

Implementing the Red Hat Partner Strategy in the Nordics

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Red Hat Mission statement

*“To be the catalyst in communities of customers, contributors, and **partners** creating better technology the open source way”*

STRATEGY

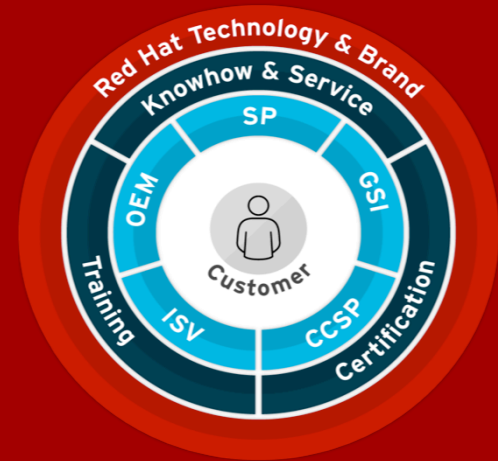
- **Digital Transformation** - Integrated Solutions with our strategic partners enabling customers journey towards next generation IT
- Drive our journey with a specific focus on select **vertical sectors**, supported via the ISV ecosystem and select System Integrator initiatives
- Continue to **develop our Premier and Advanced Business Partner** ecosystem as well as **our System Integrator** relationships in all Partner Program Specializations across EMEA
- Establish key **Cloud Service Provider** relationships to enable our customers to consume all our technologies on-demand
- Leverage our **global alliance partnerships** to expand our customer base and footprint

Peek in to the Red Hat Internal communication



Our vision in the Nordics

To build a strong, committed partner ecosystem in order to help scale the Red Hat business across the Nordics



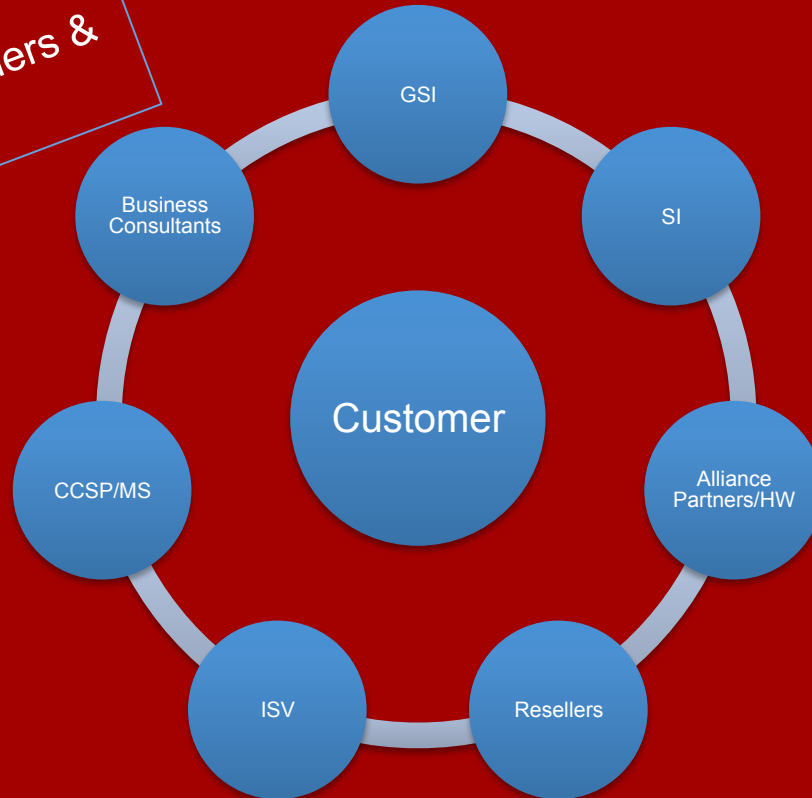
Our strategy in the Nordics

Invest time and resources on the chosen partners.
If a partner commits to us we commit to them;
throughout the Red Hat Nordic organization



Partner Ecosystem influencing Customer's decisions

Ask the question:
who are your strategic partners &
what role do they play



Our Key Initiatives



1) NewBiz

Generate additional business from Whitespace Enterprises with our FOCUS partners



2) Named Accounts

Grow business within our Named Accounts & build consulting engagement with FOCUS partners



3) Ecosystem

Partnership Brokering – foster collaboration across our Partner Ecosystem

RED HAT COMMITMENTS

Invest time and resources on the chosen partners



Investments

Investments on Premier and
Advanced Business Partners

Business Planning

MDF

Lead Generation

Marketing activities



SKILLS

Building the right level of skills
to secure premium quality

Training Plan

MDF

OPEN / Red Hat Training

Shadowing Red Hat Consulting



PROGRAMS

Knowledge sharing,
campaigns, deal registration



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