

Red Hat System z & ISV Partner Program Review

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Red Hat Product Portfolio

INFRASTRUCTURE

Red Hat Enterprise Linux
- Server
- Client
Red Hat Enterprise Linux Advanced Platform
Red Hat Enterprise MRG
Red Hat Enterprise Virtualization

MIDDLEWARE

JBoss Enterprise Application Platform
- Web Server
JBoss Enterprise Communications Platform
JBoss Enterprise SOA Platform
JBoss Enterprise Data Services
JBoss Enterprise Portal Platform
JBoss Enterprise BRMS
JBoss Enterprise Frameworks
JBoss Hibernate, JBoss Seam, JBoss jBPM,
JBoss Rules
JBoss Developer Studio

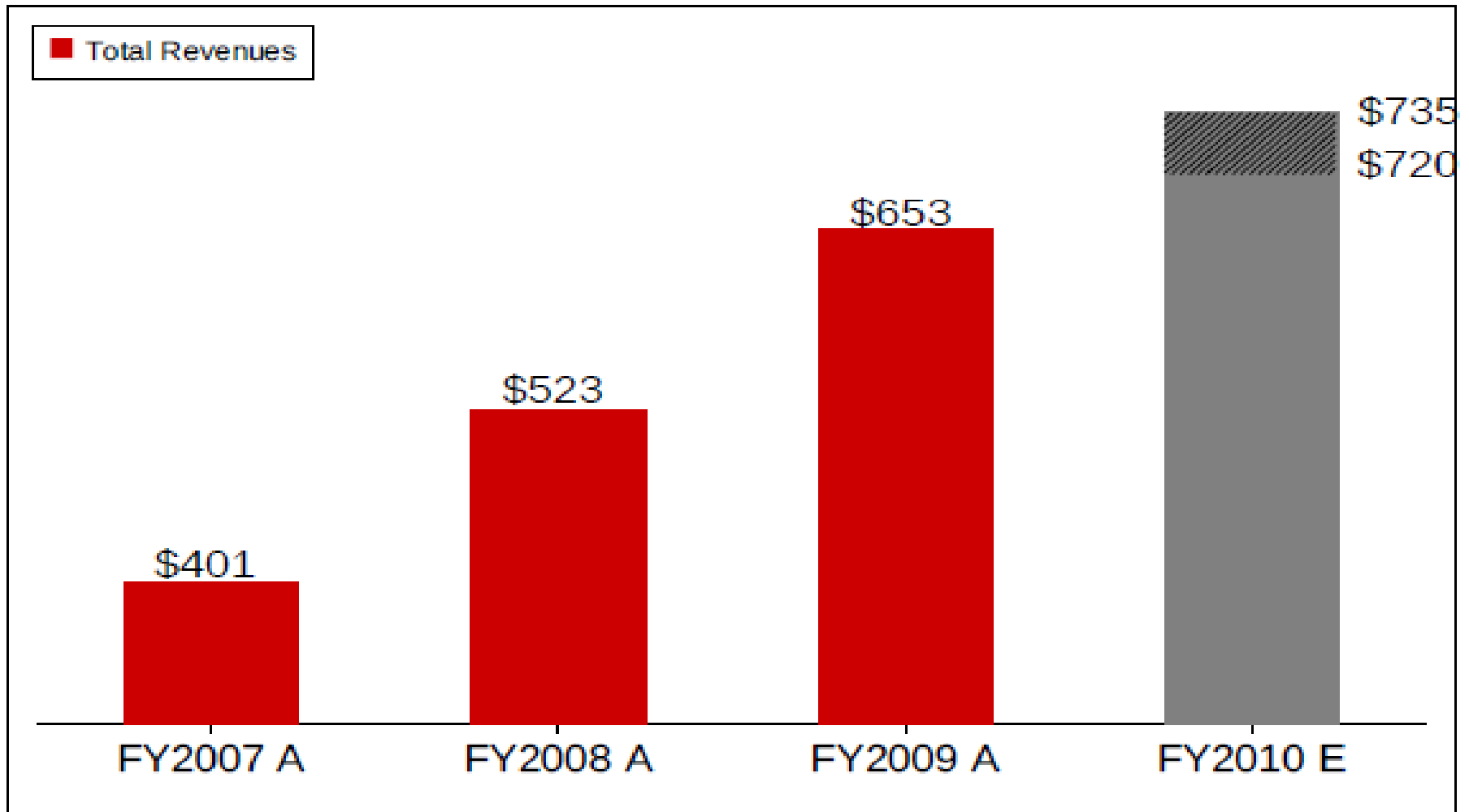
MANAGEMENT

Red Hat Satellite
JBoss Operations Network
Red Hat Directory Server
Red Hat Certificate System
Red Hat Enterprise Virtualization Manager for Servers/Desktops

