Red Hat
Learning
Subscription

CO-BRANDED FREE TRIAL

PARTNER GUIDE

Please review this guide to help you answer any questions you may have.

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FREE TRIAL OVERVIEW

Red Hat Learning Subscription is an on-demand, prescriptive solution for keeping pace with Red Hat technologies. Customers can take advantage of a free trial to get a preview of the portal and get an idea of what to expect from the features and the catalog. Access includes 1 chapter of every course in the catalog, 1 chapter of each early access course, 1 chapter of each video course, 1 hour of cloud-based lab time, and a preview of reporting functionality.

To get access, your customers will need to create a Red Hat ID, fill out the form, check their email, and activate their trial. Once they click activate in the email, they will have 7-days to explore and learn.

ACCESSING REGISTRATION (LEAD) DATA

You will need to log into the portal with the Red Hat ID you provided when your account was created. You can have multiple contacts in your organization that can access the data. When you log in to the portal, you will see a co-branded portal with your partner logo in the header. You are able to select a date range and then you will be given a lead report to download for that period of time. You will only have access to your organization's data in the reports.

The URL to access this data is https://www.redhat.com/rhtapps/services/partners
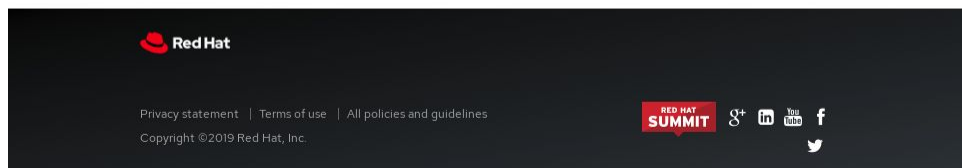
HOW YOUR LOGO IS USED

The logo and name you provided during account creation will be used throughout the co-branded portal and in the system activation email (see example images below).
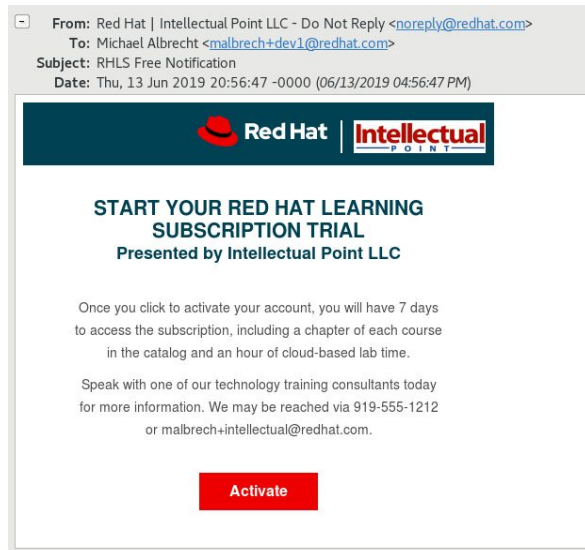
Registration page

Logo

Red Hat
Learning Subscription
Presented by Intellectual Point LLC ← Name

START LEARNING WITH
YOUR 7-DAY FREE TRIAL

Red Hat Learning Subscription is an on-demand prescriptive solution for keeping pace with Red Hat technologies. Take advantage of a free trial to get a preview of the portal, access to a chapter of every course in the catalog, and 1 hour of cloud-based lab time.

Customer trial activation email

From: Red Hat | Intellectual Point LLC - Do Not Reply <noreply@redhat.com>
To: Michael Albrecht <malbrech+dev1@redhat.com>
Subject: RHLS Free Notification
Date: Thu, 13 Jun 2019 20:56:47 -0000 (06/13/2019 04:56:47 PM)

START YOUR RED HAT LEARNING
SUBSCRIPTION TRIAL
Presented by Intellectual Point LLC

Once you click to activate your account, you will have 7 days to access the subscription, including a chapter of each course in the catalog and an hour of cloud-based lab time.

Speak with one of our technology training consultants today for more information. We may be reached via 919-555-1212 or malbrech+intellectual@redhat.com.

Activate

SYSTEM NOTIFICATIONS FROM RED HAT TO CUSTOMERS

When someone fills out a form to get a free trial, they will get 3 emails over the course of their trial straight from the Red Hat system. The emails are co-branded and do not direct back to redhat.com.

Activation email - When someone fills out the form, they will get this email to activate the trial. The 7-day countdown starts when they click the activate button. This email is co-branded with your logo included. The contact information you provided for your organization will be included in the email.

From: Red Hat | Intellectual Point LLC – Do Not Reply <noreply@redhat.com>
To: Michael Albrecht <malbrech+dev1@redhat.com>
Subject: RHLS Free Notification
Date: Thu, 13 Jun 2019 20:56:47 -0000 (06/13/2019 04:56:47 PM)

Red Hat | Intellectual POINT

START YOUR RED HAT LEARNING SUBSCRIPTION TRIAL
Presented by Intellectual Point LLC

Once you click to activate your account, you will have 7 days to access the subscription, including a chapter of each course in the catalog and an hour of cloud-based lab time.

