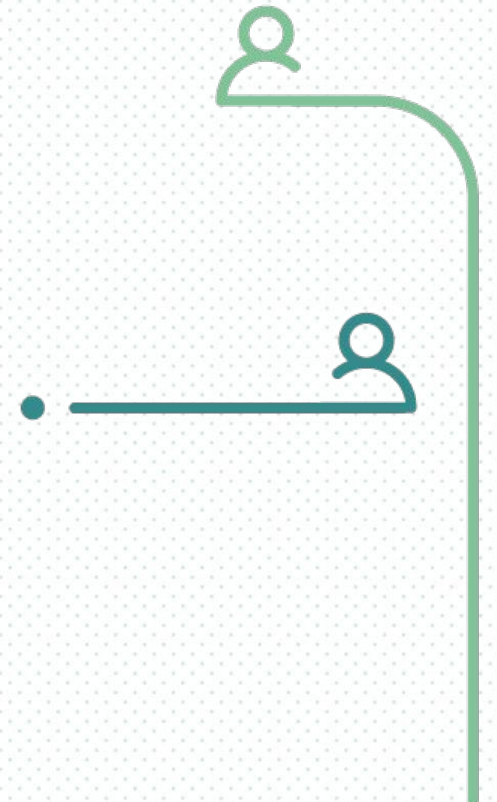
Where is John Walter?

John got a day off from presenting for us, but he will be around in chat today



Contest

- Follow along with our event today and answer the questions
 - Whoever has the most correct answers will win
 - 1st Place = \$125 Cool Stuff Store Gift Card
 - 2nd Place = \$75 Cool Stuff Store Gift Card



Google Form Quiz

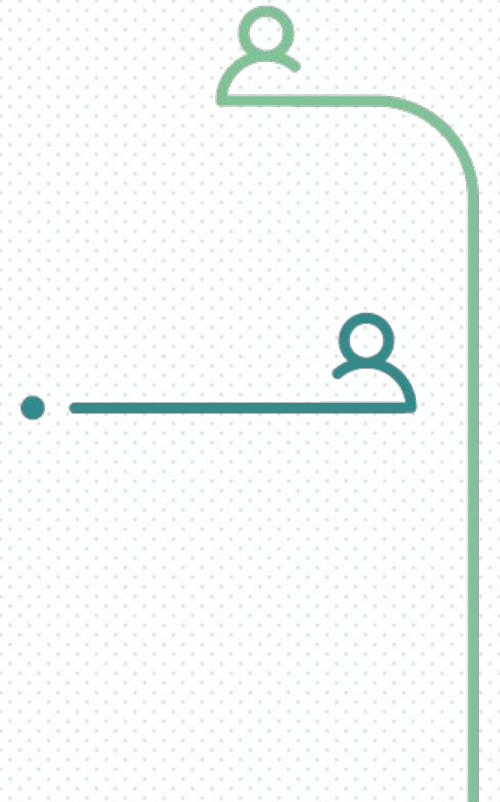
URL will be posted in Chat after each session

Questions will be based on previous session

Please remember to enter your email address on the form each time

We will present the winners at the end of today's kickoff

First question is ready now!





