RED HAT CERTIFIED CLOUD & SERVICE PROVIDER PROGRAM

Global Partner Guide

March 2016

DISCLAIMER

This Red Hat Certified Cloud & Service Provider (CCSP) Program guide (the "guide") provides an overview of the CCSP program. The terms that govern the CCSP program are contained in the Red Hat Partner Agreement and CCSP program appendix (the "agreement") entered into between Red Hat and each partner participating in the CCSP program (the "service provider" or "CCSP partner"). All terms not otherwise defined herein shall have the meaning set forth in the agreement. The current version of this guide will be made available to CCSP partners on the Red Hat Connect for Business Partners portal at http://www.redhat.com/en/partners. CCSP program benefits and requirements are applied based upon the country in which the CCSP is located. To the extent that this guide has been translated into any language besides English, the English version of the guide will prevail over any inconsistencies with a non-English version of the guide.

Please note that in April 2015, Red Hat revised the program from the Red Hat Certified Cloud Provider (CCP) Program to the Red Hat Certified Cloud and Service Provider (CCSP) Program. For the purposes of this guide, the terms CCP and CCSP are interchangeable and all terms, requirements, and benefits are equally applicable to CCP and CCSP partners. Starting in April 2015, Red Hat partners that wish to participate in the program will agree to the terms of the CCSP agreement, but existing partners may continue to operate under their existing CCP agreements until such time as the agreement is up for renewal.

CCSP PROGRAM GUIDE CHANGES

Red Hat may require occasional corrections or updates to the guide and reserves the right to make such corrections or updates from time to time and to post such updates to the Red Hat Connect for Business Partners portal.

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INTRODUCTION

This guide is a key resource for Red Hat Certified Cloud & Service Provider (CSSP) Program. It contains:

- An overview of the CCSP program.

- A description of membership and business requirements.

- Program levels and benefits.

- Information about the application and enrollment process.

A Red Hat certified cloud or managed service is a trusted destination for enterprise IT customers, independent software vendors (ISVs), and partners to access and consume Red Hat solutions. Certified clouds and services use Red Hat infrastructure and guest offerings to serve customers with secure, scalable, and supported enterprise solutions with specific business and operational models. Typical offerings from providers include hosted physical machines, self-service virtual machines, hosted virtual private clouds, fully managed services, and outsourcing.

By using a Red Hat certified cloud or managed service, end customers and partners using custom-developed or third-party ISV applications certified to Red Hat Enterprise Linux and other Red Hat solutions are assured that these applications will function as anticipated on a trusted cloud.

For cloud providers offering Infrastructure-as-a-Service (IaaS), due to the certification, testing, and availability of a standard Red Hat Enterprise Linux image, end users may enjoy a consistent product experience. The program also offers products that enable Platform-as-a-Service (OpenShift Enterprise by Red Hat), middleware (Red Hat JBoss Middleware) and cloud management (Red Hat CloudForms).

PARTNER PROGRAM OVERVIEW

The CCSP program allows cloud, hosting, system integrator, and managed service providers to host and resell certified Red Hat offerings on-demand via multi-tenant, dedicated, and managed models. A CCSP partner receives:

- Flexible pricing aligned to the way a provider charges its customers, with:

    - Pay-as-you-go hourly, monthly, and annual models with monthly billing in arrears

    - Consistency between on-demand and dedicated service models

    - Streamlined procurement of Red Hat subscriptions

- Premium (24x7) Red Hat support for all infrastructure components purchased from Red Hat

- Red Hat certified offerings for resale with SKUs built specifically for CCSP partners

- Systems management solutions to manage Red Hat cloud offerings, including:

    - Red Hat Update Infrastructure (RHUI): in-cloud management and update services built for on-demand consumption and dynamic scale

    - Red Hat Satellite: Full-featured active management solution for managed service environments

- Joint customer issue resolution with Red Hat Global Support Services

- A compliant way to offer Red Hat solutions in the cloud or as a managed service

- Alignment with Red Hat field compensation, fostering joint sales engagements

- Access to thousands of certified Red Hat Enterprise Linux ISV applications, for deployment in cloud environments

- Red Hat branding and promotion as a Red Hat Certified Cloud and Service Provider partner

PARTNER PROGRAM REQUIREMENTS

All partners participating in the CCSP program must comply at all times with the requirements outlined in this guide and the agreement.

Program Requirements

The following are the requirements in order to participate and maintain good standing as a Red Hat Certified Cloud & Service Provider.

- Complete the CCSP program application and agree to the terms of the CCSP partner agreement. The partner must have a current CCSP partner agreement throughout their relationship with Red Hat.

- Adhere to the CCSP technical and operational requirements, described in the document, "Red Hat Certified Cloud Provider Technical and Operational Requirements Guide" which can be found in Red Hat Connect for business partners.

- Maintain a minimum number of trained technical personnel, as described in the Red Hat Certified Cloud Provider Technical and Operational Requirements Guide.

- For the Partner Diagnostic support model, the partner must train and maintain a minimum number of pre-sales and sales personnel so that they are familiar with the Red Hat products that the partner will offer for resale on its service. The partner's trained staff will keep current on Red Hat products in the CCSP program and will work with Red Hat sales teams on proper positioning of Red Hat products to its customers.

Application Process

To enroll in the CCSP program, visit the http://www.redhat.com/en/partners. Choose "Service/Cloud Provider" as the partner type and complete the application. A CCSP program representative will then follow up promptly to complete the process.