Speak with one of our technology training consultants today for more information. We may be reached via 919-555-1212 or malbrech+intellectual@redhat.com.

Activate

Welcome email - Once someone clicks to activate their subscription, they will get this email confirming the 7-day period of their trial, login information, and a direct link to start their learning.
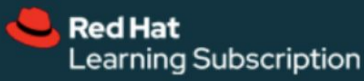
Welcome to your free trial

Your Red Hat® Learning Subscription free trial is now active, giving you 7 days to preview the portal features and catalog. You now have access to one chapter of each course from the full subscription and one hour of lab time.

start learning

Start Date	2019-02-08
End Date	2019-02-15
Red Hat Login	bowe_free_aaa

Expiration email -Once the 7 days are complete, customers will get an email that they no longer have access to the subscription. This email with have a call to action that directs back to your organizations' website.

FREQUENTLY ASKED QUESTIONS

- **What does the 7-day trial give my customers access to?**
  - The trial gives customers access to 1 chapter of each course in the catalog, 1 chapter of each video classroom course, 1 chapter of each early access course, and the reporting features. The trial is designed to give users an idea of what to expect from the experience and the topics and titles across the catalog.
- **Can customers complete more than 1 trial?**
  - No, the system only allows one trial per Red Hat ID. This trial time can not be extended or duplication.
- **Why do my customers need to create a Red Hat ID to access the trial?**
  - The Red Hat trial access is provisioned based on Red Hat ID. Even with a Red Hat ID set up, these do not come through as Red Hat leads and will not be contacted by our sales teams for these interactions.
- **What are the lab access limitations?**
  - The trial allows for 1 hour of lab time to get the experience of the lab environment, but often this is only 1 provisioned lab access.
- **How do I see customer's consumption information within the subscription?**
  - Reach out to your partner manager or BDM, and they can pull a consumption report for that specific customer.
- **How will users be contacted by Red Hat?**
  - Trial users that engage in the partner free trials will not be contacted by Red Hat Training sales about their trial. When they fill out the partner trial form, they do have an option to opt-in to communications from Red Hat and may start getting emails like newsletters, event recommendations, articles, etc. if they choose to do so. Their opt-in to Red Hat is not required for the trial, but they must opt-in to be contacted by you, as a partner, to receive the trial.
- **My customer accessed the free trial and would now like to purchase. What's next?**
  - Discuss the options for upgrading to the different available tiers. You can also set up a time with a Red Hat Training Sales Specialist to give your customer a full demo of the upgraded versions.

PROMOTIONAL RESOURCES FOR TRIAL

Content Resources
- [Partner sales conversation guide](#)
- [Partner marketing email messaging guide](#)
- [Partner social media kit](#)

Web/Email Banners
- [Red Hat Learning Subscription Trial Email/Web banner (No CTA)](#)
- [Red Hat Learning Subscription Trial Email/Web banner (Detailed w/ CTA)](#)

Twitter Banners
- [Red Hat Learning Subscription Trial Banner 1](#)
- [Red Hat Learning Subscription Trial Banner 2](#)
- [Red Hat Learning Subscription Trial Banner 3 (features)](#)
- [Red Hat Learning Subscription Modern Learning Banner](#)
- [Red Hat Learning Subscription Content Value Banner](#)

Facebook/Linked in Banners
- [Red Hat Learning Subscription Trial Banner 1](#)
- [Red Hat Learning Subscription Trial Banner 2](#)
- [Red Hat Learning Subscription Trial Banner 3 (features)](#)
- [Red Hat Learning Subscription Modern Learning Banner](#)
- [Red Hat Learning Subscription Content Value Banner](#)

Other
- [Red Hat Learning Subscription Infographic](#)
- [Red Hat Learning Subscription FAQ](#)

If you are unable to access partner content hub, please contact your regional partner alias and they will be able to pull these documents for you.

SETTING UP YOUR CO-BRANDED TRIAL

If you haven't already been set up with a co-branded account and are interested in getting started, contact your regional partner alias. To get started you will need to provide:

- **Your business name** - used in the web pages and emails
- **Shortname** - your desired shortname of what appears in the URL to end users.
  - Example: www.redhat.com/rhtapps/services/rhlsfree?partner=shortname
- **Logo** - This is the image that will appear on web pages and emails
- **Business email** - displayed in emails to end users.
- **Logins** - Any Red Hat ID logins that will be used to access the registration data (leads).
- **Business phone number** -displayed in web pages and emails to end users.
- **URL of your website**
- **Address info** (street, city, region, country, postal code)

RED HAT TRAINING CONTACT INFORMATION FOR PARTNERS

Send us an email if you have additional questions about your co-branded RHLS Free Trial.
Regional Training Partner Contacts
APAC: apac-training-partner@redhat.com
EMEA: emea-training-partner@redhat.com
LATAM: latam-training-partner@redhat.com
NA: na-training-partner@redhat.com