North America Commercial



NAComm Training And Certification


Kent Malwitz, Sr Director, North American Training and Certification

Jensen Cook, Manager, North American Commercial

Jessica Sears, Manager, North American Commercial

Edward Rowe, Manager, North American Commercial

North America - Regional



Kent Malwitz
Director



Jensen Cook
Manager
Verticals

Telco

Grant Johnson
BDM



Canada

Karen Javier
BDM



FSI

Marisha Beason
BDM

Central 1

Scott Bloesel
BDM
South Central

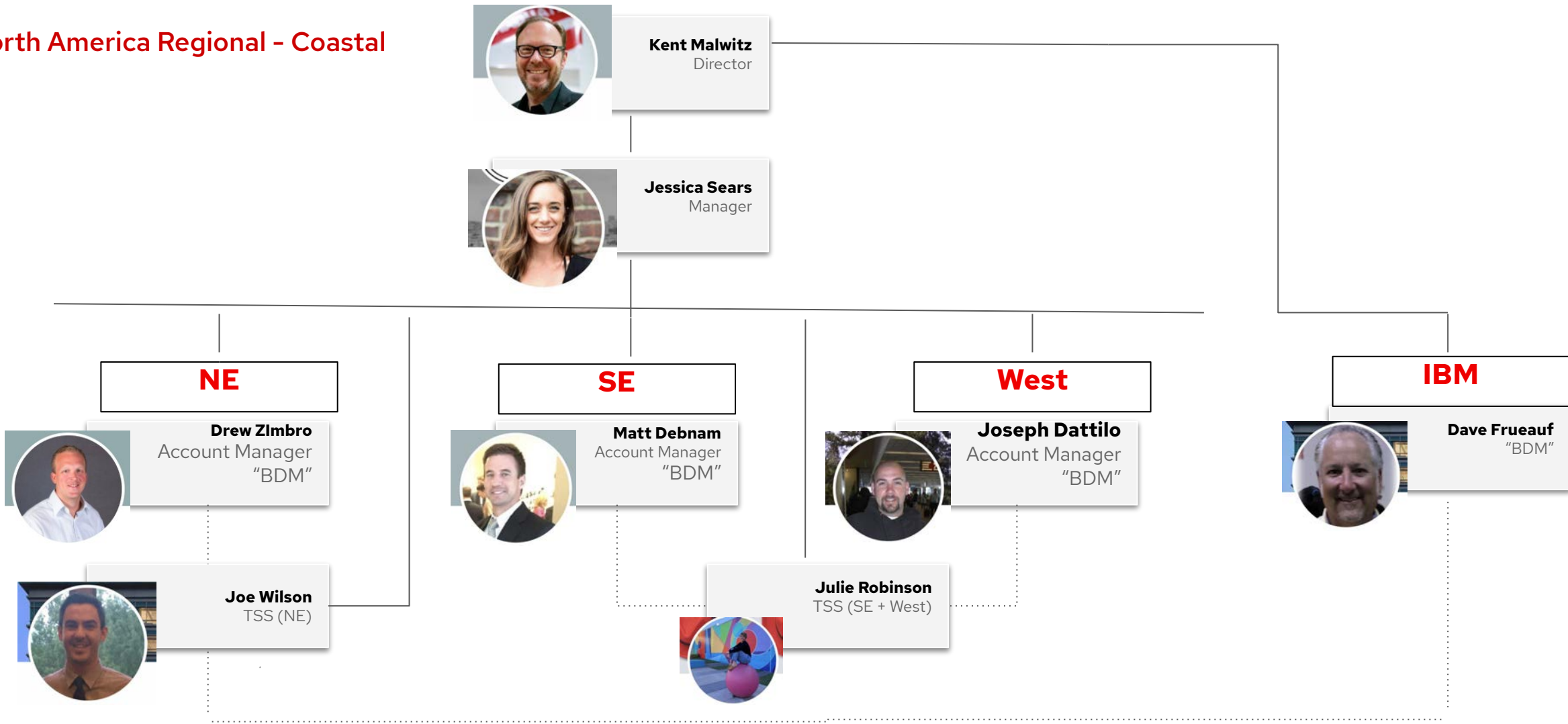


Lauren Brown
TSS

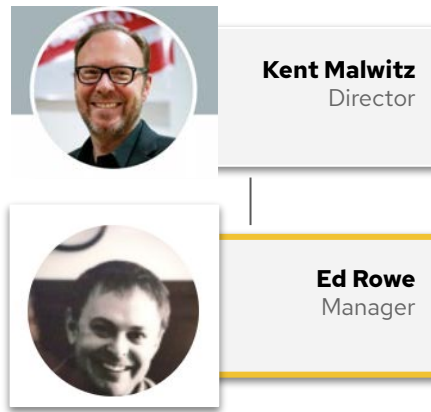


Laura Wood
TSS

North America Regional - Coastal



Mid Market/NA TSS/Customer Service



NA TSS



Irina Borovitskaya
TSS

NA TSS



Danielle Stimpfel
TSS

NA TSS



Nichole Crowe
TSS

Customer Serv



Ashley Hutcheson
CX

Customer Serv



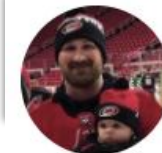
Chris Angrim
CX

Mid Market



Rebecca Brodney
BDM

Mid Market



Greg Duffy
BDM



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Meet Our Leaders

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

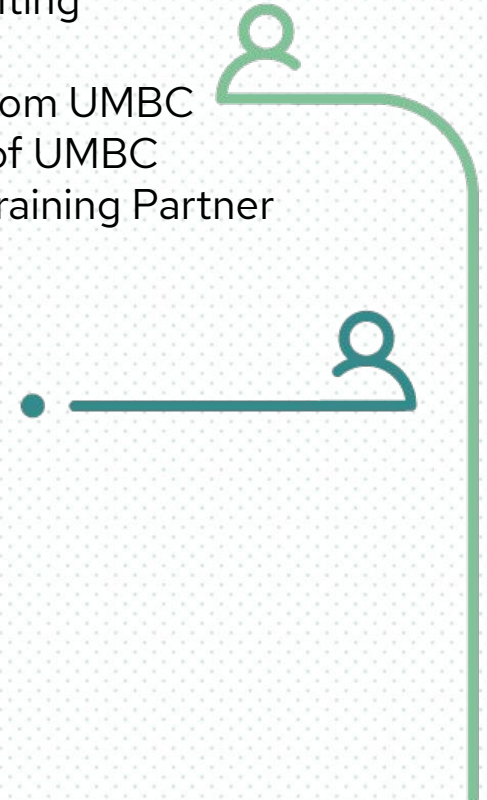


Fun Facts..

- First job was at IBM and now I'm back(ish)
- I have two teenage daughters (15 and 17)
- I live in Columbia, MD (between Baltimore and Washington, D.C.)
- Ravens not Washington Football Team fan
- Learned to program on an Atari 800 (and I still have it)

Kent Malwitz:
Senior Director, NA Training and Certification

- 2 months at Red Hat
- 17 Years in Technology Training
- 13 Years in Technology Consulting
- B.S. in Information Systems from UMBC
- Formerly served as the CEO of UMBC Training Centers, a Red Hat Training Partner





Jensen Cook - NA Training Sales Manager

5+ years at Red Hat

9 years of training experience

Territories covered:

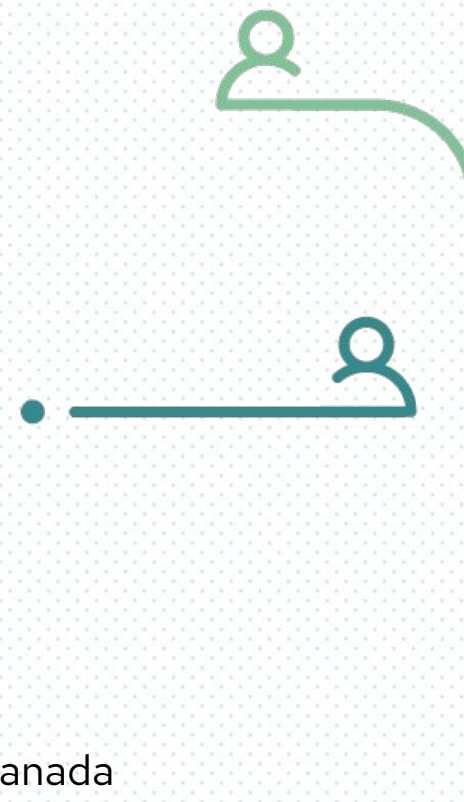
- Telco
- FSI
- Canada
- Central

Training BDMs reporting to me:

- Marisha Beason - FSI
- Scott Blossel - Central
- Karen Javier - Canada
- Grant Johnson - Telco

Training TSSs reporting to me:

- Lauren Brown - Telco and Canada
- Laura Wood - FSI and Central



Fun Facts..

- Former "Global Knowledge" (6 years as Direct Sales and in the channel)
- Mother of two (Austin, 4 & Abby, 1)
- Loves to travel (pre-Covid). Lived in Australia for 1 year backpacking up and down the east coast
- Loves spending time at the beach, surfing, biking or swimming



Jessica Sears: **NA Sales Manager - Training and Certification**

1 year at Red Hat

7 Years of Services Sales Management experience

11 Years of Services Sales experience

Territories covered:

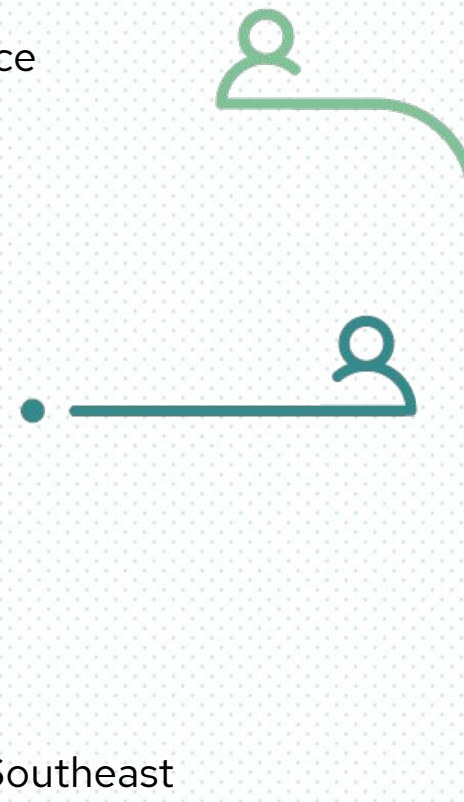
- Northeast
- West Coast
- Southeast

Training BDM's reporting to me:

- Drew Zimbardo - Northeast
- Joe Dattilo - West Coast
- Matt Debnam - Southeast

Training TSS's reporting to me:

- Joe Wilson - Northeast
- Julie Robinson - West and Southeast



Fun Facts..

