# Red Hat Go To Market

## TD SYNNEX Alignment

Kevin Kelley

NA Distribution Partner

Manager

Red Hat

# The world's leading provider
# of open source enterprise IT solutions

**MORE THAN**
# 90%
of the
## FORTUNE
## 500
use
## RED HAT
PRODUCTS &
SOLUTIONS [1]

# ~20,000
EMPLOYEES

# 100%
of COMMUNICATION
SERVICE PROVIDERS in
Fortune Global 500[2]

THE FIRST
# $3
BILLION
OPEN
SOURCE
COMPANY

IN THE WORLD [5]

# 100%
of COMMERCIAL
BANKS in Fortune
Global 500[3]

# 100%
of
MEDIA/TECHNOLOG
Y companies in
Fortune Global 500[4]

Distinct unit of
# IBM
Since 2019

[1] Red Hat client data and Fortune 500 list, September 2023. (requires subscription)
[2] [3] [4] Red Hat client data and Fortune Global 500 list, September 2022
[5] Red Hat SEC filings prior to the acquisition by IBM.  Note: Currency in U.S. dollars.

**Red Hat**

# Customer challenges are partnering opportunities

## Technology Decision Points

**Server Operating System**

Simplify, Manage, & Secure IT Operations, from core to edge, in the cloud and on-prem
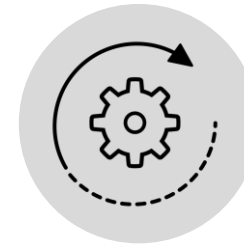
CentOS EOL

**Application Platform**

Modernize & accelerate Delivery of applications & IT services
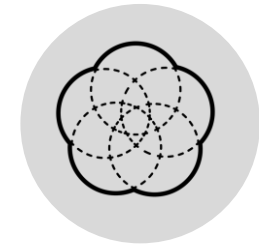
Develop, Run & Scale AI/ML Workloads

**Cloud-native Development**

Simplify/abstract infrastructure

Consistency and portability from core to edge

Improve innovation using ISV workloads
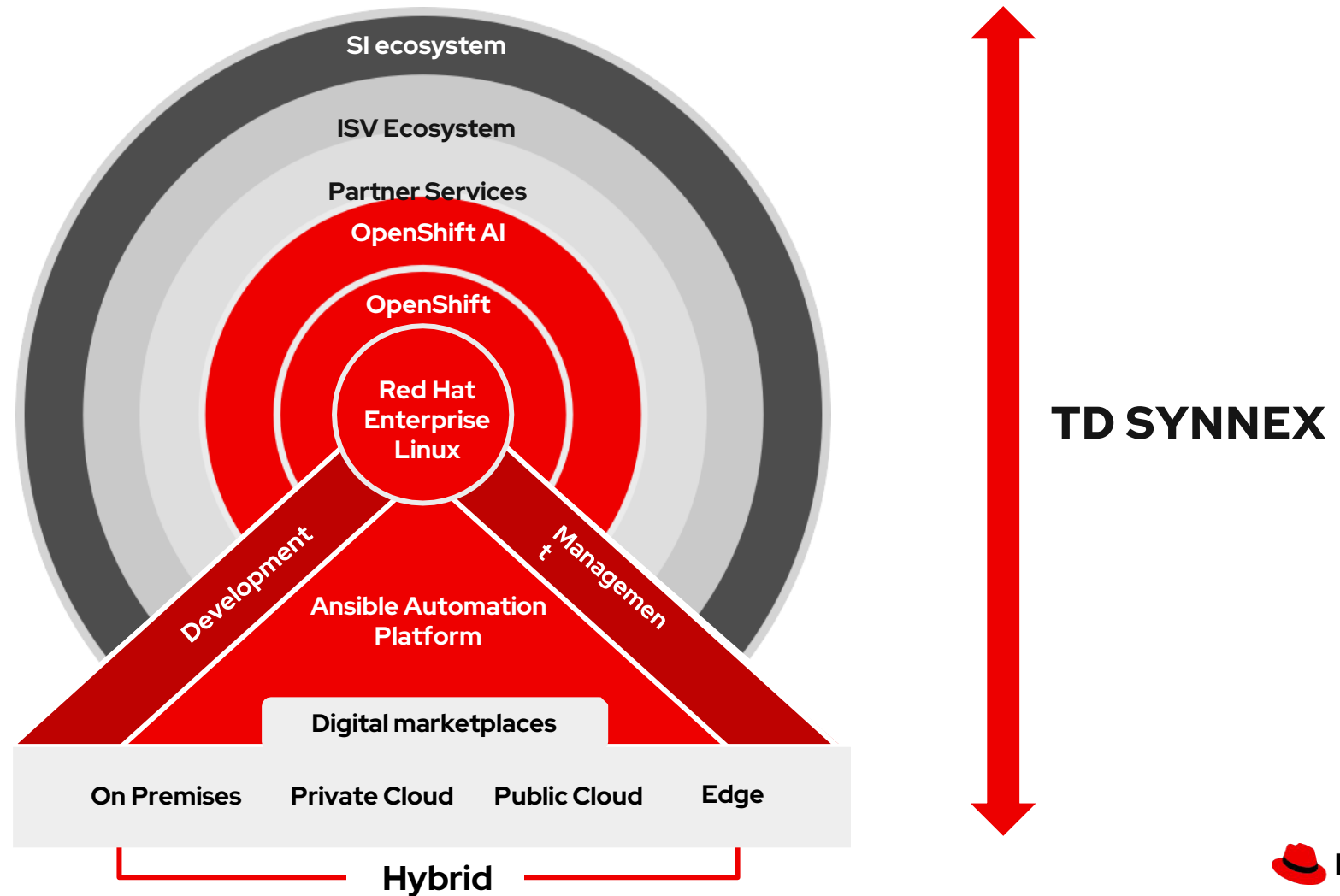
**Automation**

