



CCSP – LETS CREATE MORE BUSINESS TOGETHER!

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AGENDA

- ✓ CCSP IN THE NORDICS
- ✓ BUSINESS WORKSHOPS
- ✓ OUTCOME FROM BUSINESS WORKSHOP

CCSP IN THE NORDICS

CCSP PROGRAM INTRODUCTION

The Certified Cloud & Service Provider (CCSP) program is a unified global partner program that provides Red Hat subscriptions for clouds, hosting, and managed services delivered by partners

Addresses customer needs for **flexible consumption** of Red Hat solutions, and ensures **consistency & reliability** across environments



The **only** compliant means to allow a partner to deliver Red Hat product-based services to third parties as part of a **public cloud**, managed services, hosting and/or outsourcing offering

RED HAT
CONNECT
for business partners

Certified Cloud & Service
Provider Program

CCSP PROGRAM OVERVIEW

Host and resell certified Red Hat technologies



“PAY AS YOU GO” MONTHLY MODEL

NO PROGRAM START-UP FEES

STREAMLINED PROCUREMENT OF
SUBSCRIPTIONS

PREMIUM (24X7) PARTNER SUPPORT

PORTABILITY THROUGH CLOUD
ACCESS

CERTIFIED FOR LEADING
HYPERVISORS

EASY TO GET STARTED

MANAGED & UNMANAGED MODELS

NORDIC CCSP BUSINESS

**35% YoY
REVENUE
GROWTH
IN FY18**

GROWTH

70

SIGNED PARTNERS
IN NORDICS

36

NEW PARTNERS
ONBOARDED IN
FY18

340

CCSP
PARTNERS IN
EMEA

8

COUNTRIES

TECH DATA

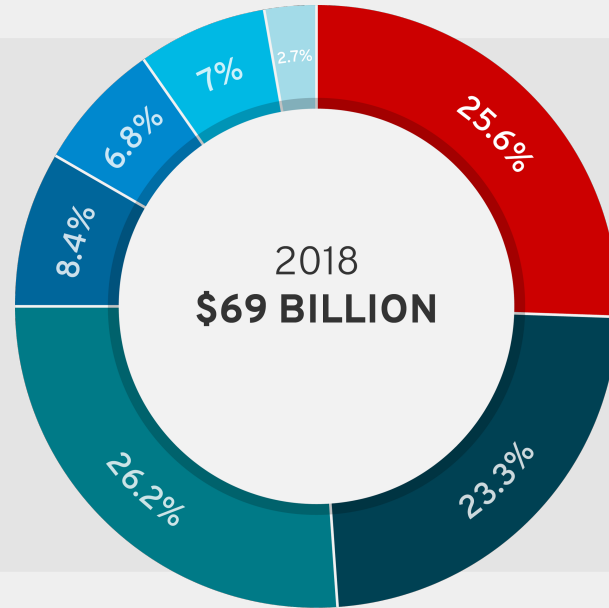
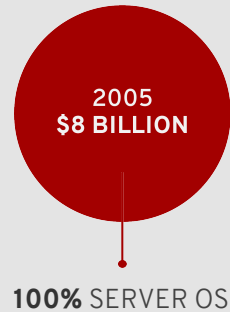
DISTI

BUSINESS WORKSHOPS

HOW CAN WE DO MORE BUSINESS TOGETHER?



