

SUSE Independent Software Vendor (ISV) Partner Program Guide

We adapt. You succeed.

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Introduction – SUSE Partners with You

SUSE is all about partnering. As we focus on what we do best, we want to help you focus on what you do best. Together we can deliver the most innovative and competitive solutions to our joint customers. As the Linux market overall continues to grow, we want to work with you to achieve growth for both of us. SUSE Linux Enterprise, SUSE OpenStack Cloud and SUSE Enterprise storage deliver advanced features you can rely on for your enterprise class, well-supported products and strategic planning and prototypes. Our partnership can help our joint customers grow their businesses.

While open source is at the core of our business, we recognize that customers need the specific solutions that match their business needs, regardless of the source.

“Choice” for our customers is foundational to our company, product, and partnering philosophy. Choice for our partners applies to how and where you can develop and deploy your solutions. It also applies to options you can give customers to deploy your solutions. You can certify your applications once on SLES and support them with confidence as customers deploy them in physical, virtual and cloud environments -- with Amazon AWS, Microsoft Azure, and Google and other leading cloud service providers.

About this Guide

This SUSE ISV Partner Program Guide provides a description of the SUSE ISV Partner Program and the various benefits and commitments of being a member. If you have any questions related to the program guide, please email our ISV Relations team at isv@suse.com.

From time to time, SUSE may update or modify this guide. SUSE reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits. ISV Program members are responsible for their employees' compliance with the guidelines and terms of the Partner Program agreement as well as those in this guide. The information in this guide should be considered accurate at the time of printing; however, members should review this program guide on the SUSE ISV Program website for any changes.

SUSE ISV Partner Program

The SUSE ISV Relations team works closely with you, our ISV partner, to help you take advantage of advanced capabilities in SUSE Linux Enterprise Linux, SUSE OpenStack Cloud and SUSE Enterprise Storage – to create additional value in your solutions. These can include high-availability and zero-downtime features that are built into SUSE Linux Enterprise. SUSE has more than twenty years' experience helping partners build high-value, optimized solutions on the most versatile, enterprise-capable Linux available. Now we also offer you enterprise OpenStack Cloud and Storage options

The program is designed to work for you.

- There is no charge to join
- Registration for you and your company is quick.
- You can select benefits that fit your needs
- You can advertise your solution availability to customers, partners, and to sales teams
- You can grow into other SUSE partner programs when you are ready to.

Program Delivery

SUSE establishes relationships with our partners to support on-going communication and customer satisfaction. SUSE provides benefits to ISV partners via our Partner Program portal and organization, the SUSE ISV Relations team and other SUSE resources. As you navigate the web sites, you will see both SUSE and Partner Program domains referenced in the URLs. These site transitions also show how easy it is to take advantage of other partner engagements such as Solution Provider or embedded products if you wish to expand your opportunities with SUSE. The SUSE ISV Program and the benefits delivered by the Partner Program are focused on your overall company success.

To start:

- Register your personal profile on the [partner portal](#)
- Register your company information on the partner portal
- On your first login after company approval, accept the Partner Program Terms and Conditions

Upon successful completion of the application process, you will receive a confirmation email that allows you to start taking advantage of partner benefits. Your personal profile is also activated for the suse.com site and the SUSE Customer Center. You only need log in once to see all of your personalized views of these domains.

Program Benefit Details

The SUSE ISV Partner Program delivers benefits that enable you to:

- INNOVATE and more quickly and easily bring your enterprise applications to market on SUSE Linux Enterprise Server or SUSE OpenStack Cloud or SUSE Enterprise Storage – today’s advanced foundations for customer success.
- CONNECT with an extensive network of partners and customers numbering 20,000-plus that rely on SUSE, Novell, and MicroFocus to provide modern IT infrastructure solutions
- ADVERTISE your solutions in SUSE’s [Software Partner Catalog](#), the industry’s most comprehensive listing of Linux applications targeted to the enterprise

Core partner members are eligible for a specific set of core benefits that are organized into the following categories:

- Membership benefits
- Sales and Marketing benefits
- Technical benefits
- Training benefits

There is an [on-line listing](#) of the following with the links that you may want to check for additions or clarifications.