SERVICES

Red Hat Consulting
Red Hat Support Services
Red Hat Training

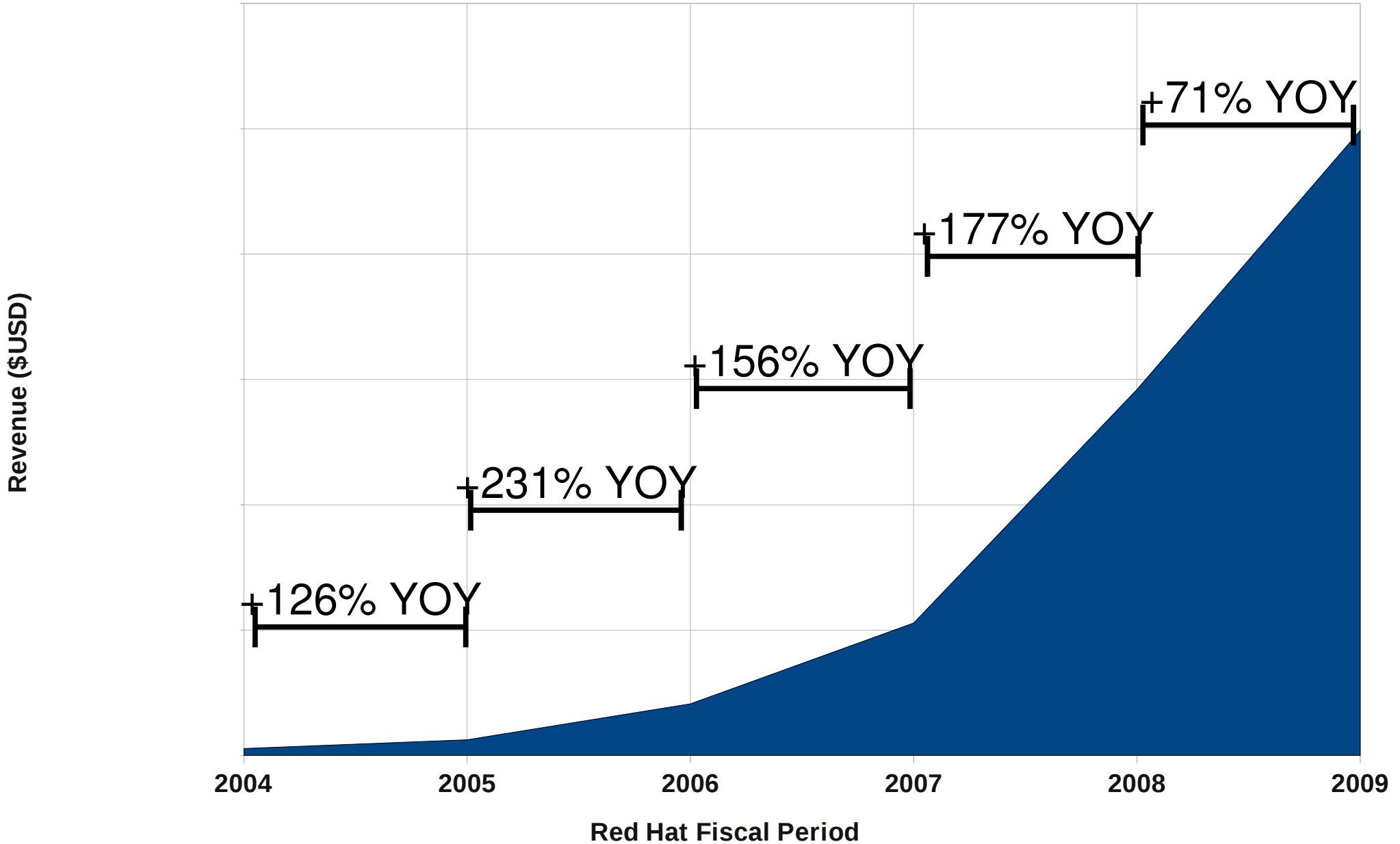
Red Hat Revenue



In millions

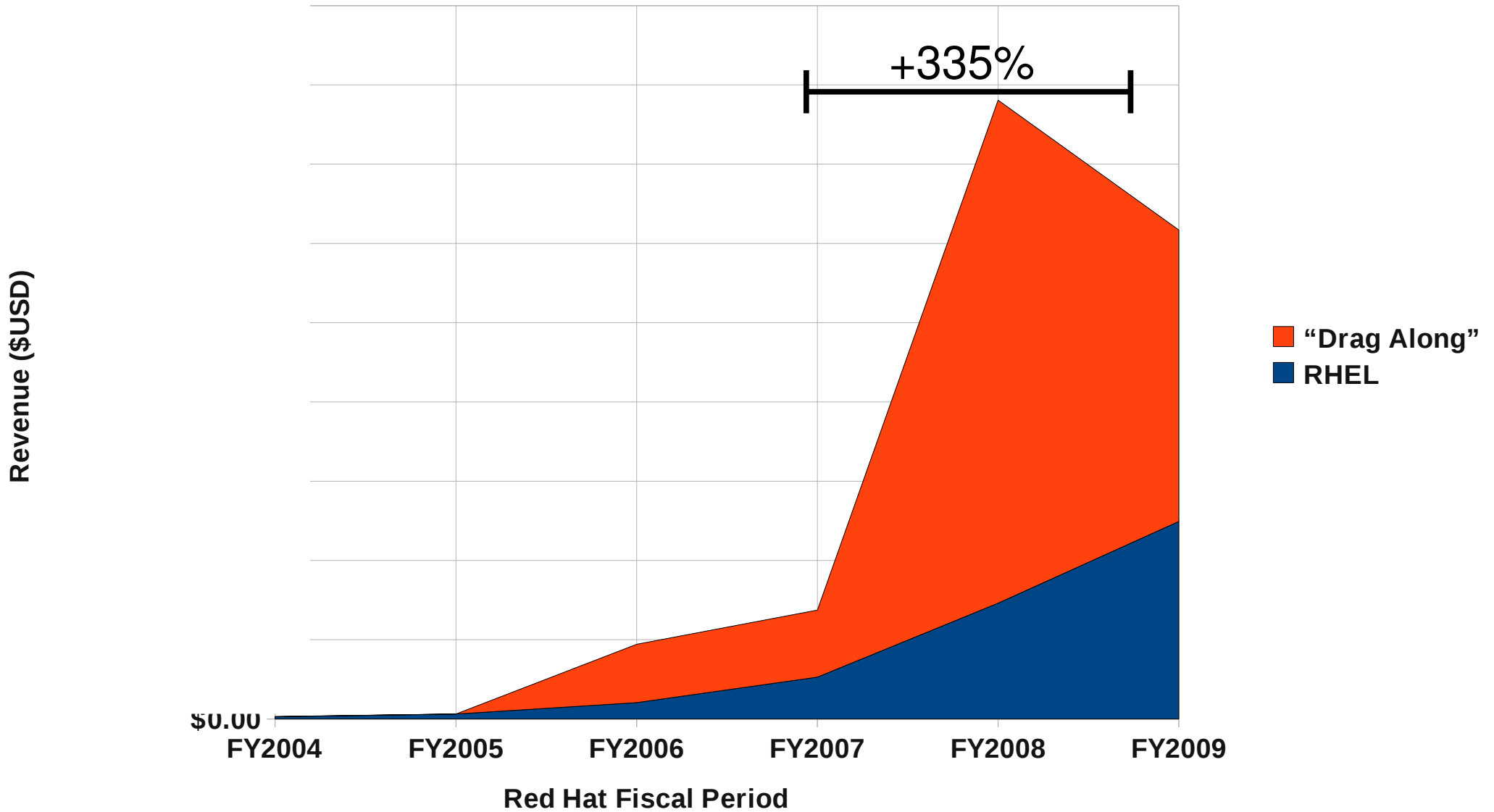
System z Platform Revenue

Red Hat Enterprise Linux Subscriptions