PARTNER OBLIGATION

One of the primary goals of the CCSP program is to maintain a consistent level of service to customers who use Red Hat products in their datacenter, and who want to use them on a cloud or managed service.

 A CCSP partner must:

- Offer a highly available and scalable infrastructure for hosting Red Hat certified images and an update infrastructure to ensure Red Hat image accessibility, persistence, and security.

- Run on a Red Hat certified hypervisor and on Red Hat certified hardware for solutions which require Red Hat Enterprise Linux and other Red Hat products. Learn more about Red Hat ecosystem and certification programs at https://access.redhat.com/certifications.

- Implement a metering, billing, and reporting system to account for the use of Red Hat offerings in a consistent manner and to report on a monthly basis, in arrears, end customer and partner consumption.

- Require that each end customer agree to the Red Hat subscription terms.

- Meet training and support criteria to offer enterprise-level customer service-level agreements (SLAs), as outlined in the Technical and Operational Requirements Guide and the CCSP program appendix agreement document.

Revenue Unit Matching and Consistency

The CCSP partner must offer its end customers Red Hat subscriptions in time increments that match the Red Hat subscriptions that the CCSP partner purchases from Red Hat. For example, Red Hat Enterprise Linux sold hourly to the CCSP partner can only be offered to end customers on an hourly basis.

Subdivision of a subscription or revenue unit is not permitted. For example, a partner may not purchase an annual or monthly Red Hat Enterprise Linux SKU and resell it as individual hours to end customers.

Aggregation of single revenue units by the partner is permitted. For example, the CCSP may resell 730 hours of Red Hat

Enterprise Linux as a monthly offering to the end customer; however, the CCSP partner is responsible for reporting to Red Hat the resale of 730 individual Red Hat Enterprise Linux hourly subscriptions.

Support and Software Maintenance

The CCSP partner delivers the software, updates, and all technical support directly to its customers. If Red Hat receives support requests from an end customer, Red Hat will direct them back to the CCSP partner. It is important to note that the CCSP partner is responsible for resolving such issues and interfacing directly with Red Hat Global Support Services (offered 24x7). A CCSP partner's failure to perform these support obligations under the CCSP program will constitute a material breach of the agreement.

End Customer Agreements

Use of the software and subscriptions is subject to the applicable Red Hat subscription terms and conditions. Prior to providing an end customer with access to the software subscriptions, the CCSP partner must require each end customer to sign or otherwise assent (in a manner acceptable to Red Hat) to the cloud services subscription agreement set forth at https://www.redhat.com/licenses/cloud_cssa/ as a condition to providing end customers with access to the Red Hat products.

Certification Requirements

End customers of a CCSP partner's service rely on the assurance they can run their services and applications on Red Hat products and receive the same support and compatibility as they would on a physical or virtual machine in their own data center. As a result, the CCSP must utilize Red Hat's certification process as a condition of joining the program, and must maintain staffing certifications commensurate with the requirements for offering services to end customers. Please review the specific certification requirements set forth in the Red Hat CCSP Technical and Operational Requirements Guide, downloadable on Red Hat Connect for business partner portal.

Reporting

A CCSP partner must implement a process to track and record purchases, distribution, and use of the Red Hat software subscriptions by itself and its customers, and must account to Red Hat either directly or through an authorized CCSP distributor, any consumption of the subscriptions.

All CCSP partners must submit a consumption report for each calendar month no later than the fifteenth calendar day of the following month, regardless of whether any units or subscriptions have been consumed. Failure to provide timely and accurate reports will be cause for termination from the CCSP program.

Note: For partners purchasing through an authorized CCSP distributor, a shorter reporting time period may be required. Please consult the distributor directly.

The CCSP partner must submit its first report within 45 days of signing the Red Hat Partner agreement and CCSP program appendix agreement, even if there is no usage; in this case the report would be zero ($0) dollars or equivalent currency.

Reports should be sent to the email address indicated in the partner's CCSP agreement or directly to the partner's authorized distributor. A reporting template can be downloaded from Red Hat Connect for Business Partner portal.

Note: Specific reporting requirements (e.g. end customer name, SKU) are detailed within the CCSP partner agreement.

Metering

A CCSP partner must be able to account for all of the consumption of Red Hat offerings within their service in order to report to Red Hat usage as defined under the reporting section above.

- Metering must be consistent with the revenue units that Red Hat is offering to the partner.
- The CCSP partner must be able to account for total consumption of every hour, month, year or other unit of measure consumed by the partner's customers and resellers.

Professional Services

It is recommended that the CCSP partner purchase a professional services engagement for the implementation of the Red Hat Update Infrastructure (RHUI) that is described in this guide and in the Red Hat CCSP Technical and Operational Requirements Guide. During this engagement, Red Hat Global Professional Services (GPS) consultants will work with the partner to:

- Install and configure RHUI.
- Explain how to certify an image.
- Explain how to comply with all certification requirements.

Additional professional services may be required prior to implementing specific products, such as Red Hat Enterprise Linux OpenStack Platform, OpenShift Enterprise by Red Hat, Red Hat JBoss Middleware, Red Hat Gluster storage or Red Hat Ceph storage.

Resellers and White Labeling

Reselling

If a CCSP partner sells the software subscriptions to end customers through a reseller (an independent party), the CCSP partner must continue to comply with the terms and conditions of the CCSP agreement, will remain the sole point of contact with Red Hat, and must contract with any reseller on terms that are consistent to those contained in the CCSP agreement.

The CCSP partner shall be responsible to Red Hat for a reseller's compliance, including the obligation to report for all units and subscriptions as described in the reporting section of this guide.