Membership Benefits	
My Account	Use one-click access to your personal and company information in the SUSE Partner Program: Edit email addresses, update listing in the Partner Finder, view the account status (including summaries and reports) and select business unit communications.
SUSE Partner Portal Help Desk	Contact resources by telephone or email to assist you with all your partner needs.
SUSE Partner Program Portal	Start here for the tools, resources and information to support your business.
SUSECON Discount	SUSECON is our premier technology conference and provides the opportunity for you to hear strategic business and technology announcements, attend technology seminars and labs, and interface with key employees, customers and other partners.

Sales & Marketing Benefits	
SUSE Brand Resources	Access logos, program marks and templates to use in all your marketing activities. <ul style="list-style-type: none"> • Presentations • Business Papers
Product Announcements	Stay up to date with online list of Product Announcements.
Program Marks	Access Ready, YES and Certified program marks.
SUSE Partner Software Catalog	Add your products into the catalog to market your products to other partners and customers.
Success Story	Talk to the SUSE ISV Relations team about help in packaging your success stories featuring you, your customer and SUSE. Contact isv@suse.com for more information

Technical Services Benefits	
Beta Software Access	Get a head-start developing applications and supporting your customers ahead of the general availability of products. This expands the previous partner benefit of access to Release Candidate versions of SUSE software products.
Partner Use Software	Enhance your ability to recommend and support SUSE products by using them to develop, test and support your products in SUSE environments, and for customer proof of concept deployments. Subscriptions for SUSE Partner Use Software are governed by the terms of the current SUSE Partner Program Agreement. The software and licenses are not to be distributed to your customers or outside your organization, sublicensed, resold, rented, leased or used to provide hosting, outsourcing or other similar services to third parties.
Knowledgebase	Search for articles on technical questions about SUSE products.
Support Forums	Ask questions and get information from the SUSE Community.
SUSE Conversations (blogs)	Learn more from SUSE experts and get more from your investment in SUSE Products.

Training and Enablement Benefits	
Advanced Technical Training –Discounted Price	Get a 20% Discount on Training Services Advanced Technical Training (ATT) class listed on the Partner Training Registration site. Please note: the course is not guaranteed until the minimum number of attendees has been reached.
Technical Training	Gain valuable technical expertise while saving time and expense by participating in detailed technical training from experts from the convenience of your office.
Sales Training	Access voice-narrated sales training courses at no charge to help your sales team prepare for customer conversations.

Optional Benefits for Purchase

Discounted [support benefits](#) (support request packs) are available through a Distributor as shown on the Partner Portal (login required).

Program Requirements

Program participants register for the Partner Program as described in the Program Delivery section. For most participants in the SUSE ISV Partner Program, you will sign up as partner type of “ISV” and will become “Registered” partners. However, if your partner company has more than one type of partnership with SUSE, you may register with multiple partner types. Some software solution providers may also wish to resell SUSE products.

Partner Program member companies are required to maintain current Partner Program Terms and Conditions (T&Cs) signatures. T&Cs are auto-renewed annually as long as there are no changes to them and if neither of us terminates the agreement. If a new T&Cs signature is required, a reminder will be sent to the primary partner contact for the company thirty days before signature is required.

Over time, the Partner Program and SUSE may make changes to the Partner Program or to the SUSE ISV Partner Program. These will be reflected in the SUSE ISV Partner Program Guide and/or in the Partner Program T&Cs or Guide. It is the partner’s responsibility to be aware of updates and the web versions of these to ensure that they are current in understanding and adhering to the program requirements.

Ready to Partner? We are!

APPENDIX A: Additional Resources

SUSE ISV web site

<https://www.suse.com/partners/isv/>

Product Collateral

<https://www.suse.com/products/server/technical-information/>

OnDemand training

<https://www.suse.com/training/on-demand/>

SUSE Brand Central

<https://www.suse.com/brandcentral/suse/product.php>

New SUSE Partner Software Catalog

<https://www.suse.com/susePSC/>

SUSE Ready Program

<https://www.suse.com/partners/suse-ready/>