System z Platform Revenue

Red Hat Enterprise Linux + Layered Products

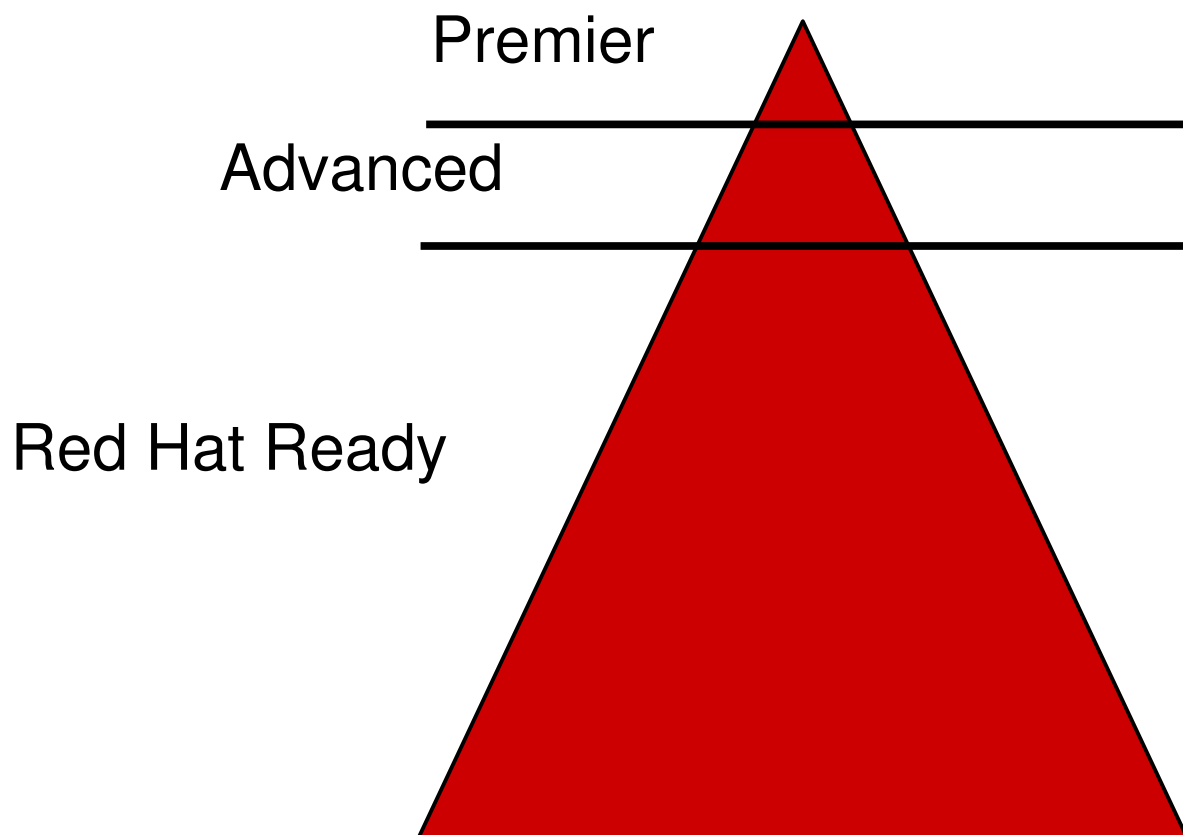


Areas of Need

- Clustering technology
 - IBM TSAM only supports 2-node
 - Red Hat Cluster Suite not (currently) supported for System z
 - No standard 3rd party tools

- System Automation Tools
 - IBM TPM leads the way – Few/No alternatives
 - GUIs welcomed which could configure VSWITCH, HiperSockets, DASD, etc

Red Hat ISV Partner Program



redhat.

