

Partner Frequently Asked Questions

FAQs



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What is the market opportunity for IBM and Red Hat Partners?

The market opportunity for IBM and Red Hat Partners is significantly increased. As more enterprises look to transform their businesses with cloud architectures, they will need the knowledge, experience, skillset, solutions and services that only Business Partners can provide. Further, the majority of Red Hat's revenue has been driven by their partner ecosystem and many IBM Business Partners are also Red Hat partners. We encourage Business Partners to consider developing an IBM-Red Hat practice.

Which kind of Business Partners does Red Hat work with?

Like IBM, Red Hat works with VADs, VARs, systems integrators, solution providers, GSIs, ISVs, OEMs and cloud providers.

Are there Business Partners that work with both IBM and Red Hat?

Yes, there are many Business Partners around the world that sell both IBM and Red Hat today. Contact your local Partner Ecosystem team for guidance or your geography's Synergy Office for more information. [NA](#) (North America), [APAC](#) (GCG, Japan & AP), [EMEA](#) (Europe & MEA) and [LATAM](#) (LA).



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Will the IBM and Red Hat Partner Account Manager Teams combine?

No, nothing changes with the IBM or Red Hat Partner Account Manager teams. They will remain separate.

Is the acquisition good for IBM Business Partners?

Yes. The acquisition presents enormous opportunities for our Business Partners. As more enterprises look to transform their businesses with cloud architectures, they will need the knowledge, experience, skillset, solutions and services that only Business Partners can provide. The majority of Red Hat's revenue has been driven by their partner ecosystem and many IBM Business Partners are already Red Hat Partners.

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Some of Red Hat's partners are competitors of IBM. Will anything change?

No, Red Hat will continue to work with all its partners in the same way they do today. They will continue to grow their cloud partnerships (AWS, Azure, Google, Alibaba and others), Global Systems Integrator Partnerships (Accenture, DXC, Capgemini and others) and OEM Partnerships (Dell, HP and others). IBM values and respects Red Hat's engagement with all partners in its ecosystem.

Is IBM a Red Hat partner?

Yes, IBM is a Premier-level Red Hat Partner, and will continue to function as a Premier Solution Provider, CCSP, OEM, GSI, etc. Like any other Red Hat Premier partner, IBM will be expected to participate in Red Hat's Deal Registration and Partner Incumbency programs.

Will IBM and Red Hat continue to work with Global Systems Integrators?

Yes. Both IBM and Red Hat have strong Global Systems Integrator (GSI) ecosystems and each will continue to grow their own GSI practices.

Will IBM and Red Hat continue to work with ISVs?

Yes. Both IBM and Red Hat have strong ISV ecosystems and each will continue to support and create solutions with a range of ISVs.

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What is Red Hat Deal Registration?

Please refer to [Red Hat's Partner Program](#) on Red Hat Partner Connect for more details.

What is Red Hat Partner incumbency?

The default position is that Red Hat and IBM will recognize the Partner of record on Red Hat renewals. The Partner of record is considered to be the Partner who sold the most recent Red Hat subscriptions and is actively engaged in that customer account. Neither Red Hat nor IBM will introduce new Business Partners nor attempt to take a Partner renewal direct. However, the customer may request to Red Hat in writing for another partner to be included in the renewal and /or for Red Hat to quote directly.

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What are the plans for the IBM and Red Hat Partner Programs?

Red Hat and IBM will operate separate Business Partner programs and partner ecosystem. Companies that want to become a Red Hat Partner should apply to [join the Red Hat Partner Connect program](#) and companies that want to become an IBM Partner should [join the IBM PartnerWorld program](#). Our goal is to align best practices over time to create industry leading partner programs.

Will Partner incentives from IBM and/or Red Hat change due to the acquisition?

No. Both the IBM and Red Hat Partner incentive programs will continue to operate as they do today.

Will there be areas where IBM and Red Hat will align their Partner programs?

IBM and Red Hat will continue to focus on providing their Business Partners with industry leading Partner programs. In addition, IBM is proud to announce [FastStart for Red Hat Partners](#), and [IBM Business Partner Connect](#) and [IBM PartnerWorld Advisor](#) for Red Hat Partners.

What is IBM Business Partner Connect and how will it help me engage with Red Hat Partners?

[Business Partner Connect](#) is a Watson AI-powered collaboration tool. Its purpose is to help Business Partners find other Partners with complementary capabilities to speed go to market and sales. Red Hat Business Partners can access Business Partner connect after joining [IBM PartnerWorld](#).

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What is PartnerWorld Advisor and how will it help me understand Red Hat's programs and offerings?

[PartnerWorld Advisor](#) is a Watson AI-powered chatbot for IBM Business Partners. The chatbot has been enriched with Red Hat Partner FAQ content, so IBM Business Partners can get the information they need right at their fingertips.

Does IBM want Red Hat Partners to join IBM's programs?

Yes, IBM welcomes Red Hat's Partners and invites them to [join IBM PartnerWorld](#). Partners in Red Hat's programs may qualify for the [IBM Red Hat Fast Start Partner Program](#).

Will my status in the Red Hat Partner program be accepted or matched by IBM?