- 3rd degree Black Belt in Martial Arts
- Yoga Teacher
- Bonus Mom to two girls (Audrey 5 and Zelda 7)
- Loves to travel and hike!



Ed Rowe - NA Training Sales Manager; CX Team Manager

2+ years at Red Hat

10+ years of training industry experience
6 years Managing sales teams

Regional BDMs reporting to me:

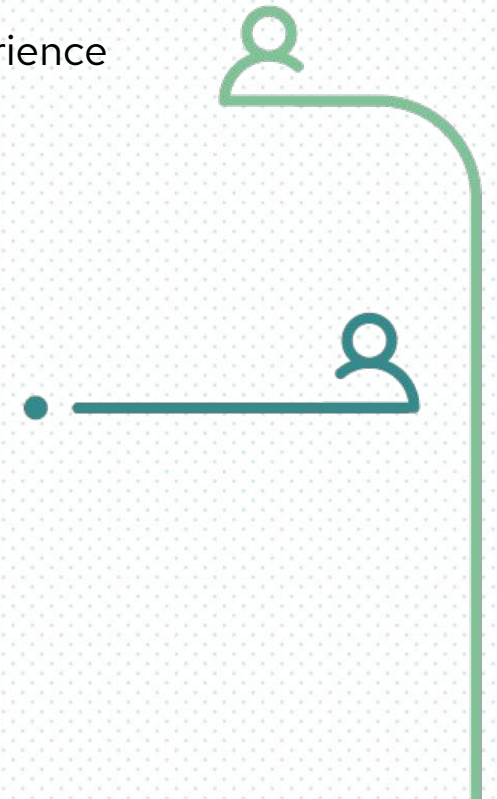
- Rebecca Brodney - MM
- Greg Duffy - MM

NA TSSs reporting to me:

- Irina Borovitskaya
- Nichole Crowe
- Danielle Stimpfel

CX Reps reporting to me:

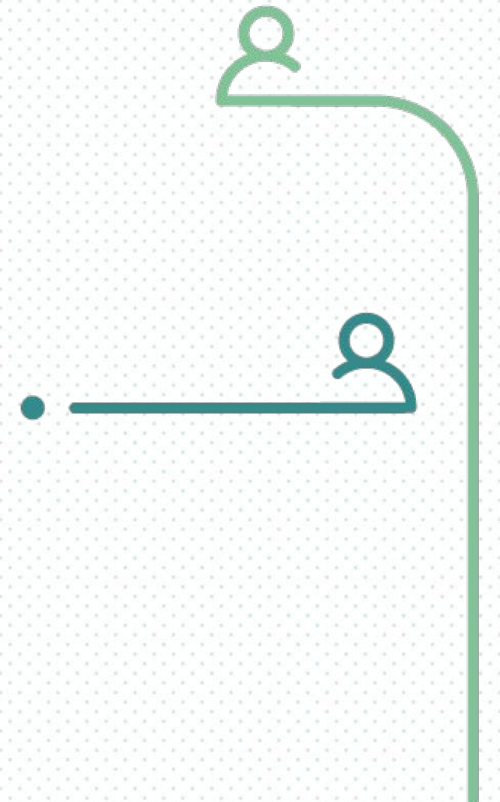
- Chris Anglim
- Ashley Hutcheson



Fun Facts..

- Global Knowledge Alum (8 years; Direct Sales and Sales Management)
- Married to Dawn Rowe (10 years)
- Two daughters (Ella, 6; Hannah, 4)
- Originally from Connecticut; graduate of Fairfield University
- Former DJ with a great vinyl collection; huge baseball nut (former player/coach); loves golf - at peace on the course!!

Questions?





North America Public Sector


NAPS Training And Certification

Robin Mehera,
Sr. Manager, North America Public Sector


Agenda:

- ▶ NAPS Team Introduction
- ▶ Red Hat SkillsBuild
- ▶ Territory Trends
- ▶ NAPS Strategy and Best Practices on working together

NAPS GLS Team



Kevin Sherry
Vice President
NAPS Services




Robin Mehera
Sr. Manager
NAPS Training and
Certification

DOD 1



Halie Elmore
BDM
US Army, Navy,
Defense Agencies

SLED 1




Alexandra Appleby
BDM
SLED East, S30

CIV 1



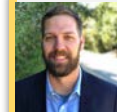
Melonie Johnson
BDM

CIV 2



Chad Austin
Sr. BDM

GLS CAM




Alex Unger
CAM

DOD 2




Noland Green
BDM
USAF, Veterans
Program

SLED 2




Amanda Daughtry
BDM
SLED West
SLED MM


IC/SI



Geraldine Llames
BDM



Kate White
TSS
DOD, SLED



Nina Rufty
TSS
CIV-IC-SI

*Half the Team was a Red Hat Partner
(Highlighted in Gold)

Work with the BDM and TSS teams

Training Sales Specialists (TSSs)

Role:

Inside training sales reps focusing on open enrollment classes, exams, Red Hat Online Learning and video classroom sales and bookings.

Engagement:

For assistance in RHLS consumption data and one-off class (open-enrollment) inquiries



Business Development Managers (BDMs)

Role:

Field training reps responsible for training business in a given sub-region, with special focus on Red Hat Learning Subscription and onsite sales.

Engagement:

Early and often to discuss account growth strategy and customer training needs



Red Hat Military Veterans

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Welcome to SkillsBuild for Veterans!

A collaboration with IBM bringing leading-edge passion to your learning experience.

SkillsBuild is a launch pad to create the next chapter in your career through learning, experience, and community.



- ✓ Choose the path that's right for you, and get started right away
- ✓ Sharpen and showcase your skills for working in a digital age
- ✓ Learn about coding and the world of development
- ✓ An impressive resume is just a few badges away

[ACCESS HERE](#)

SkillsBuild for Veterans

A collaboration with IBM bringing leading-edge passion to your learning experience.

Red Hat is offering at no charge to the veteran community:

Red Hat Enterprise Linux (RHEL) Classes:

- RH124
- RH134
- EX200 (RHCSA Cert)



SkillsBuild is a launchpad to create the next chapter in your career through learning, experience, and community.

