



NA Training Partner Kickoff

Virtual experience | 24 March, 2021

Curriculum Roadmap

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

New Courses = New Revenue Opportunities

Pete Hnath
Senior Director Curriculum
March 15, 2021

Senior Director Curriculum
Pete Hnath

Practice Manager
TBH

Practice Manager
James Mighion

Senior Practice Manager
Chris Tusa

Practice Manager
Joel Birchler

Senior Practice Manager
Pat Sharp

Hybrid Cloud
[RHEL, Sat, OSP]

Automation
[Ansible]

DevOps
[OpenShift Ops,
OCS]

AppDev
[OpenShift Dev, JB*,
DevTools]

Content Services

Architect: Phil Sweany

Architect: Steve
Bonneville

Architect: Fernando
Lozano

Architect: Zach
Gutterman

Content DLE: Nikki
Lucas

DLE: Artur Glogowski

DLE: Dan Kolepp

DLE: Jim Rigsbee

Architect: Ravi
Srinivasan

DLE: Richard Allred

New Consulting and Enterprise Talent = More New Courses

DevOps

- Federico Fapitalle - DevOps Engineer, Avature (Argentina)
- Harpal Singh - GLS Learning Platform Team Level III Support Engineer (India)
- Maria F. Ordoñez - OpenShift, automation, Azure consultant (Mexico)
- Andres Leonardo Hernandez - DevOps Engineer, GumGum (Mexico)

App Dev

- Aycut Bulgu - Red Hat EMEA Senior Consultant (Turkey)
- Enol Alvarez de Prado - Microservices Software Engineer, ManoMano (Spain)

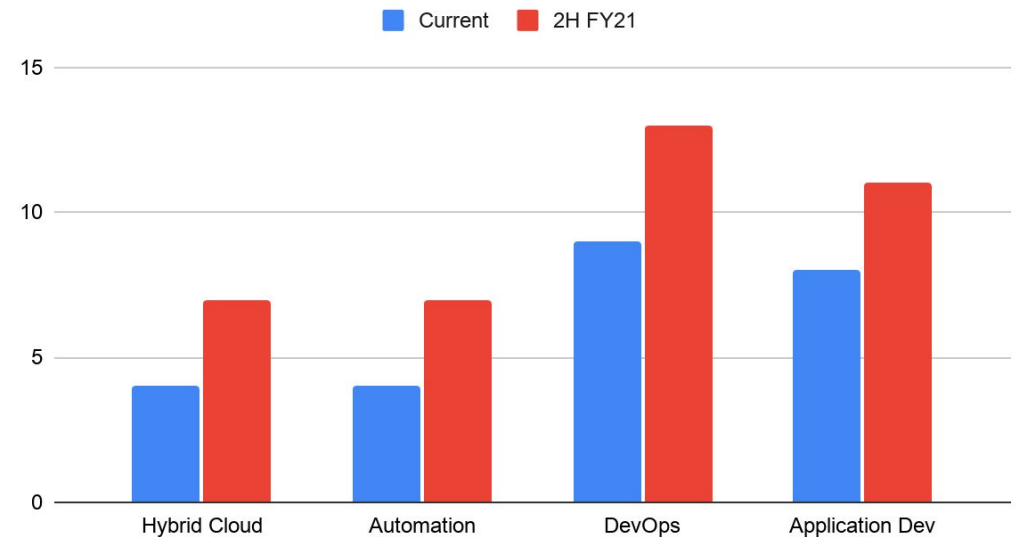
Hybrid Cloud

- Patrick Gomez - OpenStack Admin, Rackspace (Mexico)
- Bernardo Andres Gargallo - Design Engineer (Spain)

Automation

- Alejandra D. Ramirez Palacios - OCP Consultant assigned to Nike, PhD (Mexico)

Days of Content Per Quarter



Curriculum Road Map - March 2021

DevOps

OpenShift Installation Lab (DO322)
DevOps Open Practices (DO250)

App Dev

Quarkus Microservices (DO378)
DevOps Pipelines (DO400)
Decision Manager (AD364)

Hybrid Cloud

OpenStack II (CL210)

DevOps

OpenShift 4.6 Updates (x7)
OpenShift Container Storage (DO370)
OpenShift Migration Lab (DO326)

App Dev

OCP 4.6 Updates (x4)
Service Mesh 2.0 (DO378)

Hybrid Cloud

Ceph 4 (CL260) - April
OpenStack III (CL310)
RHEL HA (RH436)
RHEL for SAP HANA (RH445)

DevOps

OpenShift Advanced Cluster Manager (ACM) and Quay (DO480) (Q3)
Managing OpenShift Virtualization (?)
Kubernetes and OCP for Windows and VMware Admins (?)
Developing OpenShift Operators (?)
DevSecOps (RH415 redux?)

App Dev

AMQ Streams / Kafka (Q3)
Process Automation Manager (PAM)
Data Grid
3Scale (AD240)

Hybrid Cloud

RHEL Diagnostics and Troubleshooting (RH342)
Programming with Python for Ansible (?)
Administering Red Hat Enterprise Linux in the Public Cloud (?)

Automation

Red Hat Linux Automation with Ansible (RH294) (Early-mid Q3)
Advanced Automation Best Practices (DO447) (Q3)
Ansible Tower & Automation Hub (TBD)
Microsoft Windows Automation with Red Hat Ansible (DO417)
Red Hat Ansible for Network Automation (DO457)

Q1

Q2

Q3

Q4

Ansible

Red Hat Ansible Automation Platform 3.0



What's Happening:

- Major release of Ansible (2.11, possibly to be called 3.0) and Red Hat Ansible Tower (4.0)
- Significant changes to Ansible, new command line tools, new containerized execution environments, content collections, etc, etc
- Likewise major changes (and renaming?) of Ansible Tower
- Need to add content on public and private Automation Hub (new Ansible Galaxy-like service tied to Ansible Tower) & certified collections

Red Hat Ansible Automation Platform 2.0



What's Happening:

- Major release of Ansible (2.11, possibly to be called 3.0) and Red Hat Ansible Tower (4.0)
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- Likewise major changes (and renaming?) of Ansible Tower
- Need to add content on public and private Automation Hub (new Ansible Galaxy-like service tied to Ansible Tower) & certified collections

What You Need To Know

- Begin producing hands on labs / guided exercises on the new features in Ansible and Ansible Tower in April-May
- Publish these into Early Access as "exclusive subscriber content"
- Begin releasing the commercial courses in July/August and the dust settles around the product.
- Considerations:
 - We will not be publishing a "New Features" course
 - Could be delivered as an onsite workshop

(A Brief Digression) What's an MVP and Why You Should Care

What is it?

- Complete set of hands on labs for a course

Who is it for?