R E A D Y

Red Hat ISV Partner Program

MARKETING BENEFITS

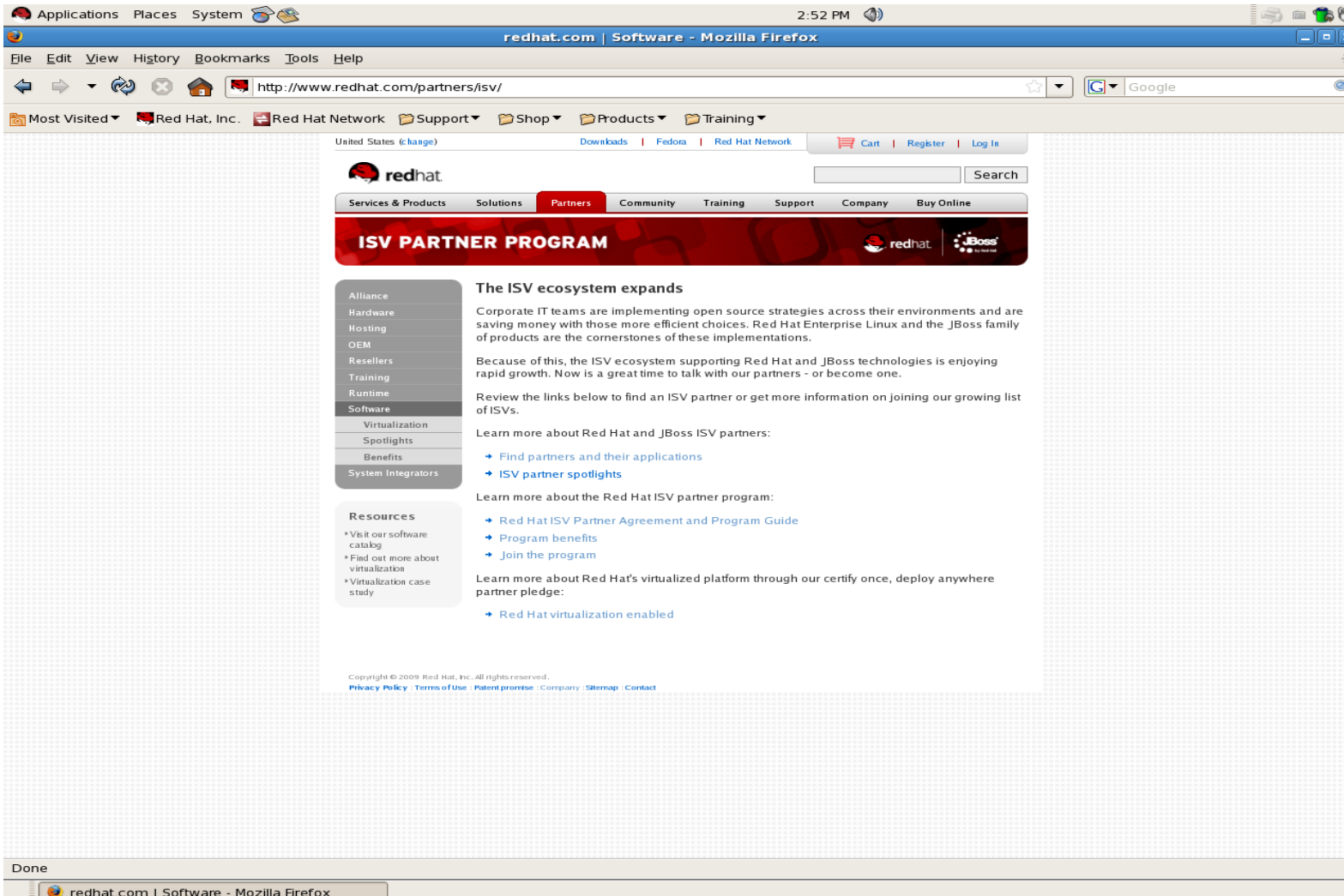
Exposure	Applications are included in our searchable online database, the Red Hat Software Catalog
Press Releases	Partners have the opportunity to gain worldwide exposure by participating in a joint customer success story with Red Hat. Our experienced Corporate Communications team writes and publishes the success story for (or with) you!
Partner Newsletter	Participants in the ISV program receive up to date information regarding market opportunities, Software Catalog tips and tricks, technical data and other ISV specific news via a Partner Newsletter
Red Hat Sponsored Events	Partners receive information via The ISV Insider regarding events such as the Red Hat Summit. Opportunities may include booth sponsorship, speaking engagements, or co-marketing initiatives.
Visibility	The Featured Partner Program provides visibility through one of our media outlets, including our Sales Team Newsletter, Red Hat Customer Newsletter, and Red Hat Magazine.