Link to register and obtain access:

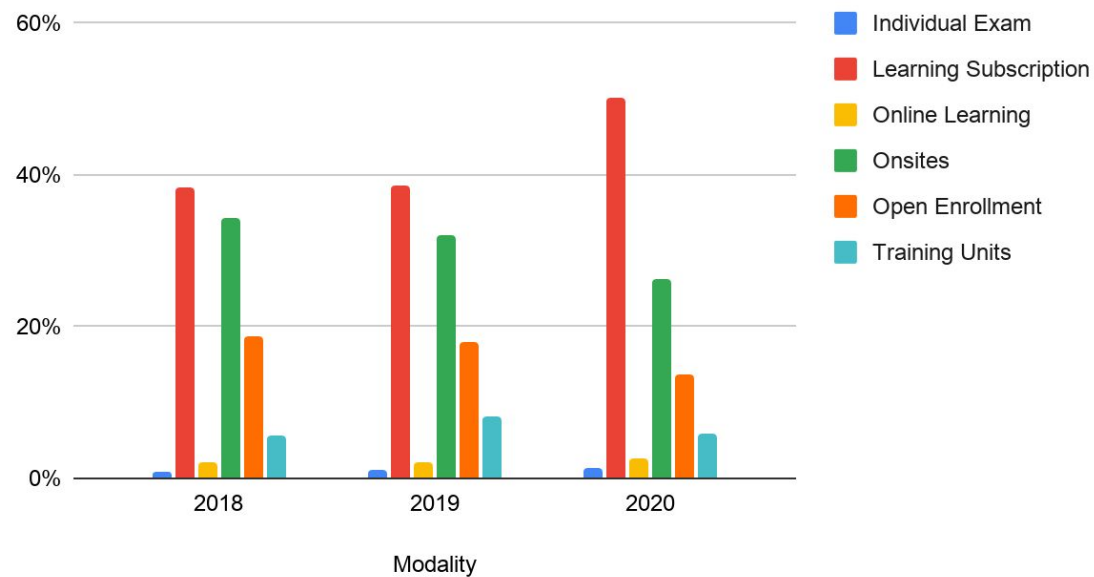
https://vetjobs.org/skillsbuild?sc_cid=701f2000000txokAAA&utm_source=bambu&utm_medium=social&utm_campaign=abm



Territory Trends

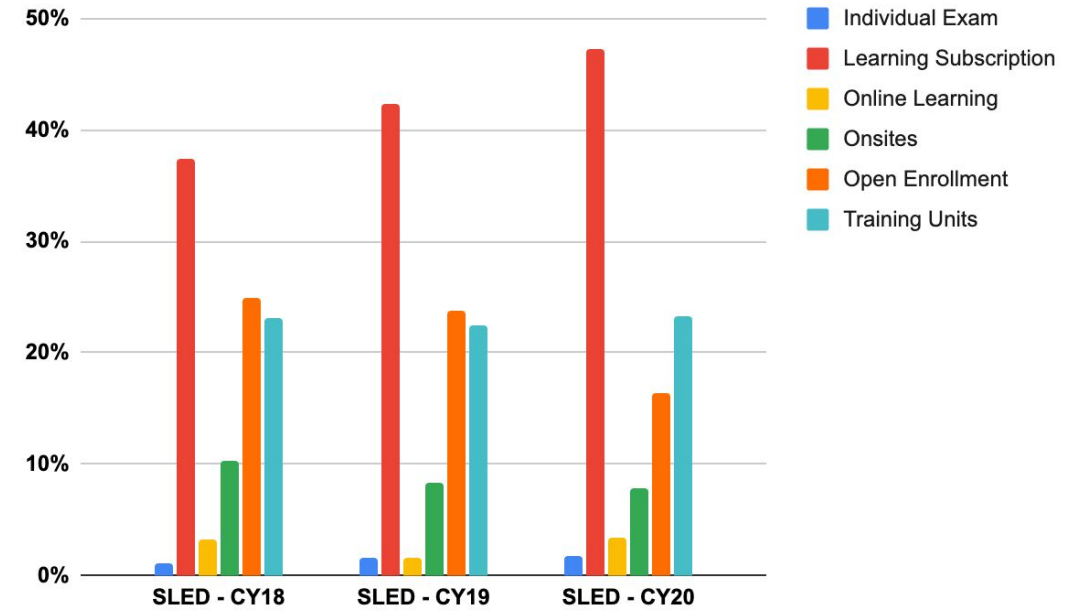
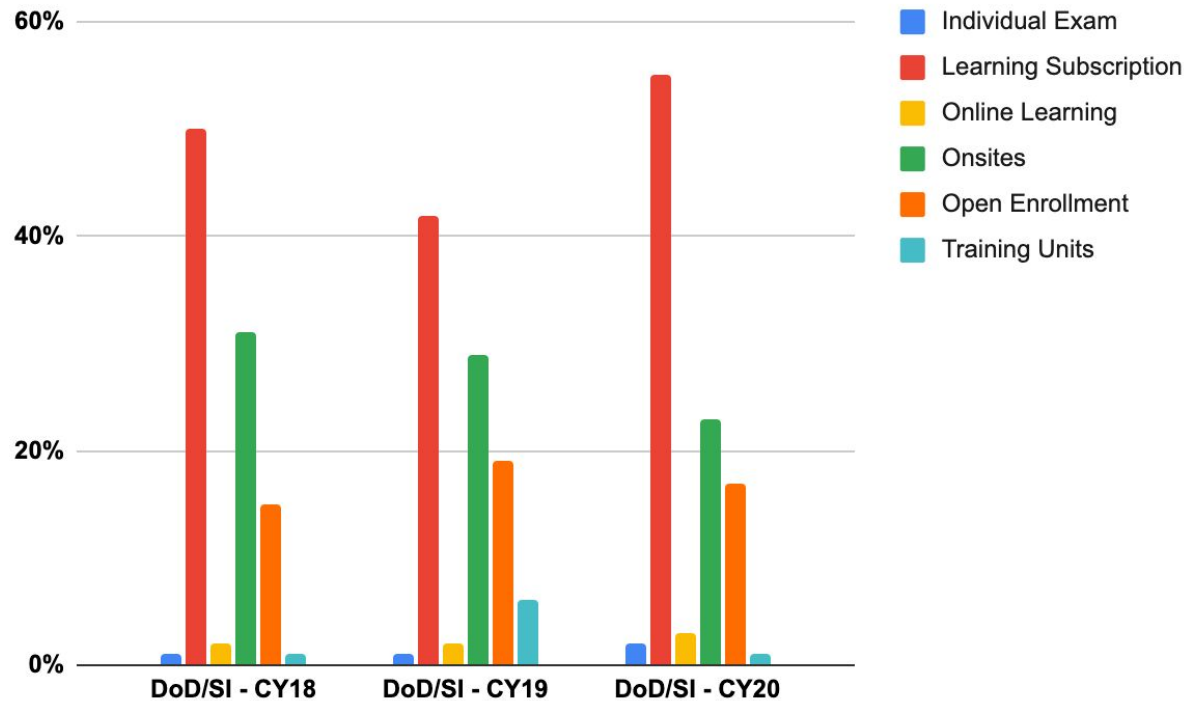
Sales By Modality - CY20

