RED HAT CERTIFIED CLOUD AND SERVICE PROVIDER PROGRAM

BROCHURE

"Our partners want to develop their cloud and managed services businesses using enterprise-ready, open source technologies. The Red Hat Certified Cloud and Service Provider program delivers new opportunities for these partners to increase their cloud services revenue and expand their business with Red Hat."

MARK ENZWEILER
SENIOR VICE PRESIDENT,
GLOBAL PARTNERS AND ALLIANCES,
RED HAT

EXPAND YOUR BUSINESS WITH A TRUSTED PARTNER

Enterprise IT organizations expect innovative cloud technologies to help them cut costs, operate more flexibly, and gain a competitive edge. But not every organization has the in-house resources, time, or expertise to build and maintain a complete IT or cloud environment. These organizations rely on cloud and managed service providers for high-quality, externally operated and managed infrastructures for their applications and workloads.

Red Hat is heavily invested in the IT cloud services market and is committed to helping its cloud and managed service provider partners succeed. The Red Hat® Certified Cloud and Service Provider (CCSP) program offers partners consistent pricing, robust benefits, and the ability to deliver flexible Red Hat subscriptions using existing customer models.

OVERCOME THE CHALLENGES OF THE I.T. CLOUD SERVICES MARKET

The IT cloud services market is growing rapidly. Gartner predicts a compound annual growth rate (CAGR) of 29.1% for global Infrastructure-as-a-Service (IaaS) spending from 2014 to 2019.[1] Platform-as-a-Service (PaaS) revenue is expected to grow by 30.6% over the same period, according to IDC.[2] This growth presents a large revenue opportunity for cloud and managed service providers.

Even so, service providers face several challenges when deciding to enter the crowded and fast-paced cloud services market. To compete in this market, you must:

- Differentiate your services and operate efficiently to stay ahead of your competition.
- Align costs with demand and combat decreasing margins while developing new revenue streams and keeping pace with innovation.
- Understand and support open source products within your cloud environment.
- Adopt a cloud usage business model that incorporates performance visibility, customer charge-back, and new sales compensation programs.

The Red Hat Certified Cloud and Service Provider program can help you meet these challenges and succeed in the IT cloud services market.

INCREASE YOUR CLOUD AND MANAGED SERVICES REVENUE

Your customers demand the latest, most advanced technologies. Red Hat's enterprise-grade, open source software combines innovation with security, stability, and support, making it ideal for cloud and managed service infrastructure.

The Red Hat Certified Cloud and Service Provider program lets you offer trusted, secure, enterprise-grade cloud and managed services to your customers based on products they already use in their datacenters. This global program expands Red Hat's cloud ecosystem to include managed service

---

1 *Gartner, "Gartner Says Worldwide Cloud Infrastructure-as-a-Service Spending to Grow 32.8 Percent in 2015," May 18, 2015.*

2 *IDC, "Worldwide and Regional Public IT Cloud Services Forecast, 2015-2019," December 2015.*

providers and system integrators, as well as public and community cloud providers. 14 of the 15 service providers listed in Gartner's 2015 *Magic Quadrant for Cloud IaaS, Worldwide*, are members of the Red Hat CCSP program.[3]

The Red Hat CCSP program gives you resources and tools to build new cloud and managed services revenue streams:

- **Flexibility.** Build an infrastructure that aligns with your business objectives. The program encompasses most service provider delivery architectures and flexible consumption models let you use a broad selection of Red Hat products to build your service offerings.

- **Support.** Receive premium support directly from Red Hat for all infrastructure components. Joint customer issue resolution lets you deliver high-quality services and support to your customers, increasing customer confidence and satisfaction.

- **Access.** Adopt a managed services business model, streamline operation of your Red Hat cloud infrastructure, and increase margins with management tools, specialized training and knowledge resources, and consulting services. Red Hat Cloud Access is also included in the Red Hat CCSP program, making it easier for current Red Hat subscribers to consume your services.

The following sections detail the many benefits of becoming a Red Hat Certified Cloud and Service Provider.

FLEXIBILITY FOR ADAPTING TO BUSINESS NEEDS

Flexible pricing and deployment models align your cloud infrastructure and services with your existing business processes and prepare you for change.

- **Deployment options.** Use a variety of Red Hat products and solutions to build and manage a cloud platform for delivery of scalable, integrated services. Resell Red Hat technologies to your customers in a cloud environment or as a managed service—hosted either on-premise or in your datacenter.

- **Pay-as-you-go pricing.** Align your costs with the way you charge your customers. Pay only for the subscriptions you use with flexible hourly, monthly, and annual pay-as-you-go pricing models.

- **Simplified procurement.** Scale your infrastructure faster by purchasing specialized Red Hat subscriptions for Certified Cloud and Service Provider partners directly through a trusted Red Hat CCSP distributor.

- **Subscription portability.** Establish new customers quickly and easily by moving their unused Red Hat subscriptions to your datacenter through Red Hat Cloud Access.

SUPPORT FOR YOUR BUSINESS

Partner-specific tools, resources, and services support your business initiatives and simplify cloud infrastructure operation and management.

- **Premium support.** Offer high-quality services to your customers and keep your infrastructure running smoothly with joint issue resolution and premium, 24x7 support from Red Hat.

- **Certified third-party solution ecosystem.** Customize your cloud offerings with access to a broad ecosystem of certified third-party technologies and solutions.