- Instructors who need to upskill
- Customers who want to learn about the new version of a course

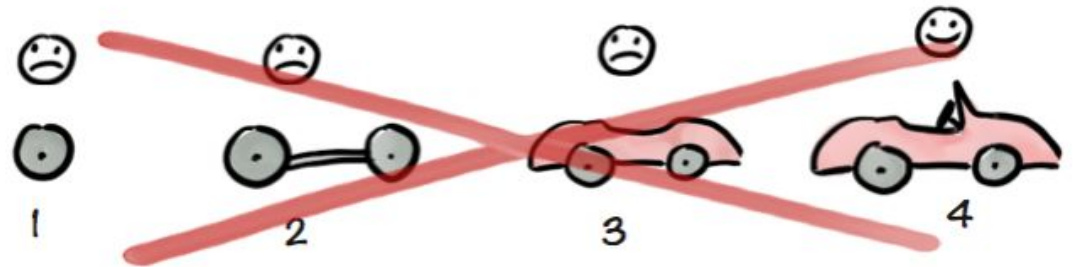
Why is it important to GLS?

- Earlier feedback from partners and other stakeholders
- Labs (learner outcomes) shape the course content
- More agility to make adjustments
- Potential to deliver as a workshop for an important and impatient customer

How do MVPs change Early Access?

- They don't. We will continue to work towards publishing every course to Early Access every day

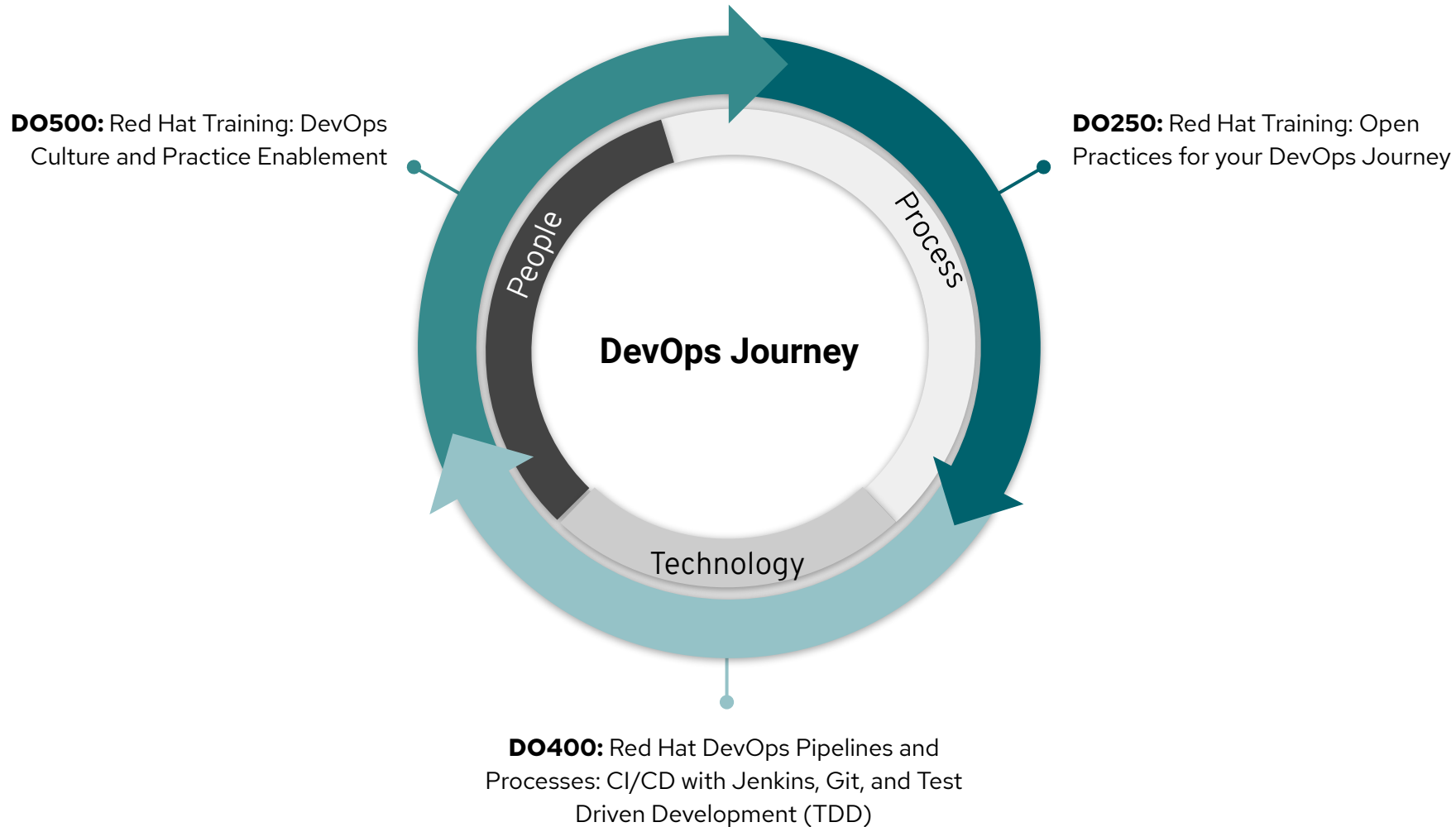
Not like this....



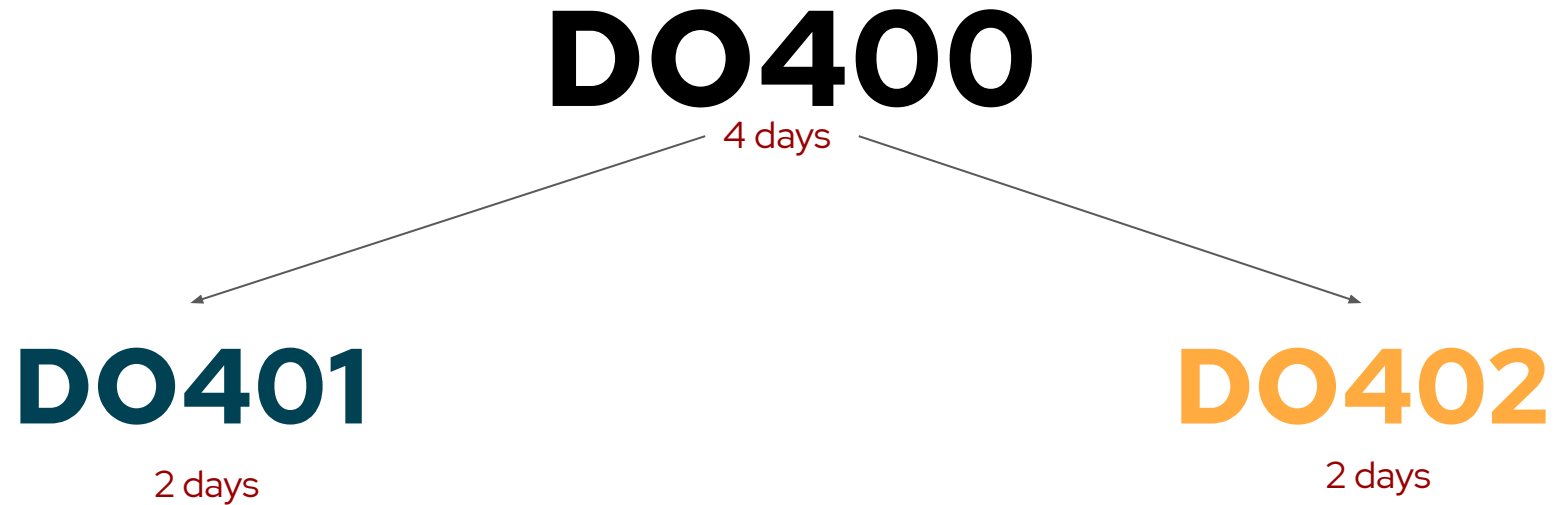
Like this!