In no event will the CCSP partner be authorized to allow the resale of the software subscriptions on any cloud or hosting infrastructure other than the CCSP's service, to resell CCSP infrastructure software subscriptions, or to resell any Red Hat products or services other than as permitted under the CCSP agreement.

White Labeling

Red Hat considers a white-label provider of a CCSP partner an independent third party who represents Red Hat offerings on a cloud or service offering which is not their own. As such, a white-label provider must meet the same business, operational, and technical requirements as the CCSP partner but will interact with the CCSP directly (not Red Hat). In exchange, the white-label provider will be able to resell Red Hat technologies on their service. All branding of Red Hat offerings must remain trademarked as Red Hat property and the same reporting requirements that apply to the CCSP partner also apply to white-label providers.

A third party is a white-label provider of a CCSP partner if all of the conditions below are met:

- It offers CCSP subscriptions to its end customers, but does not own, rent, or maintain the physical infrastructure (servers) on which the CCSP subscriptions are hosted or resold, whether physical or virtual.
- It maintains the financial relationship with the end customer.
- It maintains a service relationship with the end customer and offers identical SLAs to all customers.

A white-label provider of a CCSP must:

- Comply with the terms of the agreement, including but not limited to, terms for unit revenue matching.
- Report all Red Hat product consumption to the CCSP partner (as defined in the agreement), including end customer data. The CCSP partner is responsible for reporting to and paying Red Hat (or distributor if applicable) for all CCSP consumption. No billing process or relationship will exist between the white-label provider and Red Hat (or the distributor).
- Escalate all service issues regarding Red Hat products to the Red Hat CCSP partner. The CCSP partner will be responsible for escalating any service issues to Red Hat; Red Hat will not provide support directly to the white-label provider.

White-label providers are not considered a CCSP partner and may not represent themselves as such. However, white-label providers have the right, through the CCSP partner, to represent and resell Red Hat subscriptions as set forth above. White-label providers must adhere to all Red Hat branding and copyright guidelines listed at http://www.redhat.com/en/about/trademark-guidelines-and-policies and are not authorized to use any Red Hat logos or trademarks.

PROGRAM SUBSCRIPTIONS

Red Hat CCSP Software Subscriptions

In the CCSP program, there are three types of Red Hat software subscriptions:

1. Red Hat CCSP Program subscriptions
2. Partner infrastructure software subscriptions
3. End customer software subscriptions

Subscription	Description	Support	Term
Red Hat CCSP Program subscriptions	To create images of Red Hat software for end customer software subscriptions. To perform errata and patch management and create images for end customer subscription offerings.	Premium (24x7x365 from Red Hat to the CCSP partner)	2 years (no cost to the CCSP partner)
Partner infrastructure software subscriptions	Used by the CCSP partner for its infrastructure, including clouds, and to host customers.	Premium	Monthly
End-customer software subscriptions	Subscriptions to be used on a CCSP's service end customers.	Full or Diagnostic (definitions page 13)	Annual, monthly, hourly

Table 1: Types of software subscriptions.

Red Hat CCSP Program subscriptions

- Red Hat product entitlements to be used by CCSP partner to implement an update service, either Red Hat Update Infrastructure (RHUI) or Red Hat Satellite, for errata and patch management. Program subscriptions are also used to create images of Red Hat software to be used for end-customer software subscriptions.

- Red Hat software subscriptions to create and manage Red Hat Update Infrastructure (RHUI) or Red Hat Satellite for errata and patch management.

- Red Hat software subscriptions that the CCSP partner sells to end customers. Support plans are included in these software subscriptions. (see page 13 for description of available support plans).

CCSP Partner Infrastructure Software Subscriptions

CCSP partner infrastructure software subscriptions are used by the CCSP partner to build and operate infrastructure that is not directly exposed to the end customers, but is crucial to a cost-effective, enterprise cloud environment. Partner infrastructure software subscriptions are offered under business terms which typically mirror the provider's business model and permit scaling with customer demand.

All CCSP partners must deploy Red Hat products on a Red Hat-supported hypervisor.

Review a list of all supported hypervisors on the Red Hat Customer Portal at http://access.redhat.com/certified-hypervisors.

In addition, all CCSP partners must deploy an infrastructure on Red Hat certified hardware.

Visit the Red Hat Customer Portal for a current list of certified hardware.

End Customer Software Subscriptions

The CCSP program gives a partner the right to host and resell Red Hat subscriptions to end customers on the partner's cloud or service. The end customer software subscriptions can be sold as multi-tenant or dedicated user models, as described below:

- **Multi-tenant platform** pricing is used when a partner has multiple end customers running virtual guests on a server. The size (small or large) of the virtual guest is based on the number of physical cores, or any portion thereof, that is allocated to the virtual guest.

- **Dedicated user** pricing may apply when it is used for software subscriptions sold on a single system or virtual machine that is dedicated to no more than one end customer for the term of the software subscription.

CCSP PRODUCT CATALOG

The following products are available through the CCSP program. Depending on the product, these offerings may be available in multi-tenant, dedicated, or internal use offerings, as described above.

Red Hat Enterprise Linux

The world's leading open source operating system provides a feature-rich, secure, high-performance platform with an extensive certification ecosystem. Deploy Red Hat Enterprise Linux in physical and virtual environments, in public, private, and hybrid clouds—in all enterprise computing environments. Red Hat Enterprise Linux:

- Delivers high performance, reliability, and security.

- Is certified by the leading hardware and software vendors.