Automate security, applications, network, & edge

Reduce skills gaps

Maintain consistency

Event-driven / AI-powered

**Operation Edge**

Manage increased information and data created at Edge

Make real-time decisions

Drive drive multi-year Operational Technology investments

# ...with a broad portfolio and strong ecosystem of partners



SI ecosystem

ISV Ecosystem

Partner Services

OpenShift AI

OpenShift

Red Hat Enterprise Linux

Development

Management

Ansible Automation Platform

Digital marketplaces

On Premises   Private Cloud   Public Cloud   Edge

Hybrid

**TD SYNNEX**

2
1

TD SYNNEX Partnership

# Aligned Distribution Model
## Moving to aligned Distribution Model

▶ Partners free to buy from any authorized distributor

▶ Partner selects disti to work with for 1 year / Can buy from other disti, but non-aligned disti does not receive benefit / no discounts for transactions through non-aligned disti

▶ Partner can change aligned disti at anniversary

▶ **Require resellers to buy through distribution, eliminating hundreds of direct transactions**

# Aligned Distribution Model

## Benefits

## Partner

## Disti

**Partner Growth**

- ❖ Increased disti investment in aligned partners
- ❖ Better planning & pre-sales support for partners
- ❖ Greater emphasis on skills development, technical support and business growth for aligned partners
- ❖ Stronger strategic alignment: deepen distributors' understanding of aligned partners' Red Hat business objectives and foster collaborative planning for goal achievement

**Operational & Resource Efficiency**

- ❖ Improved performance metrics: Better tracking of partner growth and success resulting from distributor activities
- ❖ Increased revenue potential: Opportunities for both distributors and partners to earn rebates resulting from improved skill development, resource utilization, and execution
- ❖ Increased utilization of disti engineering services, resources & labs, but buy from other distis

# The TD SYNNEX partnership with Red Hat

Four reasons you should care

**1** All sales and services in Red Hat's expansive Commercial Segment will be **Partner led** in 2024 and beyond

**2** **Aligned Distribution** - we're committed to growing our business with TD SYNNEX

**3** Expanding partner enablement and training resources including a co-creation **Ecosystem Solutions Catalog and Demo Center**

**4** Aligned **incentives** to provide a more predictable experience and drive strategic growth **e.g Partner Practice Accelerator**
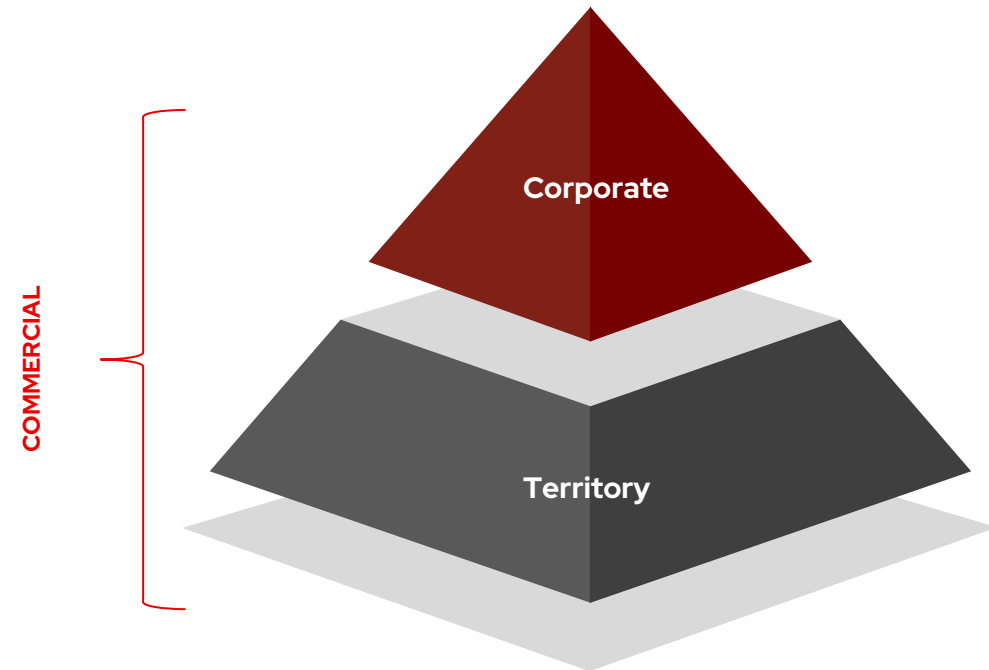
Red Hat