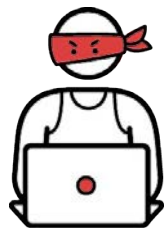
DevOps



The DevOps curriculum is designed to teach the fundamental to practical skills needed for a company to adopt and implement DevOps practices through the transformation of people, process, and technology.



Red Hat DevOps Pipelines and Processes: CI/CD with Jenkins



OpenShift Platform Developer

Bundles

- DO288
- DO328

Red Hat DevOps Pipelines and Processes: Git and Test Driven Development (TDD)



Application Developer

Bundles

- DO101
- AD183
- DO378

COURSE	SKU	DAYS	AUDIENCE	USE CASE	FORMAT	VALUE
Red Hat Training Skills Transformation Assessment	SS800 Internal deck Customer facing deck	5 days	Enterprise Customers	<p>In the process of a large migration, who have purchased or are going to purchase significant Red Hat Technology.</p> <p>Orgs who purchase large quantities of training</p>	On-site or virtual	A Red Hat expert will work with you to ID skills gaps and address learning needs. We will offer a customized learning journey to maximize the use of the Red Hat Technology you have invested in.



Discovery

Identify, qualify and close opportunity



Delivery

Identify SME(s), schedule and execute full-day discovery session with client



1 Week Analysis Stage

Develop training plan and report

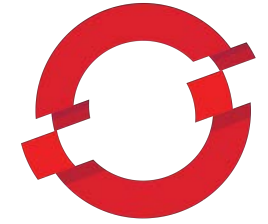


Presentation

Presents engagement journal to client and implement training plan

OpenShift Administration

Red Hat OpenShift Install Lab (D0322)



OPENSIFT

User Provisioned Installation

Why:

- Proper planning and execution of installation steps help to ensure successful production environments that are more stable, secure, and reliable.
- Basic OpenShift installation is “easy”; enterprise level installation and troubleshooting is very hard and is impacting customer adoption

Who

- Cluster administrators
- Cluster engineers
- Site reliability engineers (SREs)
- DO280 is a prerequisite
- Not for everyone though...

What

- 2 day course
- Lab focused (go figure)
- Available now

How

- Bundle with DO280
- Bundle with DO280
- Bundle with DO280
- Highlight for RHLS prospects, customers and renewals

Red Hat OpenShift Container Storage for Enterprise Kubernetes (DO370)



Why:

- Traditional storage options available to Kubernetes administrators are limited and lack flexibility and/or versatility.
- OCS provides real advantages even when it is backed by cloud storage such as AWS EBS and sophisticated, legacy, on-premises storage such SAN arrays.
- Storage is not workload-agnostic. Different classes of applications require storage features that match their needs.

Who

- Cluster administrators
- Cluster engineers
- Site reliability engineers (SREs)
- DO280 is a prerequisite

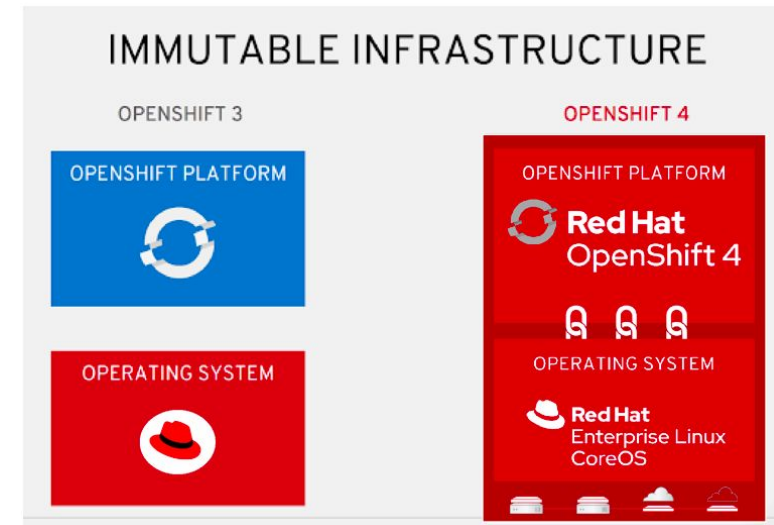
What

- 4 day course
- ETA: June/July

How

- Target enterprise customers who are still working to set up and scale out OCP 4
- Customers with experience using Kubernetes storage who see the need for performance and scalability
- Highlight for RHLS prospects, customers and renewals

OpenShift 3 to 4 Migration Lab (DO326)



Why:

- OpenShift 3.x is approaching end of life
- Huge improvements in features and performance in 4.x
- Critical for RH to retain these customers

Who

- Enterprises that have yet to move to OCP 4 (duh)
- Cluster engineers
- Cluster architects
- Site reliability engineers (SREs)
- DO280 is a prerequisite

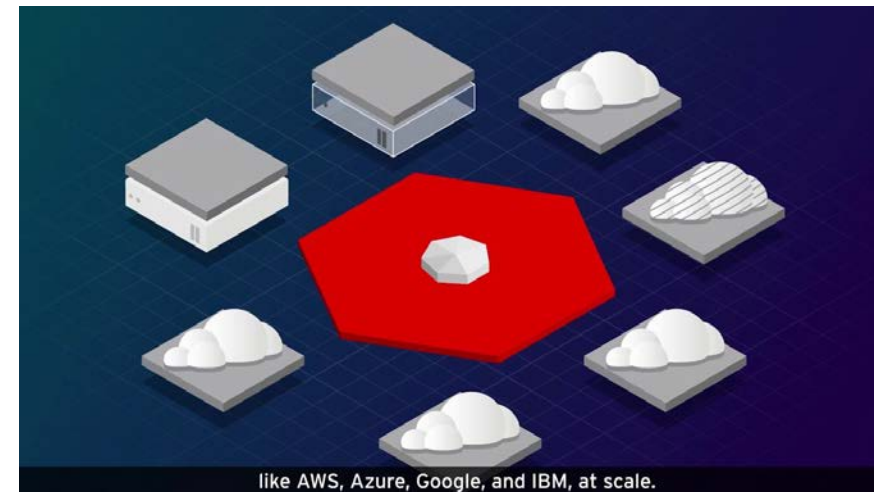
What

- 2 day course
- Again, very lab driven
- Leverages migration tools created by RH Engineering and Consulting
- ETA: June

