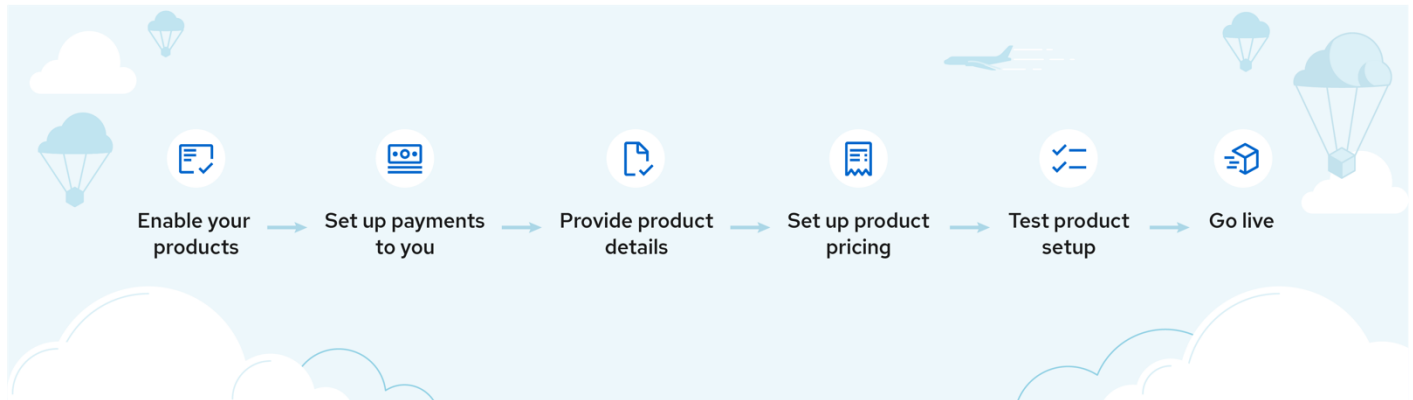




Red Hat Marketplace Seller Onboarding Guide



Listing with Red Hat Marketplace, a hybrid-cloud marketplace, offers you both private offer and self-service selling experiences, reaching IBM customers globally.

This document outlines the steps you need to list your product for sale on the marketplace. When you have questions, [open a ticket](#) and a customer representative will contact you.

01 - Enable your product

First, to enable your product for sale through the marketplace, register with one or both of the following programs:

- [IBM Partner Plus – Build Track](#) (also known as Build with IBM)
- [Red Hat Certification](#)

For more information, refer to [Partner product policies](#).

When your product is enabled (validated or certified), you are invited to create a partner account on Red Hat Marketplace [partner portal](#). Note: For IBM Partner Plus, if you're already enabled and would like to get started before your invite arrives, [let us know](#).

After creating an account and login, you can begin setting up your company and products. To start, follow the steps below. These steps can be done in parallel. For example, you can start creating your product page before you complete setup for your company or accept the legal terms.

02 - [Complete company account setup](#)



Complete your company setup

0 of 3 completed

This includes confirming your company information, accepting legal terms, and setting up payments to you.

TO DO
Update and verify your company information
Supply required company data and confirm your company legal name and address. >

TO DO
Review and accept the legal terms
This step should be completed by someone with legal authority, like your legal counsel. >

TO DO
Set up payments to your company
This step requires information about your company banking and tax registration. >

[Verify company information](#)

You need to provide or confirm some basic information about your company: legal name, address (of the entity doing business with IBM), brand logo (or other graphic, up to 500kb and 380x128, .png, .gif, or .jpg) and company URL.

[Invite other users to your account](#)

The user that first registers for a partner account is the account Owner, who can invite others from your company to the account. Users can help with various tasks for setting up your company and product information.

You can reassign the account Owner to a different user, add new users, or change user access at any time. For more information, refer to [Partner account](#).

[Accept legal agreements \(formalize our business relationship\)](#)

As with all commercial business relationships there is a legal agreement. The [Digital Listing Agreement \(DLA\)](#) must be accepted in the [partner portal](#) before your product can be published to the marketplace for purchase.

Either the account Owner or a user with the “legal partner” role can accept the agreement. It is important to [add a user with the “legal partner” role](#) so that we can notify that user of any changes to the legal agreement (in addition to notifying the account owner).

[Set up payments to your company](#)

IBM makes payments directly to your bank account using Electronic Funds Transfer (EFT). Somebody in your Finance or Accounts Receivable team should have the following information. You need to submit a completed EFT form and complete verification of your bank account. Note: there is additional supporting information needed for your bank account, so make sure you include that when you submit the EFT form:

- For companies based in the United States, use [this EFT form](#)
- For companies based outside of the United States, use [this EFT form](#)

We also need the following tax documents to make payments to you. Somebody in your Tax team should have this form:



- For companies based in the United States, provide a copy of your [Form W9](#).
- For companies based outside of the United States, provide a copy of your [Form W8](#).

For more information, refer to [Partner payments](#).

03 - [Create your product page](#)



Create your product page

This is how customers discover your product.