NAPS Overall Modality by Year



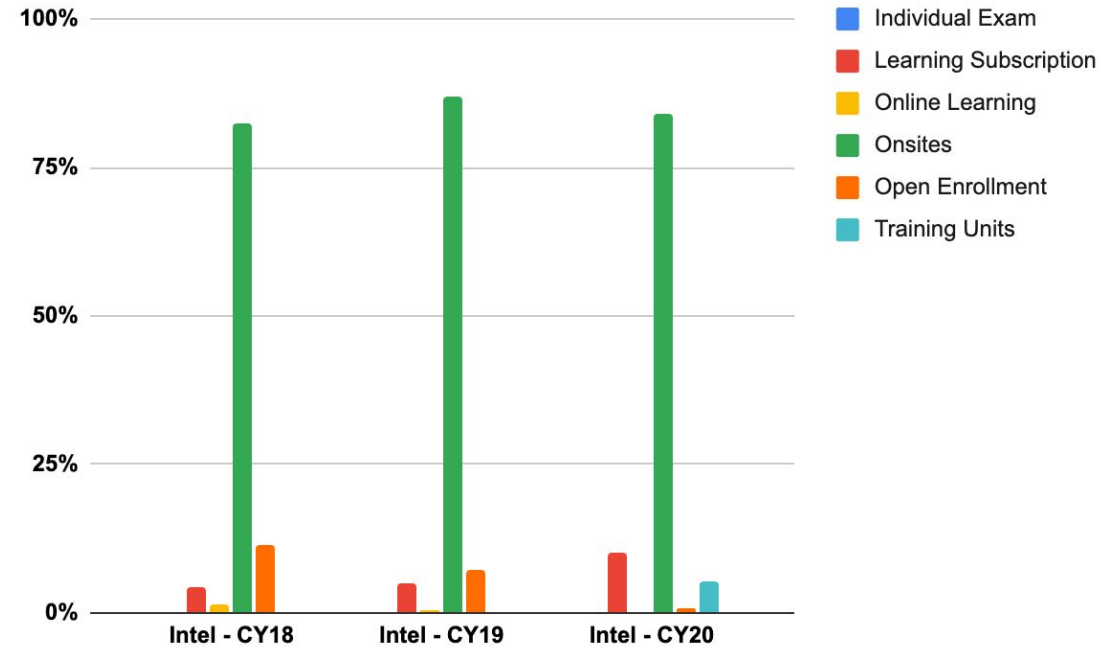
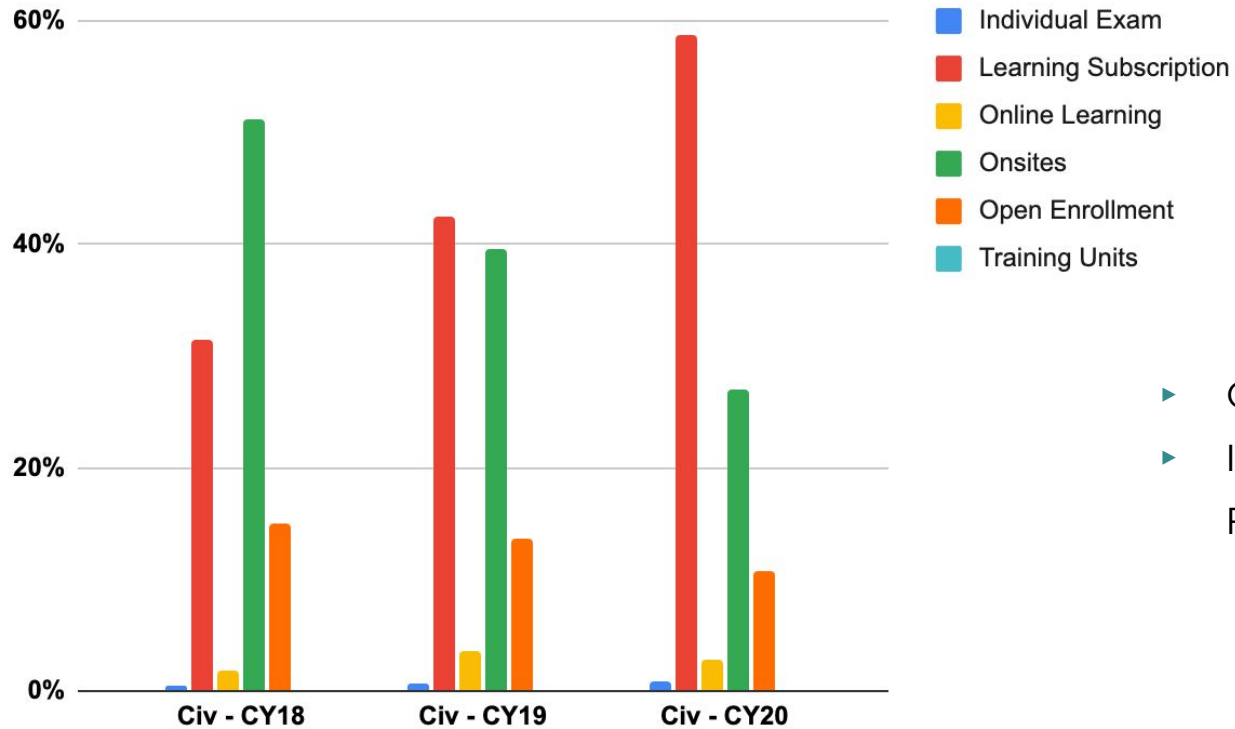
- ▶ Learning Subs - 50% of number and up 12%
- ▶ Private Deliveries down 8%
- ▶ Public Enrollment down 5%
- ▶ Online Learning up 1%

DOD-SI and SLED



- ▶ RHLS Grew 13% YOY in DOD
- ▶ SLED has strongest RHLS Business out of all regions
- ▶ SLED business also has highest OE business. Impacted by Pandemic
- ▶ OE Flat for DOD YOY

CIV-IC



- ▶ CIV - Onsites Dropped 14% but RHLS has increase 27%
- ▶ Intel - Onsites flat, which make up 84% of our IC Business, 80% of that is RHEL specific training.

Top Courses

Class	Class Description
RH124	Red Hat System Administration I
RH134	Red Hat System Administration II
RH199	RHCSA Rapid Track
RH294	Red Hat System Administration III: Linux Automation
DO500	DevOps Culture and Practice Enablement
DO410	Automation with Ansible and Ansible Tower
DO700	Container Adoption Boot Camp
RH318	Red Hat Virtualization
DO407	Automation with Ansible
DO447	Advanced Automation: Ansible Best Practices

- ▶ RH134 - Updated from 4 to 5 days - Container Content added
- ▶ OpenShift courses great follow up to RH134
- ▶ RH294/DO447 - Replaced DO407/DO410
- ▶ DO500 a top course revenue wise and has been available less than 2 years
- ▶ DO500/DO700 - highest sales in NAPS vs. any other region globally.