How

- Bundle with DO280
- Bundle with DO380
- Bundle with DO480
- Bundle with DO322
- Highlight for RHLS prospects, customers and renewals

Managing Multiple Nodes with Red Hat Advanced Cluster Management (DO480)



Why:

- Enterprise customers seeking to manage multiple OpenShift clusters at scale
- Geo distribution, resilience, multi-cloud strategy

Who

- OpenShift 4 customers only...
- Cluster administrators
- Cluster engineers
- Site reliability engineers (SREs)
- DO280 is a prerequisite
- DO322 and DO380 recommended

What

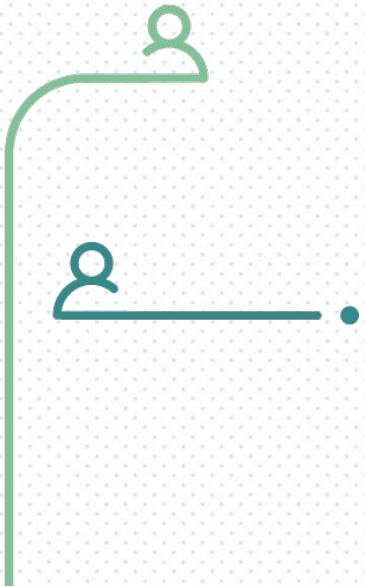
- 3 day course
- Very advanced course for RH largest and most sophisticated OCP customers operating at scale
- ETA: Q3

How

- Target large OCP clusters who either have or plan to have multiple OCP clusters, likely deployed to more than one cloud

Questions?

Break and Quiz



[linkedin.com/company/red-hat](https://www.linkedin.com/company/red-hat)



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



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



twitter.com/RedHat



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Marketing Roadmap Overview and Partner Program Updates

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

Meet the team!



Ashley Apperson
Sr. Program Marketing Manager
NA Commercial, Red Hat



Stacy Gianakura
Sr. Program Marketing Manager
NA Public Sector, Red Hat



Holly Neal
Global Business Development, Red Hat



Karthik Kaliappan
Sr. Partner Operations Analyst, Red Hat



Two Truths and a Lie

Stacy Gianakura

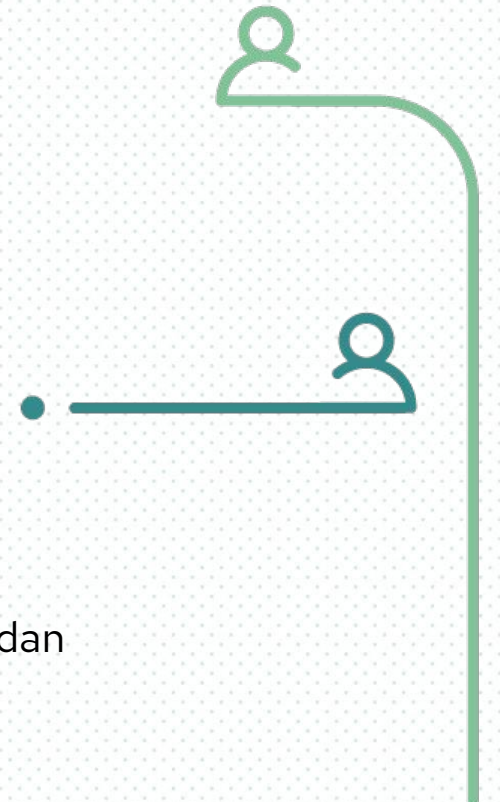
1. I have lived in 5 different states and 2 different countries.
2. Both my parents grew up in the same village in Europe with a population of 250 people.
3. I had 3 kids in 2 years.

Ashley Apperson

1. My husband played professional hockey
2. I have three dogs and one of them is famous
3. I won an ice fishing tournament

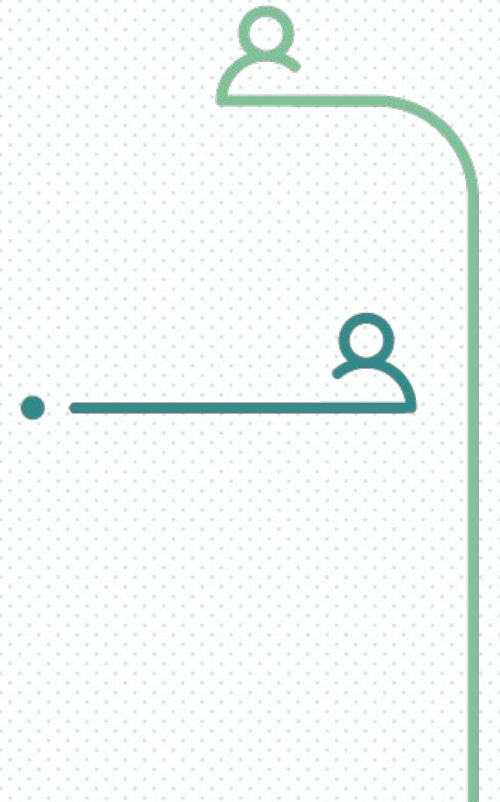
Holly Neal

1. Played tennis in college
2. Husband played basketball for UNC, went to the final four and practiced with Michael Jordan
3. Rode a toboggan down The Great Wall of China



Agenda

- The #1 Thing to do to be successful...
- New Training Assets and Material
- NA Training Partner Communications
- Red Hat Partner Connect
- Red Hat Partner Content Hub
- Red Hat Partner Lead Generation Tools
- Joint Branding - Training Partner Logos & Digital Badging
- Red Hat Partner Enablement Training
- Summary & Next Steps
- Open Discussion - WE WANT TO HEAR FROM YOU!



Develop a Red Hat Business Plan

Let's work together to define targets and set goals.