TECHNICAL BENEFITS

Tools	Each partner will receive a complimentary Red Hat Partner subscription, providing access to all Red Hat and JBoss products!
Early Access	Beta programs and exclusive pre-release access to upcoming versions of Red Hat technologies empower ISV partners to test applications prior to general availability.
Training Discounts	Red Hat partners are eligible to receive exclusive discounts on all Red Hat training products.
Information	FAQs, How-To's, and more. Find information that can help you troubleshoot and easily test and certify your applications on Red Hat technologies.
Sales Training	Access to the Red Hat Sales College, providing your staff both sales and technical training on Red Hat products.

Red Hat ISV Partner Program

- Getting Started: <http://www.redhat.com/partners/isv/>



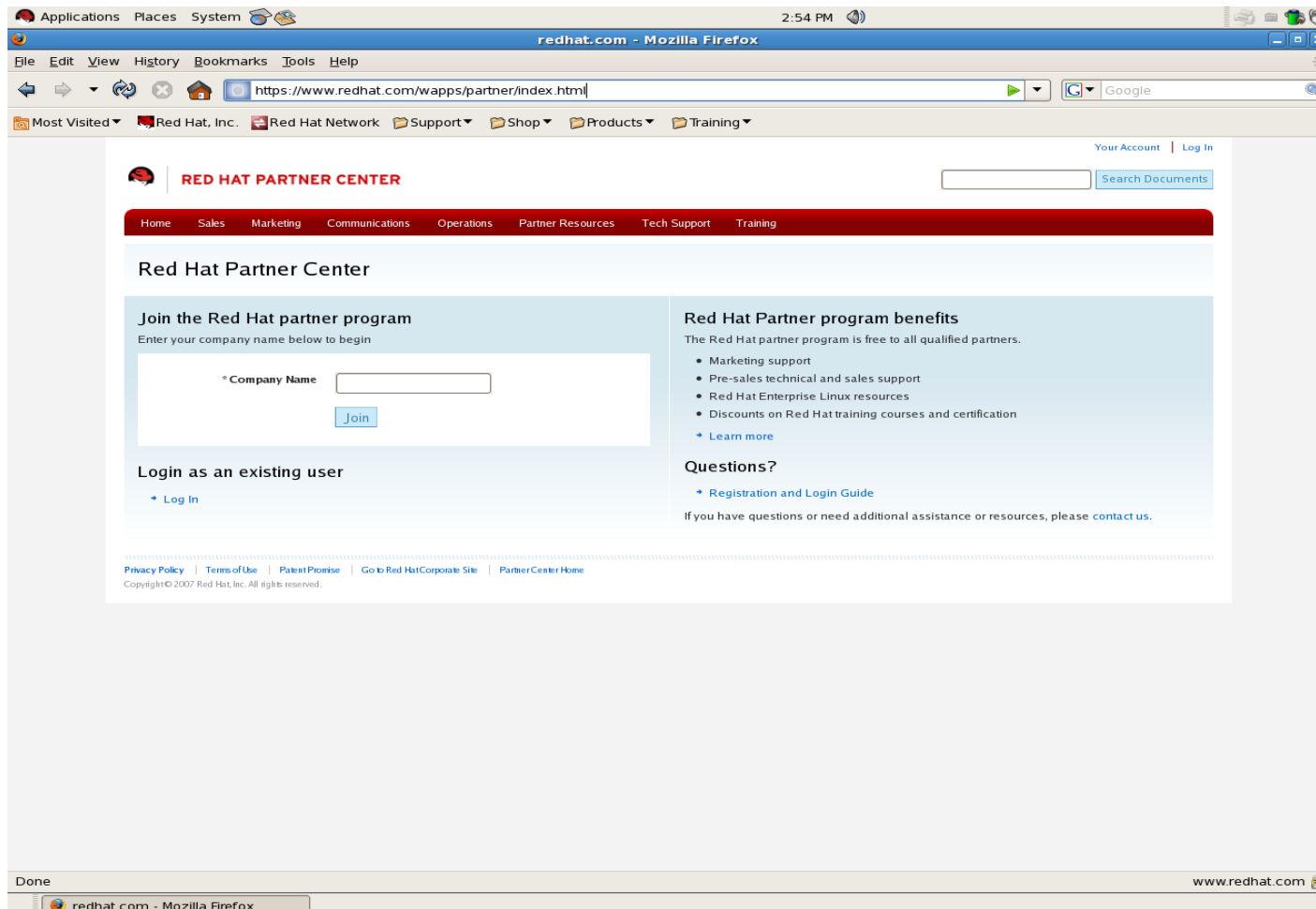
The screenshot shows a Mozilla Firefox browser window displaying the Red Hat ISV Partner Program page. The browser's address bar shows the URL <http://www.redhat.com/partners/isv/>. The page features a navigation menu with options like Services & Products, Solutions, Partners, Community, Training, Support, Company, and Buy Online. A prominent red banner at the top of the content area reads "ISV PARTNER PROGRAM". Below this, the page is organized into sections:

- Alliance**: A sidebar menu listing categories such as Hardware, Hosting, OEM, Resellers, Training, Runtime, Software, Virtualization, Spotlights, Benefits, and System Integrators.
- The ISV ecosystem expands**: A main heading followed by text explaining that corporate IT teams are implementing open source strategies, and Red Hat Enterprise Linux and the JBoss family are key components.
- Resources**: A section providing links to "Red Hat ISV Partner Agreement and Program Guide", "Program benefits", and "Join the program".

At the bottom of the page, there is a copyright notice for 2009 Red Hat, Inc. and links to Privacy Policy, Terms of Use, Patent promise, Company, Sitemap, and Contact.

Red Hat ISV Partner Program

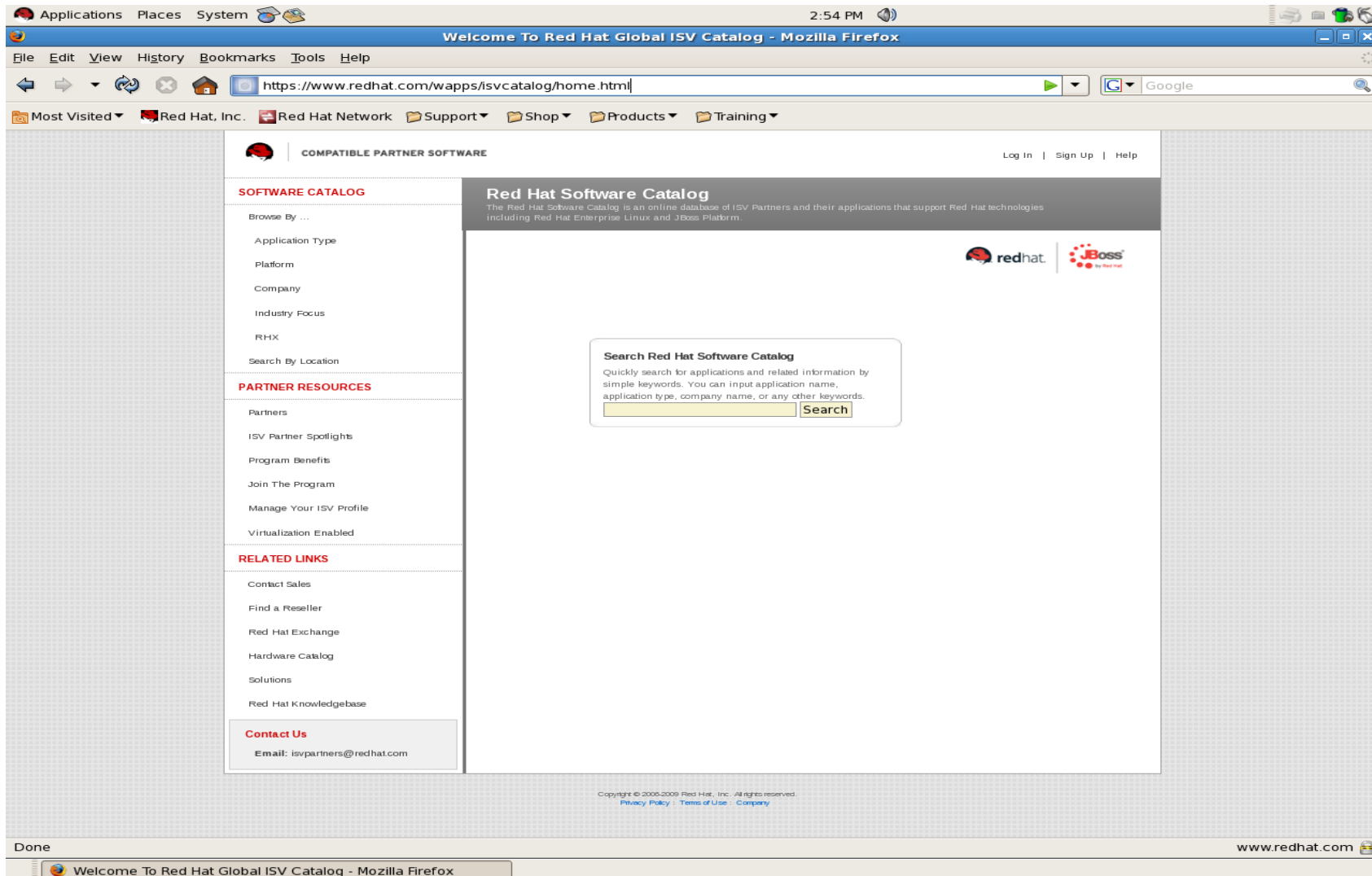
- Red Hat Partner Center: <https://www.redhat.com/wapps/partner/index.html>