RED HAT ADDRESSABLE MARKET



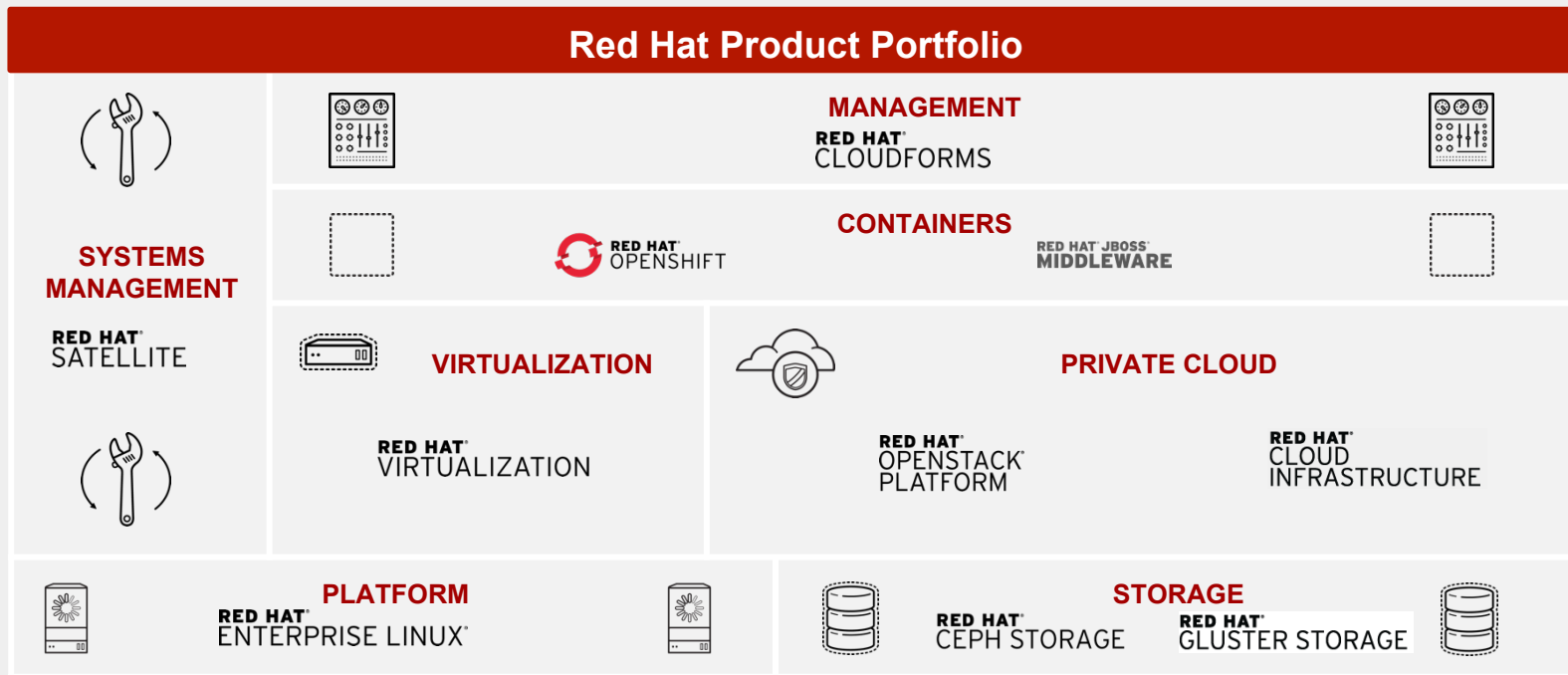
- Operating system
- Storage
- Middleware
- Cloud management *includes OpenStack®*
- PaaS
- Virtualization
- Infrastructure management

Source: Various analyst estimates

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CCSP TECHNOLOGY OFFERINGS

Our products & technology: your choice



PURPOSE OF A WORK SHOP



HOW THE WORKSHOP PROCESS WORKS

1

WORKSHOP PREPARATION

Partner complete a workshop preparation guide prior to the workshop

2

RED HAT ASSESSMENT

Red Hat reviews and tailors the agenda based on findings prior to the workshop

3

LIVE WORKSHOP

Your team of key stakeholders and Red Hat participate in an onsite workshop

4

PLAN EXECUTION

Both teams refine the plans and begin executing the work streams

WHO SHOULD PARTICIPATE IN THE WORKSHOP?

	PARTNER	RED HAT
Required	Project or Executive Sponsor	Business Development owner
Required	Product /Services Manager	Partner Account Manager
Required	Marketing Manager	Product Marketing Owner
Required	Sales Owner	Partner Account Manager
Required	Technical Owner	Solutions Architect
If Applicable	Support owner, BSS owner, Customer experience owner	Product Specialists

OUTCOME | RESULTS | FEEDBACK

- ✓ Onboarding of new services & Revenue Streams
- ✓ New customers
- ✓ Connecting internal teams and LOB's
- ✓ Jointly marketing and events
- ✓ Planning of new services

“Just wanted to thank you again for two very good workshop days. Both Anders and I are very happy about what we achieved. We have a very good starting point now and hopefully we will be able to onboard customers very soon.”

Nina Koster, VP Product Management,
Basefarm



THANK YOU



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