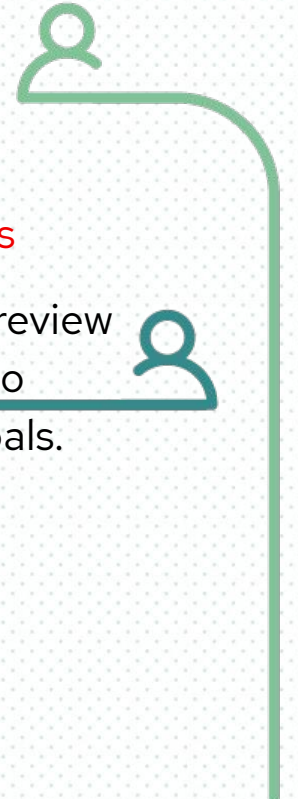
Suggested business planning steps:

- ▶ 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



Track Performance to Revenue Targets

Establish targets and attend business review meetings with your account manager to track performance to your business goals. Tell us how we can help you grow your business.



Adopt
technology
faster

Download whitepaper

 Red Hat
Training and
Certification

365%
ROI

IDC Red Hat Training and certification study

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 study is available for your promotion and includes:

Comparatives in
Training
Statistics

Trainees insights

Value
proposition of
Red Hat Training

Business
leadership
mentions

ROI analysis &
Key takeaways

This is a great content to have on premise for students interested in Red Hat Training courses and even insert on your websites and have included in your campaigns.

Partner kit includes:

- Email copy
- Digital kit
- Messaging and persona
- 3 different infographics
- IDC report
- Sales presentation
- Download complete: [Partner Promotion Kit for IDC Report](#)



Red Hat Learning Subscription Premium – APRIL 5!

The premium subscription provides a customizable, flexible learning experience to sharpen skills and get Red Hat certified.

RHLS Premium Webinar:

Date: April 8, 2021

Time: 11am ET

Speakers: Chris Schunke & John Walter

[Registration Page](#)

Chris and John will take attendees through:

- A demonstration of what Red Hat Learning Subscription Premium offers, including early access, cloud-based labs, a searchable catalog, and expert extras
- The offerings and learning paths available within the subscription platform
- The value of continuous access to Red Hat Training
- An overview of our modularized, instructor-led training available to premium subscribers
- How to take advantage of the content offered, including topics like Red Hat Enterprise Linux®, Red Hat OpenShift®, Red Hat Middleware, automation, and containers

Stay connected

Our aim is to keep you informed with the latest updates in Red Hat Training & Certification



Monthly Partner Webinars



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Certification Newsletter



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@RedHatServices

Join our group on LinkedIn

Red Hat Certified Professionals group

Follow us on Twitter

@RedHat_Services
@RedHatPartners



Coming soon!

NA Training Partner Newsletter



Join Red Hat Learning Community

A collaborative learning environment,
enabling open source skill development.

learn.redhat.com

Remote Exams

Red Hat Training and Certification launched remote exams in August 2020. In addition to classroom and on-site exams, Remote certification exams are delivered online at your home, office or another location of your choice and observed by a remote proctor.



[Ways to Test](#)

[Red Hat Learning Community](#)

[Prepare for your remote exam](#)

Visit the [Ways to Test page](#) in Partner Content Hub for messaging, social media/digital kit, overview video etc.

Bookmark the [Digital Learning page](#) for partners in Partner Content Hub. Soon we will add a sales enablement course, plus a partner kit with sales enablement and marketing resources.

Red Hat Partner Connect - Partner Portal

With our self-service and fully automated management, tools, training, and materials, you get the flexibility required to keep your business' offerings competitive and your campaigns up to date.



Manage and promote your business

Increases operational efficiency and marketplace awareness

- ▶ Self-service management
- ▶ Partner help desk support
- ▶ Partner locator



Access resources and increase your ROI

Simplifies the process of generating content for marketing campaigns

- ▶ Marketing kits
- ▶ Co-Branding capabilities
- ▶ Program information



Build skills and expand your offerings

Provides flexibility for staff to train, earn accreditations, and learn

- ▶ Sales and technical training
- ▶ On-demand videos
- ▶ News and announcements

▶ Learn more <https://connect.redhat.com/>

2021 Goal - Increase usage of the partner portal. Currently **89%** of NA partners logged into the portal in the last 180 days.

Manage and Promote Your Business

Red Hat Partner Locator



ADVANCED TRAINING

Partner Level: Advanced

Partner Type: Training

As part of the largest independent IT Training Provider, New Horizons Computer Learning Group delivers more courses than any other IT training company. Our various approaches empower students with unprecedented flexibility to tailor their learning schedules and locations by deciding when, where and how they want to learn. New Horizons has trained employees at all 100 companies listed in Fortune magazine's ranking of America's 100 largest corporations and over half of the Global 100. We are ranked in the top 5% of the industry for training quality and customer satisfaction as reported by an independent, third-party learning and quality assurance company, Knowledge Advisors. Training from New Horizons provides measurable results.

SALES ACCREDITATIONS

35

SALES ENGINEER ACCREDITATIONS

0

DELIVERY ACCREDITATIONS

0

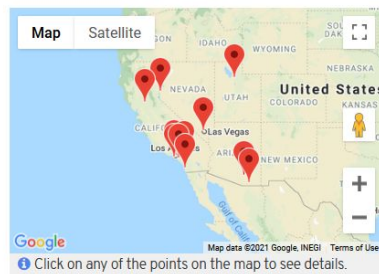
PRIMARY LOCATION

1900 S. State College Boulevard, Suite 100
Anaheim, CA US 92806
(714) 221-3100

 (310) 342-3504

 vemurian@nhlearninggroup.com

 www.nhlearninggroup.com



INDUSTRY FOCUS

Financial
Aerospace

SPECIALIZATIONS

Not Provided

SKILLS

Make yourself visible to customers

Gain exposure through visibility in the redhat.com partner search function. Potential customers looking to engage Red Hat partners may search based on geography or other factors. Premier Business Partners will enjoy enhanced positioning in partner searches.