Your Red Hat Accreditation will meet one of the accepted capability requirements for the PartnerWorld program. For details [go here](#).

Does it cost money for Red Hat Partners to join IBM PartnerWorld?

IBM PartnerWorld access is free of charge. For a nominal fee, all PartnerWorld members can subscribe to the Value Pack to gain access to unlimited technical support, education credits, and access to IBM's software catalog.

Will my Red Hat certifications be accepted to attain IBM Cloud competencies?

A selected set of Red Hat certifications have been identified to meet the skills requirements for IBM cloud competencies. For details [go here](#).



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If I am a Red Hat Business Partner can I have access to IBM PartnerWorld benefits?

You must be a member of PartnerWorld to access benefits. If a Red Hat partner wants to join, their Red Hat credentials will be considered for status in the IBM PartnerWorld program. For details [go here](#).

If I am an IBM Partner will I automatically have status in the Red Hat Business Partner program?

No, IBM Business Partners will need to become a Red Hat Partner. To learn more please go to [Red Hat's Partner Connect](#) where you can apply to become a Red Hat Partner.

If I am an IBM Business Partner will I have access to Red Hat Business Partner benefits?

No, your benefits will continue business as usual as an IBM Business Partner. You will only have access to the benefits of Red Hat's partner program if you are also a Red Hat Business Partner. [To learn more or apply](#) to become a Red Hat Business Partner.

If I am already both a Red Hat Business Partner and an IBM Business Partner will I have a special status or benefits?

No, there will not be special status or benefits for joint IBM Business Partners and Red Hat Partners. However, you will be able to sell both sets of product offerings to expand and grow your business.

Will Marketing Funding Programs (MDF, Co-Marketing) change?

No, there will be no changes to the 2019 Marketing Funding Programs from IBM or Red Hat.

Will IBM and Red Hat combine their Marketing Funding Programs?

No, the IBM and Red Hat co-marketing funds programs will remain separate. Red Hat and IBM will operate separate Business Partner programs and will maintain distinct Partner ecosystems.

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Can I choose to market my joint IBM-Red Hat offering?

Yes, you may choose to market your joint solutions, so long as they comply with the 2019 IBM and Red Hat Marketing Funding Programs Guidelines.

Will the IBM or Red Hat Partner Marketing teams combine?

No, Red Hat and IBM will operate separate Business Partner program and separate Marketing teams.

Can I use IBM co-Marketing Funding to promote my Red Hat offering?

No, this would fall outside of IBM's co-marketing policy.

Can I use Red Hat MDF Funding to promote my IBM offering?

No, this would fall outside of Red Hat's co-marketing policy.

Is IBM training free to Red Hat Partners?

There are many classes and training opportunities available at no charge to any IBM Business Partner. Additional advance training is available through Global Training Partners which helps partners earn certifications. Training fee vouchers can be earned through the PartnerWorld program and the Value Pack. Additionally, Value Pack offers a benefit called You Pass, IBM pays to reimburse testing fees to Partners when their representatives pass classes. For more details [go here](#).

If the Red Hat Partner program is separate from IBM, why do I need to meet IBM's trust and compliance requirements?

Red Hat will operate as a distinct unit of IBM, meaning that adherence to IBM's standards for trust and compliance will be required.

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What is the product / offering roadmap and when will it be available?

IBM and Red Hat will continue to maintain their own product roadmaps. We will also work together to identify where integrated offerings would benefit our clients.

What Hybrid Cloud offerings from IBM and Red Hat should I focus on?

We are encouraging Business Partners to focus on building their hybrid cloud practices with Red Hat's complete portfolio of solutions including Red Hat OpenShift, Red Hat Enterprise Linux and Red Hat Management, Storage and Middleware solutions combined with the power of IBM's portfolio of cloud and on-premise software and infrastructure we jointly deliver comprehensive solutions needed for our partners..

Should I stop selling specific IBM or Red Hat offerings?

No, we encourage you to continue to sell Red Hat and IBM offerings as you do today.

Will there be a defined set of sales plays that Business Partners should focus on Day 1?

Yes. You will find a set of synergy plays (IBM + Red Hat technology) listed by IBM brand and unit in the [IBM and Red Hat Partner Run Book](#). These will be IBM SKUs and sourced through IBM.



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Will Red Hat Partners be able to buy/resell IBM offerings from Red Hat?

No. Red Hat partners will need to source IBM offerings from IBM by becoming an IBM Business Partner. Go here [to join](#).

Will IBM Business Partners be able to buy/resell Red Hat offerings from IBM?

To source Red Hat offerings, IBM Business Partners will need become a Red Hat Partner. However, IBM Business Partners will be able sell Red Hat+IBM integrated offerings (such as Cloud Paks) from IBM.

Will IBM ESA Partner sellers be able to offer Red Hat stand-alone product via an Embedded Solutions Agreement (ESA)?

No, standalone Red Hat products must be sourced directly from Red Hat.

What are IBM Cloud Paks and how are they relevant to my clients?

