

North American Public Sector Partner Incentives

Program Goal

Red Hat sees automation (with Ansible Automation Platform) as the foundation of hybrid cloud, platform engineering, developer experience, security and compliance, AI, and many other areas of focus for our public sector customers. With the right positioning, automation is an enabler of organizational efficiencies, modernization, and workforce enablement and resilience. This is especially true within the current public sector landscape: we have a compelling event due to renewed focus on driving efficiencies and maximizing productivity. We believe a deliberate focus on positioning automation (with AAP) strategically in this way, and uncovering cross-cutting pain that can be addressed with automation, will accelerate customers achieving their business goals. To that end, we are offering this incentive program to drive strategic focus on automation with AAP as a business-level enabler and accelerator.

Product and Service Specifics

- Red Hat Ansible Automation Platform product family
- Red Hat Ansible TAM
- Red Hat Ansible Training
- Ansible Automation Platform FastStart Services

Exclusive Program Benefits

- Up to a 10% discount on top of Preferred pricing on the product purchase
- Up to a 10% discount on top of Preferred pricing for TAM and Training services
- Up to a 10% discount on AAP FastStart Services MSRP

Eligibility Requirements

- Available to authorized Red Hat partners only
- Only available for North America Public Sector customers
- Net-new OR expansion of existing Ansible footprint, Deal Registration opportunity submitted and approved.
 - Existing Ansible renewals are not eligible for this program, unless you are expanding an existing footprint of Ansible.
- Deal Registration must be submitted after Jun 1, 2025 and the opportunity closed by Sep 30, 2025 for the 10% additional discounting on top of Preferred.
- Deal Registration must be submitted after Jun 1, 2025 and the opportunity closed by Dec 31, 2025 for 5% additional discounting on top of Preferred.
- Discounting will be applied at the time of quote and will be governed by the terms of the quote.
- Can not be combined with any other special offers.

Example: New Opportunity Deal Registered is created and approved in June 2025 and opportunity closes September 2025, the partner will be eligible for an additional 10% discount on top of the Preferred pricing. If the opportunity is not closed by September 30, 2025, but is closed by Dec 31, 2025, then the partner will be eligible for an additional 5% discount on top of the Preferred pricing.

Program Availability: This program will end on December 31, 2025, however Red Hat reserves the right to terminate the program at any time without notification.

Pricing: Pricing is valid from the time of Deal Registration approval until Sep 30, 2025 or Dec 31, 2025 depending on the discount offered.

Questions? If you are a partner interested in hearing more about this program, please contact your PAM, PSE or AE.