- Scales from workstations, to servers, to mainframes.

- Provides a consistent application environment across physical, virtual, and cloud deployments.

Deployment models supported:

- Multi-tenant

- Dedicated on CCSP partner's cloud service

- Dedicated to an end customer's internal private cloud

- CCSP partner infrastructure

Red Hat JBoss Middleware

Custom applications and solutions—as opposed to "one size fits all" models—offer a unique way for cloud and service providers to differentiate themselves and deliver value to their customers. Enterprise customers that can quickly develop and deploy custom applications that perform well will hold a significant competitive advantage over those with rigid infrastructures.

Red Hat JBoss Middleware offers a comprehensive portfolio of middleware solutions that helps customers optimize their business processes. It includes an application server, service-oriented architecture (SOA), business rules management system (BRMS), enterprise service bus (ESB), application integration, and messaging.

Red Hat JBoss Enterprise Application Platform (EAP) includes everything customers need to build, run, and manage Java™ technology-based services. It is ideal for a wide range of applications, from HTML5 mobile applications to highly transactional applications that use the Java Enterprise Edition 6 approach to programming in multiple environments, including a public cloud PaaS. Red Hat JBoss EAP is based on the leading open source Wildfly project (formerly known as the JBoss Application Server project) and adds enterprise features for clustering, caching, messaging, transactions, and a full web services stack. A subscription to Red Hat JBoss EAP also includes entitlements to Red Hat JBoss Developer Studio and Red Hat JBoss Web Framework Kit, which can improve developer productivity and choice.

Red Hat JBoss Data Grid is an in-memory data grid for scalable and fast access to large volumes of data. It supports any type of application—including Java, .NET, C#, and Python—and provides data caching, data replication, and distributed computing services. It relieves overloaded data sources, simplifying management and improving performance for queries, transactions, and events.

Red Hat JBoss Fuse is a robust, flexible, and easy-to-use platform to integrate applications, data, services, and devices. This integration platform uses popular open source technologies to provide transformation, routing, and protocol-matching services.

Red Hat JBoss Fuse also includes **Red Hat JBoss A-MQ**, a high-performance, reliable messaging platform. Integration eliminates manual touch points, automates processes, and connects enterprise assets for improved efficiency. Real-time messaging fosters a responsive and agile enterprise.

Red Hat JBoss Fuse Service Works is a service design, development, and integration platform that simplifies integration and helps companies transition to open hybrid cloud architecture. Organizations can integrate business information spread across disparate applications hosted in heterogeneous environments, including physical, virtual, mobile, and cloud platforms.

Red Hat JBoss Data Virtualization provides a common view of data contained in disparate applications and databases. Data virtualization simplifies data access by creating a reusable layer of data services that mediate between data sources and applications, either within a single critical application project or across a division or enterprise. It transforms the data you have into the information you need.

Red Hat JBoss BRMS is an open source enterprise business rules management system (BRMS). It lets users capture business logic, accelerate application development, and automate business decisions across physical, virtual, mobile, and cloud environments. The result is improved business agility, consistent and efficient decision execution, and faster time to market.

Red Hat JBoss BPM Suite is a comprehensive platform for business process management that can be deployed across physical, virtual, mobile, and cloud environments.

Model supported:
- Dedicated on a CCSP partner's cloud service

OpenShift Enterprise by Red Hat

OpenShift Enterprise by Red Hat is a cloud computing Platform-as-a-Service (PaaS) solution for on-premise or private cloud deployments. OpenShift Enterprise can also be implemented by CCSP partners to offer a PaaS as a cloud service.

While Infrastructure-as-a-Service (IaaS) provides on-demand access to raw compute resources, and Software-as-a-Service (SaaS) provides on-demand access to a complete application, OpenShift Enterprise PaaS provides on-demand access to a cloud-based application platform. This allows enterprises to quickly and easily build applications they need and run them in a cloud architecture.

OpenShift Enterprise automates much of the provisioning and systems management of the application platform stack. This allows IT operations teams to more easily manage the growing demand for new application services coming from the business.

Models supported:
- Dedicated on CCSP partner's cloud service
- CCSP partner infrastructure

Red Hat CloudForms

A cloud management solution that provides visibility and control over existing heterogeneous virtual infrastructures from a single console. Red Hat CloudForms allows organizations to deploy, monitor, and manage cloud services across Red Hat Enterprise Virtualization, VMware vSphere, Amazon EC2, Microsoft Azure, and other solutions, hypervisors, and platforms.

For cloud implementations on OpenStack, CloudForms allows organizations to reduce execution time by automating key processes on Red Hat Enterprise Linux OpenStack Platform, including self-service provisioning, workflow processes with

approvals, capacity and utilization, quota enforcement, intelligent workload placement, and post-provisioning operations—giving customers full life cycle management of OpenStack workloads.

Model supported:

- CCSP partner infrastructure

Red Hat Enterprise Linux OpenStack Platform

With Red Hat Enterprise Linux OpenStack Platform, you get all the benefits you expect from Red Hat Enterprise Linux, plus the fastest-growing cloud infrastructure platform from OpenStack—both co-engineered to work seamlessly together. Because OpenStack is dependent on its underlying Linux operating system for everything from service operation and access, to hardware resources, to system performance, stability, and security, Red Hat Enterprise Linux OpenStack Platform delivers a next-generation infrastructure for your private or public cloud service.

Model supported:

- CCSP partner infrastructure

Red Hat Enterprise Virtualization

Red Hat Enterprise Virtualization is a complete virtualization management solution for virtualized servers and desktops that goes beyond bare metal to meet critical business demands. It provides performance advantages, competitive pricing, and a trusted, stable environment.