NAPS Strategy

DISA - RHEL 8 STIG

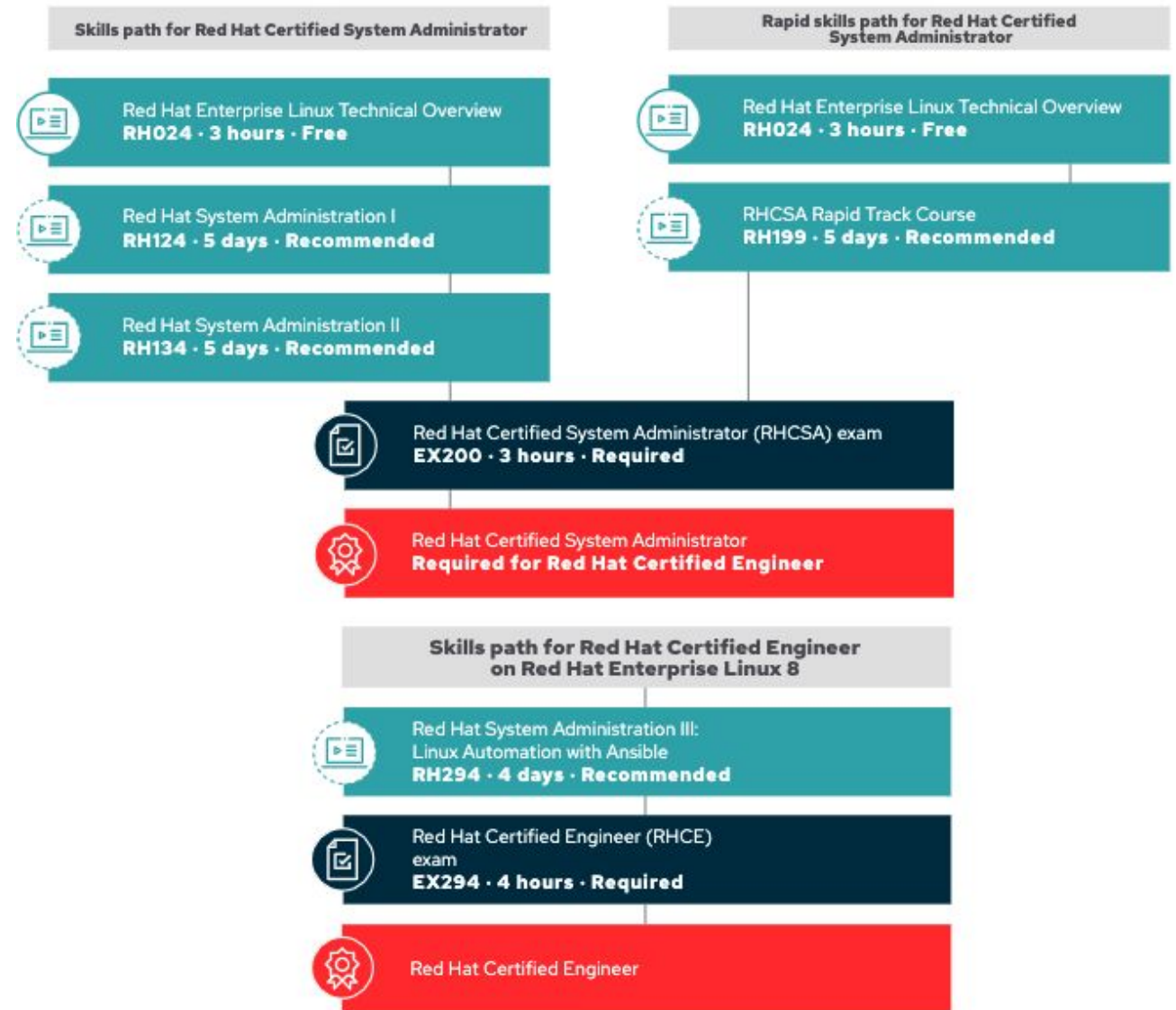


- As of Early February 2021, in collaboration with Red Hat, the Defense Information System Agency (DISA) has published a Secure Technical Implementation Guide (STIG) for RHEL 8. The STIG consists of more than 300 security controls including configuration settings that map to new features that were included in RHEL 8.
- The 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/>

DISA - RHEL 8 STIG

- ▶ RHEL 8 Learning path
- ▶ [RHCSA](#) - DoD Approved 8570 Baseline Certification
- ▶ Reach out to all DOD Clients that took RHEL Training in the past 3-5 years
- ▶ Work with BDM’s for special campaign



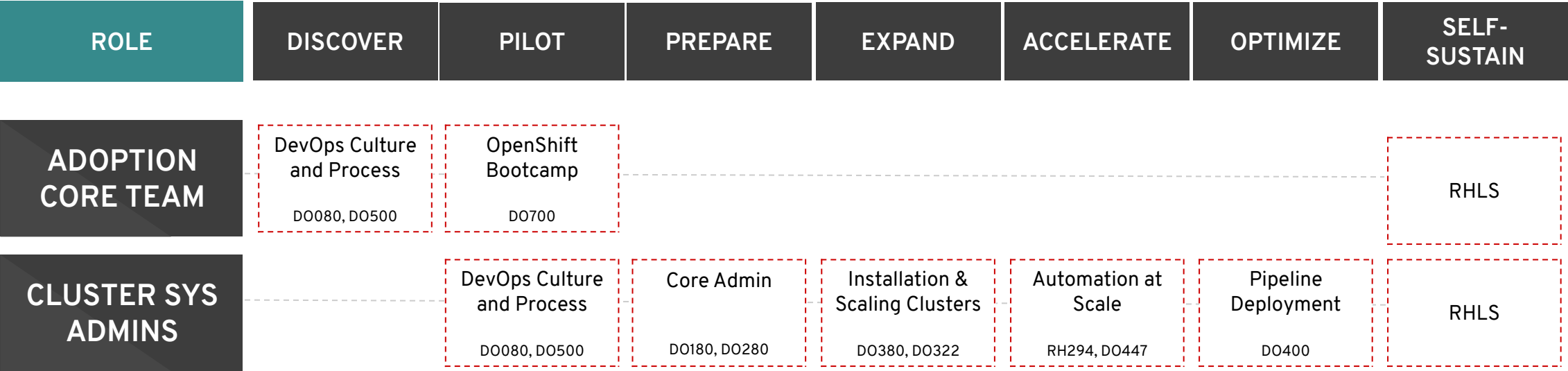
The Next Class

Class	Class Description
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DO500	DevOps Culture and Practice Enablement
DO410	Automation with Ansible and Ansible Tower
DO700	Container Adoption Boot Camp
RH318	Red Hat Virtualization
DO407	Automation with Ansible
DO447	Advanced Automation: Ansible Best Practices