# Commercial within Red Hat

### Accounts with high propensity to purchase

Red Hat will work with you to help:

- Build successful engagement outcomes to ensure high Customer Lifetime Value (CLV)
- Increase revenue growth
- Increase predictability when engaging with Red Hat
- With ongoing commitment and support to your success



COMMERCIAL

Corporate

Territory

# Partner Services Engagement – Commercial Segment

## Consulting Sales and Delivery Is Partner-led in Commercial segment accounts

### Customer

### Partner

_leads_ all facets of consulting services in the North America Commercial Space

- _scopes_ the solution
- _sells_ their solution and professional services (PS can be partner's or Red Hat's)
- _manages_ delivery and customer outcomes of the opportunity

_**Partner's services grow subscription rates and training services rate**_

### Red Hat

_supports_ the partner selling their consulting services in the North America Commercial Space

- Red Hat Sales Teams begins working with partner early in sales cycle
- ensuring customer adoption and success
- Red Hat Partner Ecosystem team (PSEs & PAMs) supports the partner in training and enablement, deal registrations and teaming agreements, business processes, marketing opportunities,

# A growing relationship

Resources are available to keep partners enabled and engaged



**13+**

Different types of Red Hat Workshops on Emerging Technology

**70+**

Workshops and Customer Hands-on Training Events Annually

**50+**

Sales Enablement Training Events Annually

**1 DTC**

Digital Transformation Center, IBM & Red Hat Focused Solution Center

**500+**

Engineering Pre-Sales Requests Annually

# TD SYNNEX Business Development

Enablement Webinars

OpenShift

    AI Overview

    AI Deep Dive

    Virtualization

RHEL AI

Ansible Automation

Workshops/Masterclasses

       4 hour in depth Workshops – Ansible

       1 hour Masterclass – Technical Sellers

▸ ServiceSOLV
- Pre-Sales Design
- Pre-Sales Enablement
- Solution Centers
- Managed Services
- Software & Cloud Services
- Security Assessments

▸ DemandSOLV
- Data Analytics
- Strategic Marketing
- Partner Enablement
- Demand Generation

Red Hat

# Thank you

Red Hat is the world's leading provider of enterprise
open source software solutions. Award-winning
support, training, and consulting services make Red
Hat a trusted adviser to the Fortune 500.

linkedin.com/company/red-hat

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Red Hat

# Next Steps
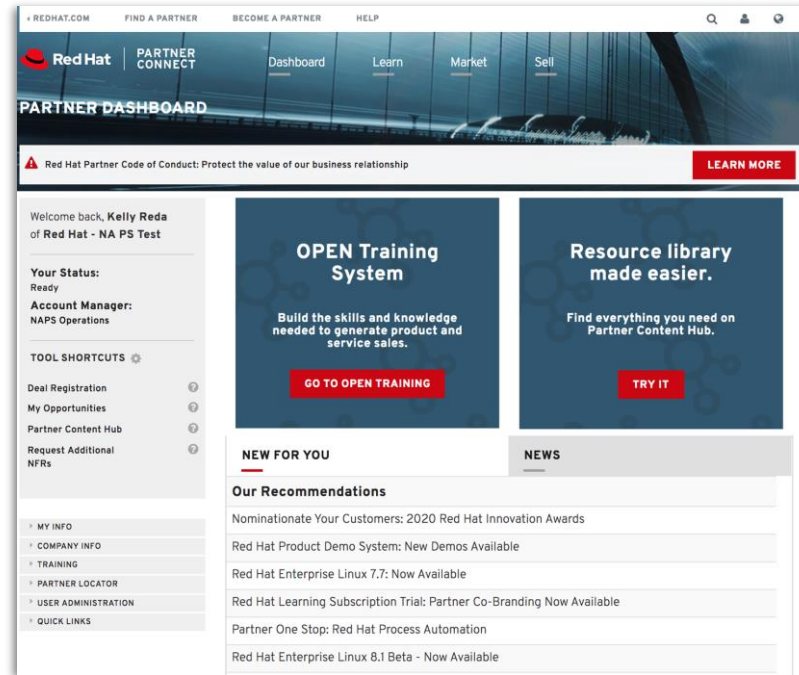
Red Hat

# Red Hat offers optimized enablement to partners

▸ **Red Hat Partner Training Portal** - no-cost learning pathways and skill-building