Building on the powerful Red Hat Enterprise Virtualization hypervisor and the popular oVirt open virtualization management project, Red Hat Enterprise Virtualization is a true strategic virtualization alternative to proprietary virtualization platforms.

Red Hat Enterprise Virtualization provides common underlying services and management technologies for traditional virtualization workloads while also providing an on-ramp to high-level cloud functionality based on OpenStack.

Model supported:

- CCSP partner infrastructure

Red Hat Cloud Infrastructure

Red Hat Cloud Infrastructure helps you build and manage a dedicated IaaS cloud on behalf of your customers, based on datacenter virtualization and management technologies for traditional workloads. It provides a highly scalable infrastructure based on OpenStack. With Red Hat Cloud Infrastructure, you can implement an integrated infrastructure to deliver services faster, improve manageability and increase revenue on your service.

Red Hat Cloud Infrastructure is an integrated offering that includes the following products:

- Red Hat CloudForms
- Red Hat Satellite
- Red Hat Enterprise Virtualization
- Red Hat Enterprise Linux OpenStack Platform
- Red Hat Enterprise Linux

Model supported:

- CCSP partner infrastructure

Red Hat Gluster Storage

An open, software-defined storage solution across physical, virtual, and cloud resources designed for commodity hardware, Red Hat Gluster Storage combines file storage with a scaled-out architecture to efficiently store and manage big, semi-structured, and unstructured data, including rich media, backup images and nearline archives, and big data. Red Hat Gluster Storage is based on GlusterFS, the open source, software-defined, scalable network filesystem, and combines both file and

object storage with a scale-out architecture, designed to cost-effectively store and manage petabyte-scale data growth.

Red Hat Ceph Storage

Red Hat Ceph Storage is an open, massively scalable, software-defined storage system that runs efficiently on commodity hardware. Red Hat Ceph Storage was designed to manage petabytes of data and cloud workloads. It is based on Ceph—the open source, software-defined storage system overwhelmingly preferred by OpenStack users. Seamlessly integrated with OpenStack's modular architecture and components for ephemeral and persistent storage, it offers a single efficient platform to support both block (persistent and ephemeral), object, and file storage. Red Hat Ceph Storage is massively scalable, highly flexible, self-managing, and self-healing.

Partner Benefits for Red Hat Gluster Storage and Red Hat Ceph Storage

Red Hat provides the best solutions for partners who need scale-out, enterprise-grade storage for their cloud services. Some of the benefits of Red Hat's storage solutions include:

New workloads

Storage, SDS, and the workloads they support – particularly cloud infrastructure, NFV, containers, and others – are high growth and represent up to 50% of IT spend. Red Hat Ceph and Gluster Storage offer the opportunity for partners to tap into these lucrative workloads either with standard hardware offerings, custom service, or embedded niche solutions that complement the standard product.

Increased solution value

Partners who embed Red Hat Storage into their services benefit from a rise in the average solution or system value sale. For example, a petabyte storage installation is quite common and generates $100K per year, whereas storage hardware expenditures could exceed $0.5M. Red Hat storage solutions support deployments for far greater workloads that require massive storage consolidation projects.

Time to market

By leveraging the capabilities of Red Hat storage, partners can often deliver a solution to their customers far more quickly than developing a storage solution on their own.

Quality

Red Hat Storage solutions reflect a decade of product development, resulting in a hardened version of Ceph and Gluster that can provide solid and consistent underpinnings for partner solutions.

Support

Partners using Red Hat Storage solutions are backed not only by Red Hat support stemming from our engineering brain trust but also the security and assurance of Red Hat subscriptions. Our codse, and those who use it, are protected by Red Hat Product Security team and Red Hat certification, along with our open source and quality assurance programs. We offer various consulting, service, and training options to help get partners into production. Red Hat storage solutions also include a well-defined and hardened release cycle, timely, tested patches, and a wealth of deployment resources from the Red Hat Customer Portal.

Models supported:
- Multi-tenant
- Dedicated on CCSP partner's cloud service

RED HAT CLOUD ACCESS

Red Hat Cloud Access is a feature of certain Red Hat subscriptions that allows an end user to move a Red Hat subscription from an on-premise datacenter to the CCSP partner's service. All CCSP partners are eligible to participate in Red Hat Cloud Access, subject to the following conditions, provided they meet the qualifications below:

- They have agreed to the Red Hat Cloud Access terms and conditions and have been approved to offer Red Hat Cloud Access as part of the CCSP agreement with Red Hat.

- They have a proven technical means to import a customer's image or otherwise install Red Hat products on their CCSP cloud or service via tools, processes, and documentation that are made easily available to the end user.

- They have a business model that does not solely depend on porting Red Hat customers to its cloud service, but actively sells Red Hat products as guests on its service and uses Red Hat Cloud Access as an additional benefit of the partner's cloud services.

- They cooperate with Red Hat to ensure the correct positioning of Red Hat Cloud Access when describing it to end users.

Learn more about Red Hat Cloud Access.

RED HAT GLOBAL SUPPORT SERVICES

Red Hat Global Support Services provides CCSP partners assistance in resolving end customer issues, but the CCSP partner is always the primary contact to the end customer.

Benefits of Red Hat Global Support Services:

- Support at the technical level, based on the CCSP partner's requirements

- Up to 24x7 availability

- Red Hat expertise and knowledge resources

- Partner-specific ticket handling

Qualifications

All CCSP partners must meet the following requirements in providing enterprise support, regardless of the support level. Additional support qualifications may be required by Red Hat, based on a product's technical requirements and the partner's level of expertise.