"The Red Hat Certified Cloud and Service Provider program is designed to encompass nearly all service provider models, from public clouds to on-site managed services, offering our customers a secure, stable and trusted partner ecosystem for building new IT projects using Red Hat solutions."

MICHAEL FERRIS
SENIOR DIRECTOR,
BUSINESS ARCHITECTURE,
RED HAT

---

3 Gartner, "Magic Quadrant for Cloud Infrastructure as a Service, Worldwide," May, 2015 and Red Hat partner data, 2015.

PROGRAM BENEFITS

FLEXIBILITY

- Pay-as-you-go pricing
- Deployment options
- Simplified procurement

SUPPORT

- 24x7 premium support
- Certified third-party ecosystem
- Training and enablement resources

ACCESS

- Consistent product updates
- Ongoing security patches and bug fixes
- Broad selection of Red Hat products

- **Training and enablement resources.** Increase your cloud expertise with easy, centralized access to valuable partner resources—including documentation, demo subscriptions, and comprehensive, partner-focused training through Red Hat Online Partner Enablement Network (OPEN).

- **Customer visibility.** Promote your services to customers and independent software vendors (ISVs) with searchable listings on the Red Hat Connect for Business Parters portal and in the Red Hat Certification catalog.[4]

- **Expert services and tools.** Deploy your cloud environment faster with assistance from Red Hat Consulting. Simplify management of your cloud services infrastructure with tools for on-demand consumption and dynamic scale.

ACCESS TO ENTERPRISE-GRADE TECHNOLOGY

Deliver high-quality cloud services using the latest open source technologies and innovation—without security, stability, or support risks.

- **Business-ready technologies.** Build your infrastructure and services on Red Hat's open, integrated software stack, which lets you easily expand and adapt over time, as shown in Figure 1. Use operating systems, cloud platforms, middleware, virtualization platforms, and PaaS technologies that seamlessly work together to reduce cloud adoption risks.

- **Extended product life cycles.** Maximize your return on investment with long support and maintenance life cycles and application program/binary interface (API/ABI) stability between versions and updates.

- **Built-in security.** Protect your cloud and managed services with integrated security features and ongoing security patches.

- **Product bug fixes.** Keep your services running reliably with a commercially hardened foundation and ongoing bug fixes.

For a detailed listing of all program features and benefits, download the Red Hat CCSP program partner guide at https://partnercenter.force.com/s/programs_RH_cloud_providers_global.pdf.
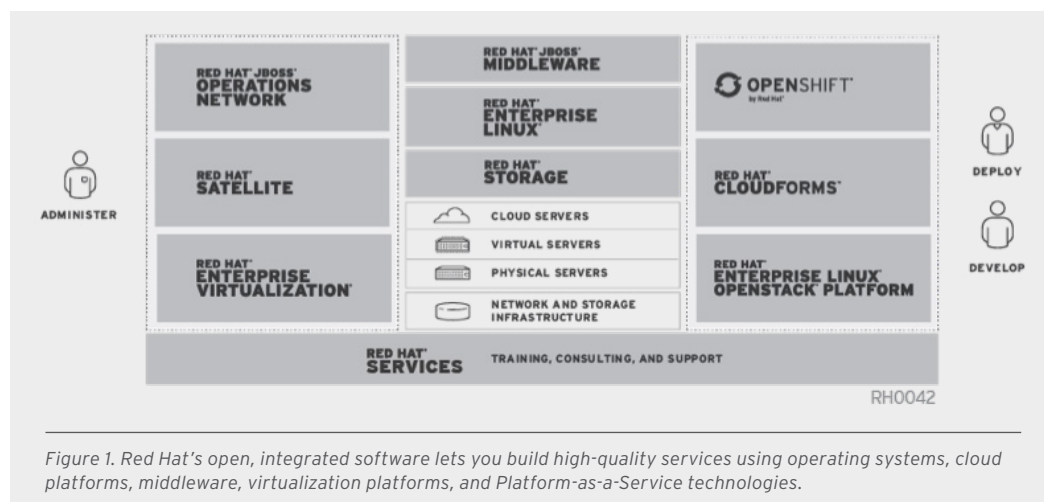

Figure 1. Red Hat's open, integrated software lets you build high-quality services using operating systems, cloud platforms, middleware, virtualization platforms, and Platform-as-a-Service technologies.

4 *CCSPs must certify at least one Red Hat Enterprise Linux® image to be listed in the Red Hat Certification catalog.*

ACHIEVE SUCCESS IN A COMPETITIVE MARKET

Red Hat is committed to the success of its partners. The Red Hat Certified Cloud and Service Provider program lets you build new cloud and managed service revenue streams using the technologies your customers demand. This global program gives you the flexibility, support, and access you need to deliver services quickly, cost-effectively, and in line with your organization's existing processes. The Red Hat CCSP program lets you partner with a company you can rely on to help move your business forward in a crowded and fast-paced market.

Contact your Red Hat representative to discover how the Red Hat CCSP program can support your business objectives.

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 a 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.

NORTH AMERICA
1 888 REDHAT1

EUROPE, MIDDLE EAST, AND AFRICA
00800 7334 2835
europe@redhat.com

ASIA PACIFIC
+65 6490 4200
apac@redhat.com

LATIN AMERICA
+54 11 4329 7300
info-latam@redhat.com

facebook.com/redhatinc
@redhatnews
linkedin.com/company/red-hat

redhat.com
#INC0349094_v1_0116_KVM

Insight

Work smarter.

At Insight, we'll help you solve challenges and improve performance with Intelligent Technology Solutions™.

Learn more