- ▶ 28% of RH124 had RH134 sold as a follow-up
- ▶ 56% of RH134 had a RH294 sold as a follow-up
- ▶ 7% of folks that took RH124 attempted the EX200 RHCSA
- ▶ Missed opportunity with with getting the next class
- ▶ Work with BDM/TSS team for class recommendations
- ▶ Follow up on private class deliveries
- ▶ Container Adoption Journey - DO500/DO700/DO720

Red Hat Learning Journeys

- ▶ Transforming IT roles is a challenge*
 - IT talent/skills gap biggest blocker in transformation
 - Most organizations don't have upskilling programs
- ▶ Skills Assessment
 - Specific to courses not job personas. Not truly customized
- ▶ One Size Doesn't Fit All
- ▶ Red Hat Skills Transformation Assessment
- ▶ Blended Learning (Live + Self-paced online)



*[DevOps Report](#)



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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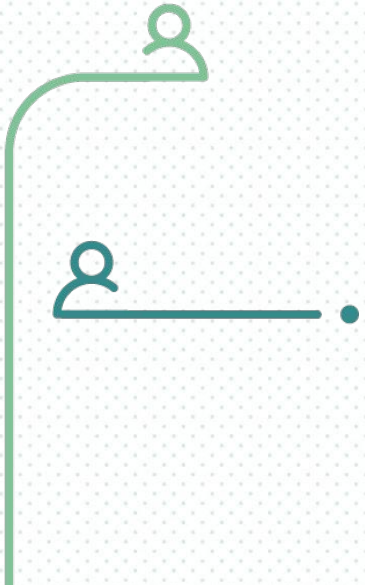


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Break and Quiz



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RHLS Premium

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

Red Hat Learning Subscription (RHLS) Premium

CY 21 Virtual Partner Kickoff
March 2021

Karl Reynolds

Senior Director, Red Hat Training and Certification, Global Sales and Delivery

Chris Schunke

Product Manager, Red Hat Learning Subscription

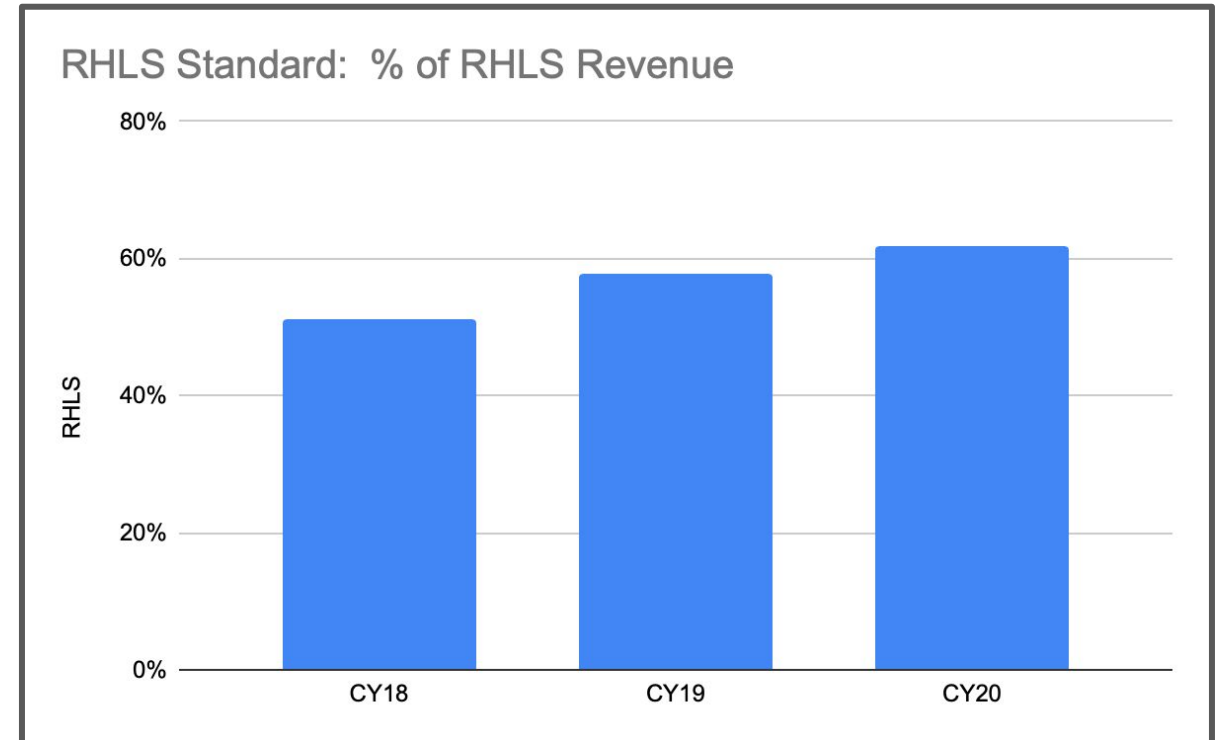
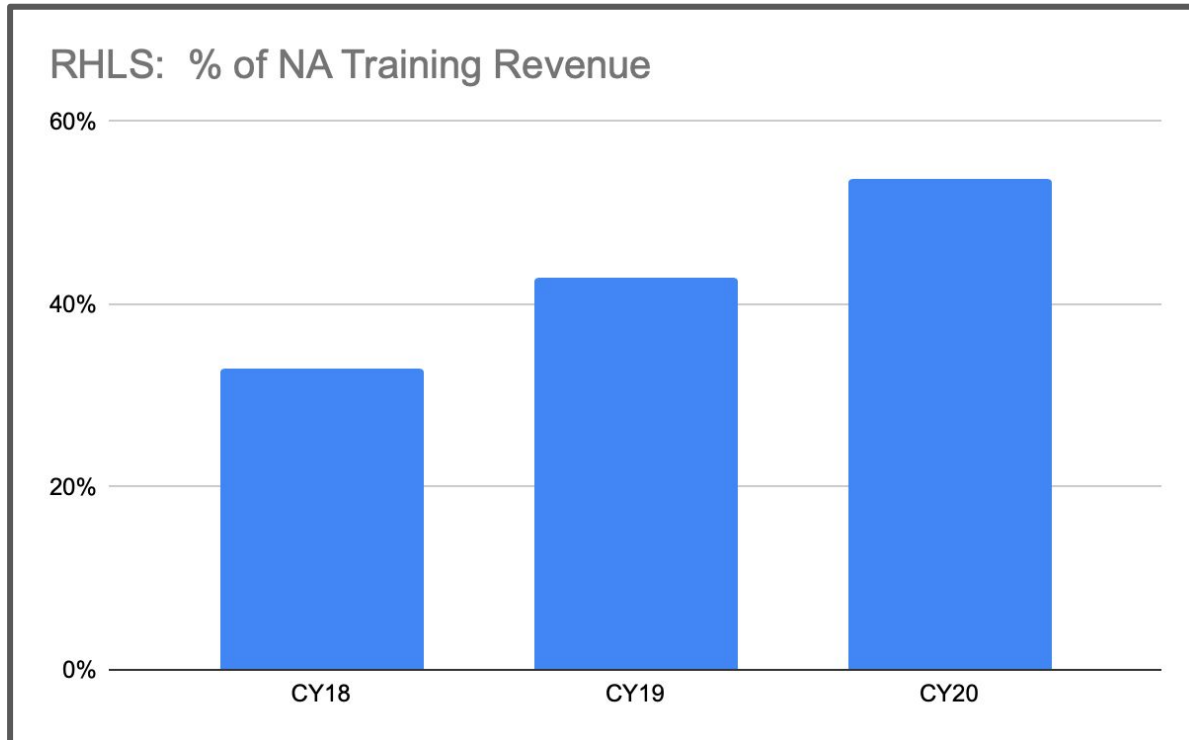