All CCSP partners must:

- Maintain a Red Hat certified cloud infrastructure on a Red Hat certified hypervisor and Red Hat certified hardware, listed on the Red Hat Customer Portal at https://access.redhat.com/certifications.

- Manage all communications and interactions with end customers.

- Adopt quality control mechanisms that capture case metrics and measure customer satisfaction.

- Grant Red Hat access to the partner's cloud service for reproducing end user issues.

- Provide qualified and dedicated staff available to troubleshoot issues being worked.

CCSP Support to End Customers

For end customer software subscriptions, Red Hat will provide the CCSP partner with either Full or Diagnostic support as defined below.

Regardless of the level of support services, the CCSP partner is responsible for:

- Validating the existence of an active software subscription.

- All communications and interactions with end customers including, but not limited to, issue resolution and work-

arounds where possible.

- Providing notifications to its end customers about security alerts and required patches.

- Providing a means to update Red Hat products.

Support Models for CCSP Partners

CCSP partners are offered either the Full or Diagnostic support models. The support models have different eligibility requirements based on the specific Red Hat product that is being resold. The support models may include support staff certification requirements, as well as a minimum number of support staff required.

Full Support

The CCSP partner will offer support in the local language, and will sufficiently document the issue and research any known or similar issues. No formal Red Hat training or certification is required.

Diagnostic Support

The CCSP partner will offer support in the local language, and sufficiently document the issue and research any known or similar issues. The CCSP partner will also maintain certified personnel as set forth In the Technical and Operational Requirements Guide. The partner's certified personnel will serve as support contacts for Red Hat during issue escalation.

Engaging Red Hat Support

Reference the Quick Reference Guide to Red Hat Support (PDF) for all support guidelines, process flow, and contact points. This document can be downloaded at
https://access.redhat.com/site/sites/default/files/pages/attachments/red_hat_quick_support.pdf.

INTERNAL USE POLICY

Red Hat understands that CCSP partners may wish to purchase Red Hat subscriptions that are available through the CCSP program for their own internal use and not associated with building and managing their cloud infrastructure or service offering subscriptions to end customers. This policy describes how a CCSP partner can purchase and use guest and host offerings internally for their own business needs.

Policy Statement

Internal use is defined as the execution of Red Hat products, offered through the CCSP program, for the benefit of the CCSP itself and not for the benefit of a third-party end customer either directly or indirectly ("internal use").

In any single month, a CCSP partner may consume up to 50% of the total reported subscriptions (based on total subscriptions consumed) for its internal use. In no case may the CCSP partner's internal consumption of Red Hat Subscriptions under the CCSP Program exceed consumption by its end customers.

CCSP partners must report and pay the fees for any internal use subscription in the same manner as subscriptions sold to an end customer and must otherwise comply with the terms and conditions of the agreement.

Anticipated use cases include using Red Hat Subscriptions for internal IT services such as:

- Customer relationship management (CRM).

- Enterprise resource planning (ERP).

- SaaS.

- Other internal IT systems not associated with offerings provided by the CCSP to customers.

Use by companies that are associated with the CCSP partner (but not a subsidiary or a parent) is not considered internal use, but those associated companies may consume under standard CCSP agreement terms. Examples include a CCSP partner's sister companies, or group or conglomerate companies that share the same parent company, but are fiscally independent from the CCSP-contracted partner.

Internal Use Eligibility

All CCSP partners are eligible for this internal consumption policy. A partner may consume the Red Hat product internally (subject to the restrictions above), provided that offering is consumed in the same execution environment, operational model, and business model (e.g. public cloud) that is offered to its end customers.

Business Rules

1. In the event that consumption exceeds 50% of monthly consumption, the CCSP partner must purchase standard Red Hat subscriptions for internal systems under standard Red Hat end customer business models.

2. All internal use consumption must be reported in the monthly report submitted by the partner and partner must indicate that the consumption of those subscriptions has been for internal use.

PRICE CHANGES

For CCSP partners purchasing directly from Red Hat:

*   Red Hat may decrease the price of any Red Hat Product on the CCSP price list at any time.

*   Red Hat may add Red Hat products to the CCSP price list at any time. The partner is under no obligation to use or resell any products that are added to the price list.

*   Red Hat may increase the price of any Red Hat product on the CCSP price list:

    *   once each calendar year in March, and

    *   at any time to offset exchange rate fluctuations for prices other than pricing in US dollars.

*   Red Hat may remove products from the CCSP price list once each calendar year in March.

For those CCSP partners purchasing through an authorized distributor, please consult with the distributor directly.

CCSP PARTNERSHIP PROGRAM LEVELS AND BENEFITS

The CCSP program consists of two membership levels, with specific requirements and benefits corresponding to each level. Table 2 describes the characteristics for each membership level.

Level	Description
Advanced	Advanced CCSP partners maintain an active business relationship with Red Hat in one or more geographic regions, consistently meet business plan targets and expectations as defined in this program guide, and have access to marketing collateral, tools, online sales training, and partner events. **Advanced is the default program level for CCSP partners.**
Premier	Premier CCSP partners maintain a strategic relationship with Red Hat, and proactively sell across one or multiple geographic regions. Premier partners receive all of the benefits offered to Advanced partners as well as additional benefits based on their revenue and certification attainments. To qualify for Premier, a partner must satisfactorily complete a business plan with minimum annual revenue attainment in CCSP product revenue.

