

OPENSIFT BY RED HAT PARTNER PROGRAM OVERVIEW

RED HAT'S OPEN HYBRID CLOUD

Red Hat's open hybrid approach to managing a cloud is enabled by open source software, open standards, open application programming interfaces (APIs), and more. Only an open hybrid cloud truly puts the user in control of his or her cloud, just as Linux puts the user fully in control of the operating system environment. Red Hat's entire cloud portfolio is built around this open hybrid cloud management approach.

WHY BECOME AN OPENSIFT BY RED HAT PARTNER

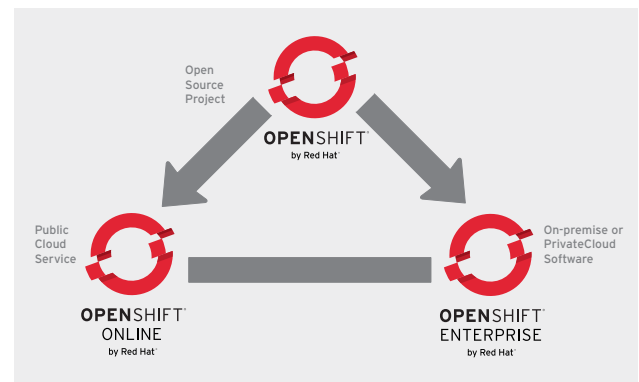
Red Hat brings together community, customers, and partners in an open and collaborative way.

OpenShift Online and OpenShift Enterprise, both by Red Hat®, give the partner ecosystem two commercially available solutions for customers looking for an award-winning Platform-as-a-Service (PaaS) solution.

The OpenShift by Red Hat Partner program offers the opportunity to partner with Red Hat to:

- Create a strong, integrated customer experience.
- Reach Red Hat's global, loyal, and innovative customer base.
- Grow your business with a leading-edge, open PaaS.

With two tiers to choose from – OpenShift by Red Hat Ready Partner and OpenShift by Red Hat Advanced Partner – you can select the level that best fits your organization. Join the OpenShift by Red Hat Partner program today and dive in to the many opportunities offered to our partners.



MAXIMIZE YOUR PROGRAM BENEFITS

JOIN THE OPENSIFT BY RED HAT PARTNER PROGRAM

To learn more and to apply to the OpenShift by Red Hat Partner Program, visit:
www.openshift.com/partners.

EXPAND YOUR CUSTOMER REACH AND GROW YOUR BUSINESS WITH OPENSIFT

Partnering with OpenShift by Red Hat gives you the opportunity to reach existing and future Red Hat customers through multiple channels and gives your existing client base more choice. Beyond gaining new customers and increasing opportunities with your current customers:

- Get your logo and company description on the OpenShift by Red Hat Partner Program page.
- Use joint marketing efforts to reach Red Hat cloud contacts.
- Have the opportunity to participate at Red Hat Summit and other Red Hat sponsored events.

These efforts, combined with other awareness initiatives, gets your message to an established and rapidly increasing commercial customer base that is adopting both OpenShift Online and OpenShift Enterprise.

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ACCESS JOINT MARKETING PROGRAM

OpenShift by Red Hat Partner logos demonstrate your commitment and integration to the flexibility, reliability, and innovation offered by OpenShift. When you join the OpenShift by Red Hat Partner Program, we will hit the ground running to announce our new partnership with:

- Joint social media.
- Inclusion in the Red Hat OpenShift newsletter.
- Blog content.

The OpenShift by Red Hat Partner self-service portal provides continued joint marketing with co-brandable collateral pieces and allows you to manage other aspects of your partnership with Red Hat.

JOIN THE OPENSIFT BY RED HAT PARTNER PROGRAM

READY PARTNER

OpenShift by Red Hat Ready Partners have demonstrated some basic integration by providing at least one of the following:

- QuickStart
- Sample application
- Video demonstration

ADVANCED PARTNER

OpenShift by Red Hat Advanced partners have demonstrated advanced integration by providing deeper integration into OpenShift Online or OpenShift Enterprise by creating a cartridge that allows for seamless usage of their solution for customers on OpenShift platforms.

BENEFIT

READY PARTNER

ADVANCED PARTNER

Listing on Partner Program Page	✓	✓
Use of Red Hat partner logo (reflective of tier)	✓	✓
Cross-promotion via social media to announce partnership	✓	✓
Inclusion in Red Hat OpenShift newsletter	✓	✓
Evangelist exchange/meetup	✓	✓
Quote for partner press release	✓	✓
Product inclusion in the OpenShift by Red Hat sales playbook	✓	✓
Joint press release or blog with partner and Red Hat quotes	x	✓
Opportunity for joint Google+ Hangout	x	✓
Co-brandable Red Hat collateral	x	✓
Priority placement on partner page in partner listing	x	✓

Increasing your exposure and benefiting from Red Hat's reach can open opportunities to new customers, aid your growth, and help you increase your revenue potential.

ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services.

Red Hat is an S&P company with more than 70 offices spanning the globe, empowering its customers' businesses.