▸ **Red Hat Credentials and Certifications** - credentials which are recognized as industry standard, showcase partner's expertise with digital badges and access training courses and assessments, while Red Hat Certification exams are available at a discounted partner rate

▸ **Red Hat Ecosystem Catalog** - expanded visibility for co-created solutions

▸ **Red Hat Demo Platform** - on-demand multi-product demos and fully scripted demonstrations and one- or two-day workshops for customers
  · step-by-step instructions
  · talking points for customers
  · Partner's access to demos of new product releases ahead of general availability

▸ **Red Hat Partner Connect** - providing direct access to a broad range of partner resources

▸ **Extensive access to resources and professional services opportunities**, enhancing profitability, differentiation in the market, and generating customer success using Red Hat technologies

▸ **Red Hat Partner Subscription** – annual no-cost single easy subscription of 500 nodes for Red Hat software for partner use
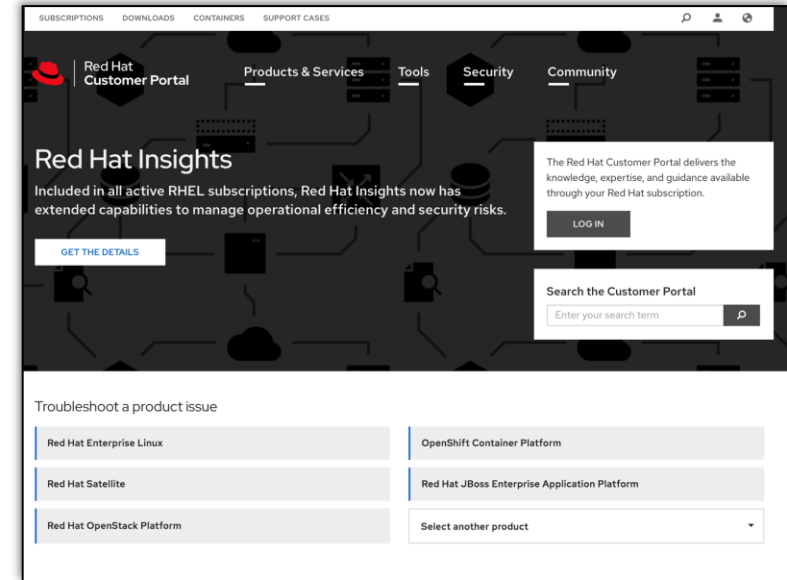
# Red Hat portals for resources and information
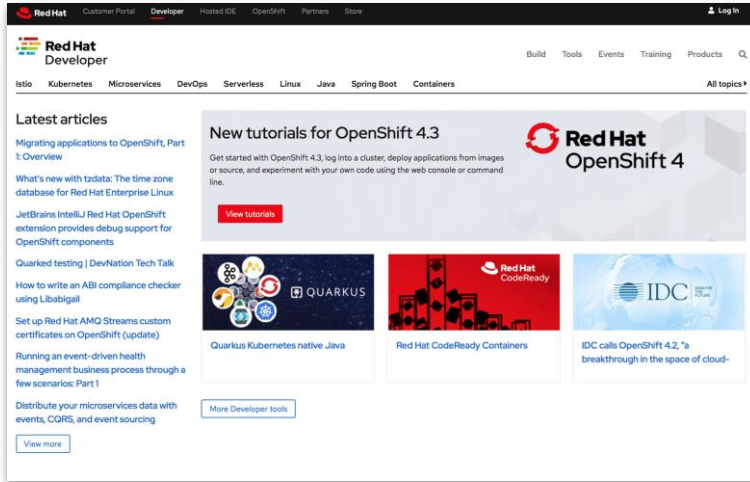
**developers.redhat.com**

Free, publicly accessible portal for technical resources – downloads, documentation, articles, etc.

**partner.redhat.com**

Free portal, for partners – OPEN training, demos, technical and sales resources.

**access.redhat.com**

Customer Portal, for those with active or evaluation subscriptions – support tickets, downloads, documentation, knowledgebase.