The screenshot shows a Mozilla Firefox browser window displaying the Red Hat Partner Center website. The browser's address bar shows the URL <https://www.redhat.com/wapps/partner/index.html>. The website header includes the Red Hat logo, the text "RED HAT PARTNER CENTER", and a search bar labeled "Search Documents". A navigation menu below the header lists: Home, Sales, Marketing, Communications, Operations, Partner Resources, Tech Support, and Training. The main content area is titled "Red Hat Partner Center" and is divided into two columns. The left column, titled "Join the Red Hat partner program", contains the text "Enter your company name below to begin" and a form with a label "* Company Name" and a "Join" button. Below this is a "Login as an existing user" section with a "Log In" link. The right column, titled "Red Hat Partner program benefits", lists several benefits: Marketing support, Pre-sales technical and sales support, Red Hat Enterprise Linux resources, and Discounts on Red Hat training courses and certification. It also includes a "Learn more" link and a "Questions?" section with a "Registration and Login Guide" link. At the bottom of the page, there are links for "Privacy Policy", "Terms of Use", "Partner Promise", "Go to Red Hat Corporate Site", and "Partner Center Home", along with a copyright notice: "Copyright © 2007 Red Hat, Inc. All rights reserved." The browser's status bar at the bottom shows "Done" and the URL "www.redhat.com".

Red Hat ISV Partner Program

- Red Hat ISV Software Catalog: <https://www.redhat.com/wapps/isvcatalog/home.html>



The screenshot shows a Mozilla Firefox browser window displaying the Red Hat ISV Software Catalog. The browser's address bar shows the URL <https://www.redhat.com/wapps/isvcatalog/home.html>. The page title is "Welcome To Red Hat Global ISV Catalog - Mozilla Firefox". The website content includes a navigation menu with "Most Visited", "Red Hat, Inc.", "Red Hat Network", "Support", "Shop", "Products", and "Training". The main content area is titled "COMPATIBLE PARTNER SOFTWARE" and features a search box for the "Red Hat Software Catalog". The search box contains the text "Search Red Hat Software Catalog" and a "Search" button. Below the search box, there is a description: "The Red Hat Software Catalog is an online database of ISV Partners and their applications that support Red Hat technologies including Red Hat Enterprise Linux and JBoss Platform." The page also includes a sidebar with "SOFTWARE CATALOG" (Browse By... Application Type, Platform, Company, Industry Focus, RHX, Search By Location), "PARTNER RESOURCES" (Partners, ISV Partner Spotlights, Program Benefits, Join The Program, Manage Your ISV Profile, Virtualization Enabled), and "RELATED LINKS" (Contact Sales, Find a Reseller, Red Hat Exchange, Hardware Catalog, Solutions, Red Hat Knowledgebase). A "Contact Us" box at the bottom left provides the email address isvpartners@redhat.com. The footer contains copyright information: "Copyright © 2000-2009 Red Hat, Inc. All rights reserved. Privacy Policy | Terms of Use | Company" and the website URL www.redhat.com.

Red Hat ISV Partner Program

■ Contacts

- [Red Hat Partner Center](#)
 - Program enrollment
 - Partner subscription requests
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