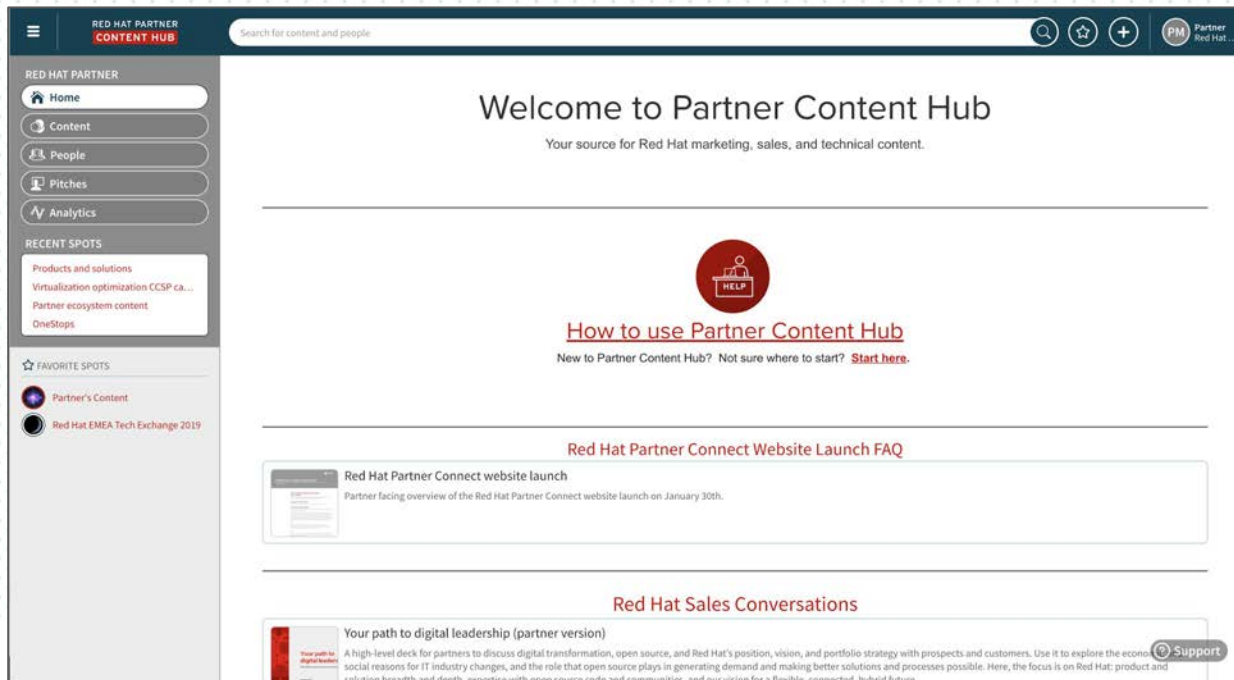
How to update your company information

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

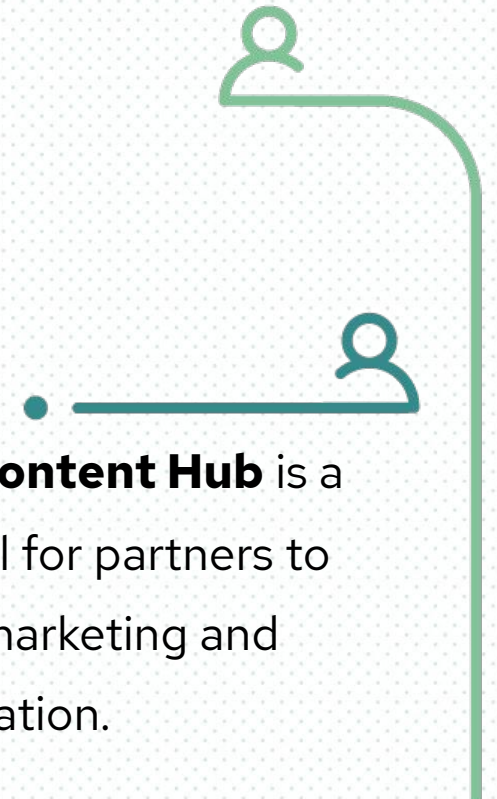
▶ Learn more <https://redhat.secure.force.com/>

Red Hat Partner Content Hub

<https://redhat-partner.highspot.com>



Red Hat Partner Content Hub is a content delivery tool for partners to interact with sales, marketing and technical documentation.



Red Hat Partner Content Hub

Partner Content Hub Home Page

- Items are organized by asset type filters
- Search history is captured and visible
- Advanced filters are available to help locate and follow materials

Tips:

- [Watch this video guide](#)
- [Personal Spot and Bookmarking Guide](#)
- [How to Download Content](#)



Navigate to the Training and Certification Partner Page

- We highlight key program information and resources



Red Hat Skills Paths

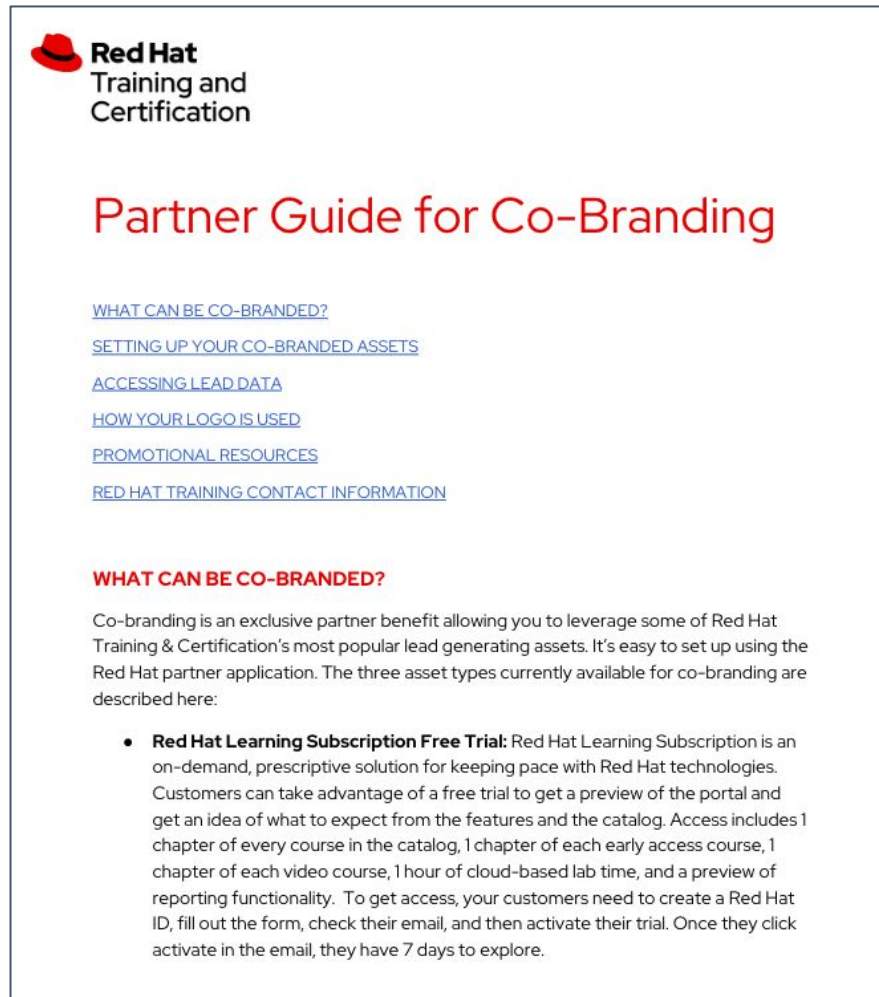



Bookmark and download the [Red Hat Skills Paths](#) available for partners in Red Hat Partner Content Hub.