Table 2: Global CCSP partner levels.

General Benefits	Advanced	Premier
Access to Red Hat Connect for Business Partners portal	Yes	Yes
Access to Red Hat Connect for Technology Partner portal	Yes	Yes
Listing in Red Hat's Certification Catalog, upon successful certification of at least one Red Hat Enterprise Linux image.	Yes	Yes
Listing in Red Hat Connect for business partners locator	Yes	Yes
Authorization to purchase Red Hat products through CCSP distributors	Yes	Yes
Eligibility for Red Hat Cloud Access Program	Yes	Yes
Marketing development funds (MDF)	No	Red Hat discretion

Table 3: General benefits by CCSP partner levels.

Marketing Benefits	Advanced	Premier
Ability to attend and sponsor Red Hat Partner Conference and Red Hat Summit events	Yes	Yes
2 complimentary tickets to Red Hat Summit	No	Yes
Access to Red Hat marketing collateral and demand-generation campaign material for use in partner marketing activities	Yes	Yes
Red Hat CCSP program branding by level	Yes	Yes
Joint marketing activity planning	No	Yes (as agreed)
Press release support	Yes	Yes

Table 4: Marketing benefits by CCSP partner levels.

Sales Benefits	Advanced	Premier
Ability to obtain and offer customer-specific CCSP discounts for dedicated services and based on volume commitments	Yes	Yes
Red Hat partner manager	Red Hat discretion	Yes
Distributor partner manager	CCSP distributor providing Red Hat products may assign coverage based on its polices	
Red Hat Partner Advisory Group	No	Red Hat discretion
Red Hat executive sponsor	No	Red Hat discretion

Table 5: Sales benefits by CCSP partner levels.

Educational Benefits	Advanced	Premier
Not-for-resale (NFR) subscriptions for demo purposes	Yes	Yes
Sales and technical partner seminars	Yes	Yes
Web-based product training	Yes	Yes
Red Hat Knowledgebase access through the Red Hat Customer Portal	Yes	Yes
Online Partner Enablement Network (OPEN) technical training and eLabs	Yes	Yes
Discount on Red Hat Training and Certification courses and exams	10%	20%

Table 6: Educational benefits by CCSP partner levels.

Leveling notes:

- Revenue attainment toward Premier status is measured on an annual basis, starting on March 1, and is based on the prior 12-month period (March through the end of February).

- Where applicable, failure to maintain milestones as mutually agreed to in a business plan may result in re-leveling from Premier to Advanced.

PROGRAM BENEFIT DESCRIPTIONS

These benefits provide the resources needed for a CCSP partner to develop and maintain a strong knowledge of the Red Hat product portfolio, with the objective of selling Red Hat offerings and supporting end customers on the CCSP partner's service.

Red Hat Connect for Business Partners Portal

Membership in the CCSP program includes access to the Red Hat Connect for Business Partners portal, an online content repository and partnership management tool with an array of partner-ready program, product, training, marketing, and sales resources. Red Hat Connect for Business Partners is the primary source of Red Hat business information, product offerings, training and marketing campaigns, and is where CCSP partners can access the latest information from Red Hat. This material can help train sales teams to present Red Hat solutions to customers. Partners can also manage various aspects of their Red Hat relationships through the portal. Key program information, policies, and updates (including this guide), are available through Red Hat Connect for Business Partner portal.

All CCSP partners must register on the Red Hat Connect for Business Partners portal and complete a profile so that they appear in the Red Hat Partner Locator. This is a key benefit to the CCSP program, and the primary search tool for all Red Hat customers who want to find a Red Hat certified cloud or service provider.

Red Hat Connect for Technology Partners Portal

All CCSP partners have access to Red Hat Connect for Technology Partners portal. This site includes valuable information, including:

- Technical training.

- Technical certification by product.

- Online lab resources for partners.

- Reference architectures, white papers, and other documentation for Red Hat products.

- Ways to collaborate with other technology partners and with Red Hat engineering.

Red Hat Certification Catalog

All CCSP partners with certified products and images will be listed in the Red Hat Certification Catalog on the Red Hat Customer Portal. The catalog is searchable by product, region, image version, localized language support, and consumption

models. Red Hat customers searching for certified images frequently use the catalog to find CCSP partners that meet their criteria.

Red Hat Partner Locator

In addition to being listed in the Red Hat Certification Catalog, CCSP partners will also be listed with searching capability on redhat.com through the partner locator. When a CCSP registers on Red Hat Connect for Business Partners, the profile information populates the locator for easy searching by Red Hat customers.

Market Development Funds

For Premier CCSP partners, Red Hat may, at its discretion, provide MDF for go-to-market, lead generation, solution development, and selling activities for the purpose of generating revenue associated with Red Hat products and solutions.

Red Hat Cloud Access Program Eligibility

Please see page 12 for a description of the Red Hat Cloud Access Program.

Red Hat Events

Red Hat Summit

Red Hat offers two complimentary Red Hat Summit registrations to Premier CCSP partners. Contact your Red Hat partner manager if you are interested in using this benefit.

All CCSP partners are encouraged to participate at Red Hat Summit, an annual technical conference for all Red Hat customers and partners. Red Hat Summit is a premier open source technology event that showcases the latest innovations in cloud computing, platform, virtualization, middleware, storage, and systems management. By attending, you'll have access to the best knowledge in the industry through technical and business sessions, hands-on labs and demos, customer panels and presentations, visionary keynotes from industry leaders, networking opportunities, and collaboration with Red Hat engineers.