IBM Cloud Paks are enterprise-ready, containerized software solutions that provide your clients with an open, faster, and more secure way to move core business applications to any cloud. The IBM Cloud Paks contain IBM containerized software, operational services, and the Kubernetes container-orchestration platform to run the containerized software. There are currently five software-based Cloud Paks that include IBM Cloud Pak for: Applications, Data, Integration, Automation and Multicloud Management. Initially your client(s) may only need to take advantage a fraction of the power of an IBM Cloud Pak, but through a customer-friendly licensing model, they can expand as their cloud usage matures. Visit the following page to learn more about IBM Cloud Paks: <https://www.ibm.com/cloud/paks/>

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How do I leverage the power of IBM Cloud Paks?

IBM Business Partners can align their business with one or more of the IBM Cloud Paks, depending on the types of customers, industries, and markets they target. Business models can include resell, managed services, and an embed model. Visit the following page to learn more about IBM Cloud Paks: <https://www.ibm.com/cloud/paks> or access sales kits for each Cloud Pak at: <https://www.ibm.com/partnerworld/cloud/paks>

For Partners who want to integrate with one or more of the IBM Cloud Paks, the following page lists the steps, enterprise application quality standards, and who to contact: http://ibm.biz/build_with_ICP. The IBM Cloud Pak hardware partner ecosystem (<https://www.ibm.com/cloud/private/partners>) works with industry leading hardware vendors to create new solutions and value to our clients, similar to the RedHat OpenShift Partner Reference Architectures (<https://blog.openshift.com/openshift-partner-reference-architectures/>)

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Will IBM change the way that Business Partners source IBM or Red Hat products?

Business Partners will continue to source IBM products or Red Hat products through the same mechanisms they use today, such as through a local Distribution Partner.

Can a Business Partner continue to source IBM and Red Hat products through their current Distributor(s)? What happens if a Business Partner works with different Distributors for IBM and Red Hat products?

Yes, Business Partners can continue to purchase IBM and Red Hat products in the same way they do today. This might mean using one Distributor for IBM products and another for Red Hat products.



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Does Red Hat want IBM Business Partners to join Red Hat's programs?

Yes, Red Hat is excited to add Partners around the world with cloud, dev ops and infrastructure skills. Red Hat will determine which IBM partners they authorize based on the identified market opportunity, geographic coverage, partner skills and capabilities. [Apply here](#).

How do I access training and enablement from Red Hat?

You will need to become a Red Hat Partner to access Red Hat's Partner training. [To apply](#)

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What is the Partner Run Book and how do I access it?

The [IBM and Red Hat Partner Run Book](#) is a full suite of go-to-market activities for Business Partners and sellers. Stored on our Seismic platform, it includes messaging on the IBM-Red Hat synergies, sales plays, enablement, account planning templates, contacts, links to our FAQs and key PartnerWorld resources.

What will be the IBM and Red Hat Distribution Strategy?

Both IBM and Red Hat will continue to enable Business Partners through Value Added Distributors (VADs) around the world.

Does Red Hat have a Tier 2 Distribution model like IBM?

Yes, IBM and Red Hat both use Value Add Distributors and Business Partners.

Will Red Hat be included or featured at future IBM events?

Yes, details are under review, but expect to see Red Hat front and center at IBM THINK and Partner World events in 2020.

How is IBM enabling its Business Partners on Hybrid Cloud and IBM-Red Hat offerings?

We encourage partners to engage with their local Business Partner Managers to learn more about IBM's hybrid cloud strategy. In addition, IBM Business Partners now have access to a full suite of resources in the , [IBM and Red Hat Partner Run Book](#), powered by our Seismic platform. The Run Book includes solution sales kits, sales plays, presentations, use cases and other assets from across the IBM and Red Hat portfolios- all houses in one place for Business Partners and IBM sales teams.

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Where do I go to learn Partner-specific information about the IBM-Red Hat acquisition?

IBM has a [IBM and Red Hat Partner Run Book](#) on Seismic and we will also have [a Red Hat Resource page](#) in IBM PartnerWorld.

Will Red Hat sellers be compensated for selling IBM products?

No. Red Hat sellers will not receive a quota or be compensated for IBM products.

How can I better understand IBM's messaging related to the Red Hat acquisition?

You can find helpful information on both [IBM](#) and [Red Hat's](#) websites. As mentioned in press releases, Red Hat will operate as a distinct unit.

Where can IBM partners go for key information related to the acquisition?

There will be a several key sources of information related to the acquisition. The [IBM and Red Hat Partner Run Book](#), [PartnerWorld](#) and the [IBM website](#). If you try these resources and still have questions, please reach out to your IBM Partner account rep or the Synergy Office for additional support: [NA](#) (North America), [APAC](#) (GCG, Japan & AP), [EMEA](#) (Europe & MEA) and [LATAM](#) (LA).

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Where do I go as an IBM Partner if I have more questions?

Partners should reach out to their local IBM Partner Ecosystem teams or Partner Account managers as a first level of support. IBM and Red Hat are also creating a Synergy Office (SO) that will be staffed with resources to support sellers and partners at a GEO level if you need additional support. [NA](#) (North America), [APAC](#) (GCG, Japan & AP), [EMEA](#) (Europe & MEA) and [LATAM](#) (LA).