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>

Red Hat Partner Lead Generation Tools



 **Red Hat**
Training and
Certification

Partner Guide for Co-Branding

[WHAT CAN BE CO-BRANDED?](#)
[SETTING UP YOUR CO-BRANDED ASSETS](#)
[ACCESSING LEAD DATA](#)
[HOW YOUR LOGO IS USED](#)
[PROMOTIONAL RESOURCES](#)
[RED HAT TRAINING CONTACT INFORMATION](#)

WHAT CAN BE CO-BRANDED?

Co-branding is an exclusive partner benefit allowing you to leverage some of Red Hat Training & Certification's most popular lead generating assets. It's easy to set up using the Red Hat partner application. The three asset types currently available for co-branding are described here:

- **Red Hat Learning Subscription Free Trial:** Red Hat Learning Subscription is an on-demand, prescriptive solution for keeping pace with Red Hat technologies. Customers can take advantage of a free trial to get a preview of the portal and get an idea of what to expect from the features and the catalog. Access includes 1 chapter of every course in the catalog, 1 chapter of each early access course, 1 chapter of each video course, 1 hour of cloud-based lab time, and a preview of reporting functionality. To get access, your customers need to create a Red Hat ID, fill out the form, check their email, and then activate their trial. Once they click activate in the email, they have 7 days to explore.

[Bookmark this guide](#) available in Partner Content Hub and begin using the free co-branded lead generation tools.

NEW! Red Hat Training Webinar Recordings

We also have a [webinar recordings](#) document on Partner Content Hub that lists all the webinars 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.

2021 Goal - Increase usage of the lead generation tools.
Currently **62%** of NA partners are using these tools.

Red Hat Digital Badging

Marketing the Red Hat Training and Certification Partnership

The screenshot displays a digital badge interface for a Red Hat Advanced Training Partner. The badge is titled "Red Hat Advanced Training Partner: Authorized Delivery Partner" and is issued by Red Hat Training and Certification. It features the Red Hat logo and a red "Advanced" badge. The partner's status is "Training Partner" and "Authorized delivery partner". The badge includes a description of the criteria for holding this credential, a list of skills (Ansible, Linux, OpenShift, Red Hat, Red Hat Certification, Red Hat Certified Engineer, Red Hat Certified System Administrator, RHCE, RHCSA, RHEL), and a list of earning criteria. At the bottom, there is an "Insights" section with a bar chart showing top job titles and their corresponding number of postings.

Red Hat

Advanced

Training Partner

Authorized delivery partner

Type: Validation

Level: Intermediate

[Additional Details](#)

Red Hat Advanced Training Partner: Authorized Delivery Partner

Issued by [Red Hat Training and Certification](#)

Companies holding this credential meet and maintain defined criteria required to successfully deliver Red Hat Training courses and certification exams. In order to obtain this badge, a company must have a current partnership agreement in place with Red Hat, maintain a minimum level of Red Hat trained, certified and accredited instructors and meet or exceed expected levels of customer satisfaction rating.

Skills

Ansible Linux OpenShift Red Hat Red Hat Certification Red Hat Certified Engineer

Red Hat Certified System Administrator RHCE RHCSA RHEL

Earning Criteria

- [Accept Code of Conduct business requirements and employees complete integrity training](#)
- Instructors must participate in the Red Hat Upskill Program
- Meet the minimum number of Red Hat Certified Instructors
- Meet or exceed the minimum number of Red Hat Certified Architect (RHCA) Instructors

Insights

TOP JOB TITLES	POSTINGS
System Administrator	39 >
Linux System Administrator	23 >
Senior Cloud Developer	22 >
Shift Manager Arby's	19 >

[Red Hat Training and Certification](#) partnered with Credly's Acclaim platform to provide our partners with a digital, verified version of their Red Hat Training Partner logo that they can use to showcase the services they are authorized to deliver on behalf of Red Hat.

Red Hat Joint Branding

Marketing the Red Hat Training and Certification Partnership

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

You can download your Red Hat brand approved logo from Red Hat Partner Content Hub and use it on printed materials like datasheets or business cards. When using the Red Hat brand as a marketing tool, be sure to use it carefully and follow all guidelines. The Red Hat logo usage brand guidelines are outlined [here](#).

2. NEW! Digital, verified version of a Red Hat Training and Certification Partner logo

Red Hat Training and Certification partnered with Credly's Acclaim platform to provide partners a **digital**, verified version of a [Red Hat Training and Certification Partner](#) logo that a partner can use to showcase the services they are authorized to deliver on behalf of Red Hat. A partner representative will receive an email from Credly's Acclaim platform with instructions to claim the digital badge on behalf of the organization. Note, the digital badge does not belong to an individual, but rather to the organization. Upon accepting the digital badge, the partner representative will be prompted to share the digital badge on behalf of the organization. The organization can connect the organization's social media accounts and share the digital badge to networks. The organization can also embed the digital badge on their company website, add to blog posts and use on team's email signatures.

Check out the following resources in Red Hat Partner Content Hub:

- [Digital Badging Information for partners](#) on Partner Content Hub
- [Digital Badging User Guide](#) on Partner Content Hub

2021 Goal - increase digital badge usage. Currently **48%** of NA partners are using the digital badge.

3. Red Hat Training and Certification Partner Certificate

After accepting the digital badge, the partner representative will have the option to download a Red Hat Training and Certification Partner Certificate.

Red Hat Partner Enablement Training

Partner Sales Accreditation: Red Hat Training and Certification

<https://red.ht/2Z9uJA>

Log into Red Hat Partner Connect to access free partner sales enablement training. Complete the learning path to earn a Red Hat sales accreditation. You must start with the Red Hat Foundations course.

 Red Hat Foundations
[Course Link](#)

 Red Hat Training Partner
Program Overview
[Course Link](#)

 Selling and Positioning Red Hat
Training Online Learning Modalities
[Course Link](#)

 How to Sell Red Hat Training
and Certification
[Course Link](#)

 Sales Fast Track: Selling Red Hat
Learning Subscription (RHLS)
[Course Link](#)

 Red Hat Sales Specialist - Red Hat
Training & Certification

SUPPLEMENTAL LEARNING



Red Hat Virtual Training Demo Video
[Course Link](#)