Red Hat Learning Subscription. Standard.

	Basic	Standard
Launched	2015	2017
All Red Hat online training and video classroom courses	✓	✓
Early Access: preview content in development	✓	✓
400 hours of lab time	✓	✓
10 e-book downloads	✓	✓
Skills paths	✓	✓
Reporting for individuals and management-level	✓	✓
5 certification exams with 2 retakes		✓
Expert chat: direct communication with Red Hat experts		✓
Expert extras: videos with real-world use cases		✓

RHLS Developer launched in 2019 but has had a limited impact.

Red Hat Learning Subscription: Financial Impact.



Red Hat Learning Subscription Evolution

Introducing a Premium subscription tier



What is modularized virtual training?

- A separate virtual training schedule
- Planned and run like a bus schedule (guaranteed to run).
- Seats are exclusively for RHLS subscribers
- Up to 3 hours in duration

WHY?

Expands Red Hat Learning Subscription options from on-demand only to now include a synchronous training, which has been a requested often by customers. Introduces an important competitive differentiator for Red Hat Training and Certification.

Example: Existing Virtual Training Session vs. Modularized Virtual Training Sessions.

EXISTING RH124VT COURSE				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Every Day from 10:30am to 6:30pm EST				

MODULARIZED VIRTUAL TRAINING SESSIONS				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Session #1 (EST) 10am to 1pm	Session #3 (EST) 10am to 1pm	Session #5 (EST) 10am to 1pm	Session #7 (EST) 10am to 1pm	Session #9 (EST) 10am to 1pm
Session #2 (EST) 2:30pm to 5:30pm	Session #4 (EST) 2:30pm to 5:30pm	Session #6 (EST) 2:30pm to 5:30pm	Session #8 (EST) 2:30pm to 5:30pm	Session #10 (EST) 2:30pm to 5:30pm

Modularized virtual training solves limitations that we have today



	Existing Virtual Training	Premium Sessions
Duration	Multi-day Events	Modularized, 3 hour sessions
Reliability	May cancel depending on fill rates	All sessions are guaranteed to run if students have enrolled.
Product Exposure	Limited as each course is purchased individually	Unlimited as all courses are offered as part of subscription.
Schedule Flexibility	Courses are on a more fixed schedule	Enroll in different course sessions over the duration of the subscription
Modality	Only Virtual Live Training	Blended: Self-paced and live virtual training.

Red Hat Learning Subscription: Pricing

	Basic	Standard	Premium
Per User	\$6,000	\$7,000	\$8,000*
Enterprise (up to 100 users)	\$160,000	\$225,000	\$280,000**

* For \$1,000, users get access to unlimited modularized Virtual Training

** For an extra \$55,000 (or \$550 per user), up to 100 users get access to unlimited modularized Virtual Training.

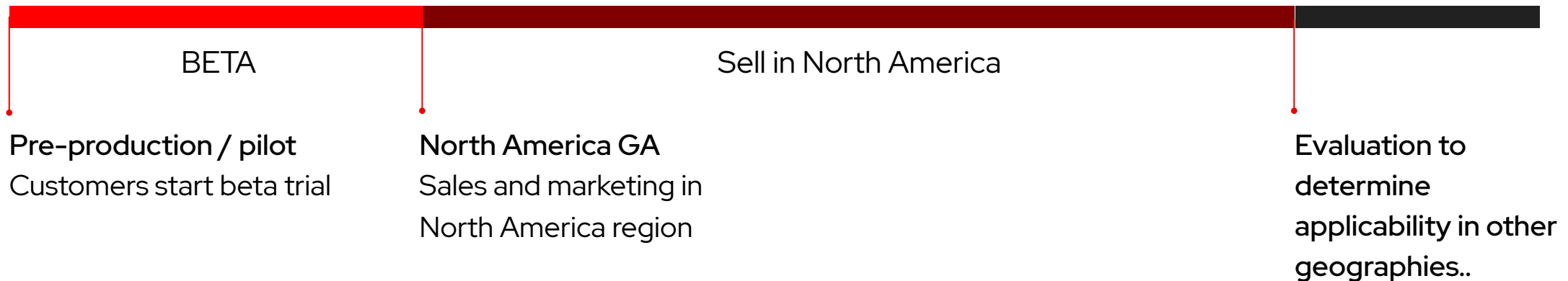
Red Hat Learning Subscription Premium

Phased launch timeline

MARCH 2021

APRIL

LATER in 2021





Product demo


The screenshot displays the Red Hat Learning Subscription Premium dashboard. At the top, there is a navigation bar with links for Home, Dashboard, Catalog, Live Sessions, Skills Paths, Reports, and Community, along with an 'Early Access' button. A main banner features the text 'Technology is evolving. We're evolving your learning.' and a 'VIEW THE TOUR' button. Below the banner, a progress bar shows 'Days remaining 359 | Lab hours used 0/400 | Student guide downloads used 0/10 | Exams 3/5 | Exam retakes 0/2'. A search bar is positioned above a 'TELL US WHAT YOU THINK' feedback section. The 'MY VIRTUAL TRAINING SESSIONS' section lists a session titled 'DO180 - DO180 Session 4' with details on course, start time, duration, and instructor, and buttons for 'CANCEL', 'RESCHEDULE', and 'VIEW'. The 'MY PROGRESS' section shows two courses: 'DO180 - Red Hat OpenShift I: Containers & Kubernetes' with 7% progress and 'RH294 - Red Hat Enterprise Linux Automation with Ansible' with 4% progress, each with 'SCHEDULE', 'READ', and 'WATCH' buttons.

Thank you

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

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