Red Hat Summit offers CCSP partners sponsorship opportunities that create awareness among Red Hat customers about the partner's cloud and service offerings. Partners may also submit abstracts for speaking sessions based on real-world customer case studies and technical solutions.

Learn more about Red Hat Summit at http://www.redhat.com/summit.

Red Hat Partner Conference

Red Hat hosts regional Partner Conferences and offers CCSP partners the opportunity to meet with system integrators, independent software vendors, distributors, and their peers to discuss industry trends and hear from Red Hat executives about new product developments and technical roadmaps.

Access to Red Hat Collateral and Demand Generation Campaign Materials

Red Hat publishes partner-ready versions of its corporate campaigns partners can actively market Red Hat products as part of their overall marketing execution. The Red Hat Connect for Business Partners portal provides content that can be co-branded, including templates for presentations, solution briefs, event invitations, signage, and graphics. All CCSP partners also have access to a wide variety of Red Hat product collateral.

Use of Red Hat Marks and Logos

CCSP partners are authorized to use Red Hat Certified Cloud & Service Provider marks, either Premier or Advanced. The use of marks is granted upon fulfillment of all certification requirements. Depending on the partner's certification credentials, additional branding may be available, such as an OpenShift certified partner logo.

Review Red Hat's trademark guidelines and policies at www.redhat.com/about/mediarelations/trademark.html.

Joint Marketing Activity Planning

Premier CCSP partners are eligible to participate in joint marketing activity planning with their Red Hat Partner Manager. Marketing planning and execution will be part of the partner business plan. Partners are requested to work in coordination with their Red Hat partner marketing team to develop and execute activities that align with both Red Hat and partner goals.

Press Release Support

Red Hat will participate in a press release with partners who want to announce their relationship with Red Hat. For partners of all levels, Red Hat will provide an executive quote for partner press releases. Additional public relations opportunities may be available to Premier partners, based on mutual marketing goals that are defined by Red Hat and the partner.

Sales Benefits

Sales benefits are sales enablement and revenue generating features that assist in developing a successful ongoing service and public cloud business with Red Hat.

Customer-Specific Discounts for Dedicated Services

Red Hat may, at its discretion, offer the CCSP partner a discount structure for single customers on dedicated cloud services, based on a volume commitment.

Red Hat Partner Manager

Premier partners receive access to a CCSP partner manager who acts as their point of contact with Red Hat. CCSP partner managers conduct business planning with partners to help them take full advantage of the partner program benefits.

Distributor's Partner Manager

CCSP partners may receive support from a distributor's partner manager who acts as the point of contact at a Red Hat CCSP-authorized distributor. Distributor partner managers may provide an array of support and revenue-generating activities to help CCSP partners take full advantage of their partnership with Red Hat. CCSP partners should engage directly with their distributors. Only certain distributors are authorized as Red Hat CCSP Distributors.

Red Hat Executive Sponsor

At Red Hat's discretion, Premier CCSP partners may be assigned sponsorship with a Red Hat executive.

Not-For-Resale Subscriptions

CCSP partners are granted access to not-for-resale (NFR) subscriptions to demonstrate Red Hat products for the purpose of sales and marketing activities. NFR subscriptions can also be used to train partner staff. NFR subscriptions provide access to software for use in non-production environments for the purposes of:

- customer demonstrations.
- internal enablement.
- interoperability testing.
- development.
- customer support.

NFR subscriptions may not be used:

- for any production use.
- for commercial re-distribution.
- as a leave-behind for end customers.
- as part of a consulting engagement offer to generate revenue.

More information on NFR subscriptions and how to submit a request can be found on the Red Hat Connect for Business Partners portal.

TRAINING AND TECHNICAL SUPPORT BENEFITS

All CCSP partners are eligible for Red Hat certification and training. Training benefits provide resources to help partners increase overall knowledge of Red Hat and the Red Hat product portfolio with a full curriculum of product, sales, and technical training.

Sales and Technical Partner Seminars

Red Hat sales seminars for partners cover topics such as sales best practices and product positioning. CCSP Premier partners may also request on-site sales training seminars from Red Hat.

Web-Based Product Training

Red Hat offers a wide variety of online training courses through the Red Hat Online Partner Enablement Network (OPEN), available through the Red Hat Connect for Business Partners portal. Training follows two different tracks, as described below.

1. The OPEN **sales track** offers detailed Red Hat product training for partner salespeople. This series of computer-based training modules provides an understanding of the Red Hat portfolio, competitive positioning of Red Hat products, and advice on overcoming objections in the sales cycle.

2. OPEN **technical training tracks** consist of self-paced e-learning and e-labs for systems engineers, solution architects, and consultants. The systems engineer technical pre-sales tracks cover competitive positioning, objection handling, and demo competency, delving deeply into Red Hat product architecture. The OPEN delivery tracks provide product implementation and usage methodologies for developers and consultants.

Knowledgebase Access

CCSP partners have access to the Red Hat knowledgebase, where they can research answers and view technical solutions through the Red Hat Customer Portal. The Red Hat knowledgebase is located at https://access.redhat.com/home.

Red Hat Training and Certification Discount

When purchasing training directly from Red Hat, Advanced partners receive a 10% discount on each course price, and Premier partners receive a 20% discount. Training discounts apply only to CCSP partner staff who build, manage, or sell the partner's cloud and managed services. Discounts cannot be purchased through a CCSP distributor.

ABOUT RED HAT

Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As the connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.

Learn more at redhat.com.