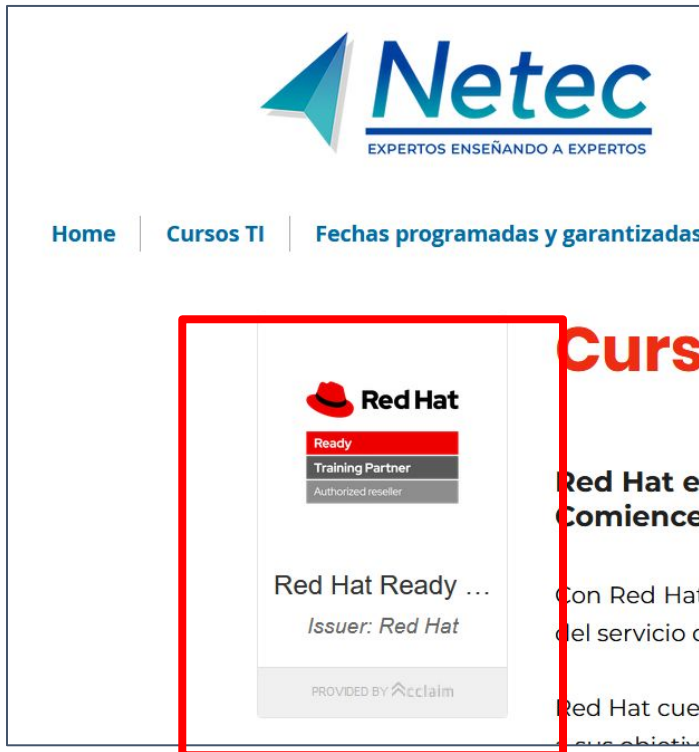


Red Hat Learning Subscription
(RHLS) Demo Video
[Course Link](#)

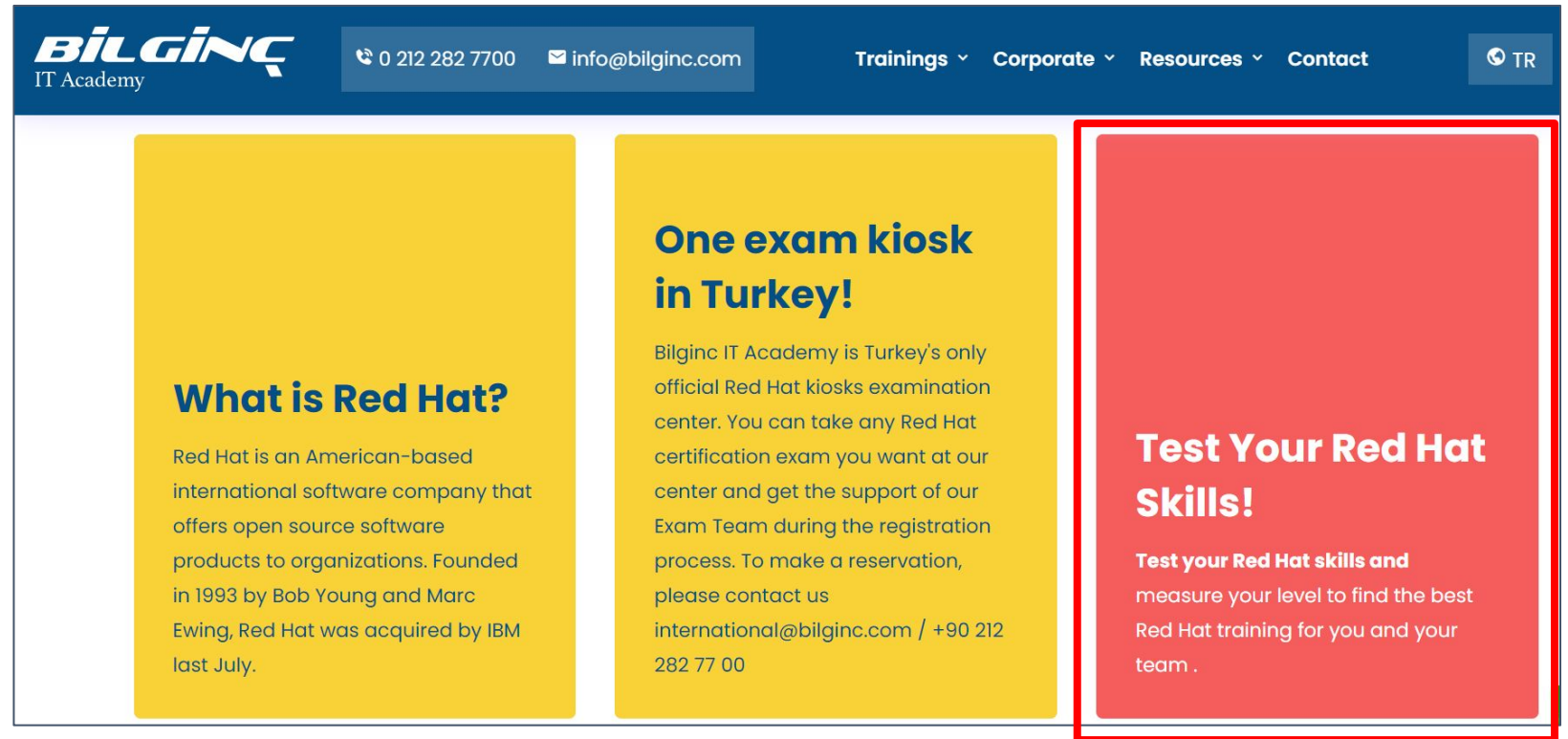
2021 Goal : every partner has 1 or more employee with a Training and Certification sales accreditation. Currently **23%** of NA partners have at least 1 employee with a sales accreditation.

Partnership Example

Partner Website - Red Hat Digital Badge



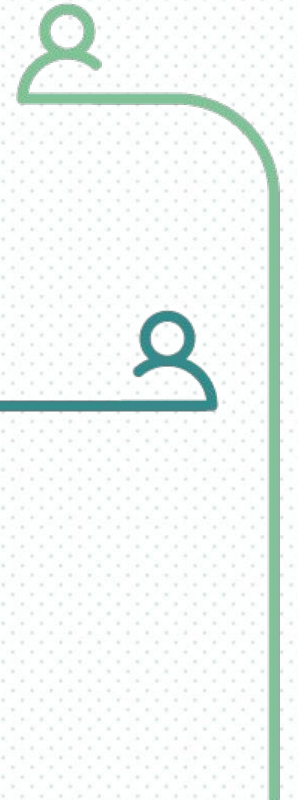
Partner Website - Lead Generation Tool



Summary & Next Steps

WAYS TO GROW YOUR RED HAT TRAINING AND CERTIFICATION BUSINESS

- Meet with your Red Hat partner manager and develop a joint business plan
- Use the free co-branded Partner App lead generation tools
- Log into the partner portal to access marketing and sales enablement materials
- Verify your company is published on the [Red Hat Partner Locator Tool](#) and that the information is correct
- Verify your company is published on the [Red Hat Training Locations & Facilities website page](#) and that the information is correct
- Complete the free [How to Sell Red Hat Training course](#) in OPEN and earn a Red Hat Sales Accreditation
- BOOKMARK pages in Partner Content Hub so you can get emails when updates are made to those pages.





Open Discussion

We want to hear from you.



The Winners Are...



Luke Akins
Bea Martinez
Dawn Hurlebaus
Ann Collins
Jason Weathers



Lindsay Gaughan
Sheri Schraivogel

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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