[Edit](#)

Eligible products and criteria

The marketplace is focused on solutions for Enterprise customers that meet certain criteria. For more information on product policies, refer to [Partner product policies](#).

Provide product content (create a product page)

The product listing page describes your product and features to customers, along with other reference material so customers can learn about your product.

You need to provide the following type of information on your product page:

- Search terms and navigation categories
 - Note: Build validated solutions should checkmark the category "Built with IBM" and the product highlight "Build validated". For the Built with IBM Products, select the IBM products that are embedded in the solution. Products other than Build validated solutions can use any of the other available options, as appropriate.
- Overview: Product name, version, logo
- Features list
- Details and references – media, documentation, FAQs, support, README, and so on

For more information, refer to [Set up product listing content](#).

04 - [Set up product editions and pricing](#)



Setup product pricing

Create purchasable or trial editions for this product

[Edit](#)

Provide export classification

An Export Control Classification Number (ECCN) from the US Department of Commerce is required for your product. This ECCN applies to all editions of the product. If the ECCN for your product is not listed, [open a ticket](#) for our onboarding team to start a discussion with the IBM Export Regulation Office.

For more information, refer to [Export compliance](#).

Commodity Code - UNSPSC

Some enterprise procurement organizations require products be classified using standard codes.

Select one of the codes in our tool or you can search the [UNSPSC code database](#) to find a code that best fits your product.

Selling in other countries and territories

You can select to sell your product in any of the countries where Red Hat Marketplace is enabled for sales (selling in the US is default and required).



For more information on selling globally, refer to [Selling in other countries or territories](#).

Creating editions of your product

You can create up to five editions of your product to represent different configurations for features, capacity and pricing. For example, you may have a professional edition, enterprise edition, trial edition, and free edition. At least one edition must be priced (available for purchase). Pricing setup is required even when the product is only available through a private offer.

For each edition, provide the following information:

- Edition name and description.
- Details, features and capacities.
- [Packaging and Delivery](#) (all editions of a product must be the same type):
 - Software as a Service (SaaS): Cloud service that you provision and manage for the customer.
 - Standalone application: Downloadable software that can be installed on a customer's infrastructure.
 - OpenShift Operator: Your containerized software that is a certified Operator.
 - SaaS Operator hybrid: Cloud service that pairs with an Operator deployed to the customer's OpenShift instance.
 - Professional Services: offered in conjunction with one of the above software products, not as a separate product by itself.
- [Commerce model](#). The options include the following:
 - Priced for purchase
 - free (always free)
 - trial (no charge)
- Charge ID. This can be any value that is useful to you and your back-office systems. This value will be provided to you whenever there is a transaction for your product. This may be called a SKU, a Product Number, or any other string that maps to your internal business systems.

[Configure pricing plans](#)

Editions that have a commerce plan of "priced for purchase" need to be configured with the billing details and price. You are in control of pricing and charge configuration for your editions, and IBM will handle billing and collecting payments from customers, including taxes.

[Billing details](#). You need to first provide basic information about the pricing plan:

- Billing frequency: monthly, quarterly, annual
- Subscription terms: number of months
- Allow auto-renew: The subscription automatically renews at the end of the subscription term if the customer does not opt-out.
- [Product renewal and termination](#)
- [Edition charges](#). You need to select from the following options for charge type: recurring, one-time, usage/metered.
- Unit of measure (amount of storage, number of users, number of transactions, or instance) See the [Metered usage and pay-as-you-go billing](#) articles for more information on metered usage for customer billing.
- Quantity – minimum and maximum.
- Vendor charge ID. This can be any value that is useful to you and your back-office systems. This value will be provided to you on the partner revenue report for each charge type/line item.

Rules:

- Additional business rules can be applied for better control and customer guidance when purchasing.

[Configure subscription service settings](#)



Configure subscription service settings

You will be notified of product events (purchases, trials, cancellation, etc)

[Edit](#)

The subscription service notifies you of new events and actions on your product, such as new purchases and trial registrations or renewed subscriptions. The preferred configuration is for you to integrate with our Lifecycle API for better automation and a better user experience for customers. You can also get started by providing an email address to receive the notices.

For more details on integrating for automation, refer to [How Product lifecycle API works](#).

05 – Review and go live



Test all editions of your product

All content and editions must be tested prior to publishing. (2 steps remain.)

[Test](#)

When you complete the previous steps, confirm your product details are displayed correctly and the pricing plans are displayed and working as you expect. End-to-end testing allows you to experience and test your product from the perspective of a customer on Red Hat Marketplace. You should verify all the information you provided for the product page and the editions displays as expected. And for each edition you should go through a simulated purchase or trial registration and confirm the pricing plans are setup as expected and you are receiving event notices as expected.

When you are satisfied with the setup you can submit your product for publish. After you submit your product, our onboarding team will review and publish your product to the marketplace storefront.

06 – Make Offers

Create your private offer

To create a new offer, submit this completed form. Configure the purchase for your customer.

1 | Customer

Account ID

Opportunity ID (optional)

2 | Product

Product

Edition

3 | Private offer

Subscription term

Billing term

Offer expiration date

Start date (optional)

End date

02/25/2023



Selling

Here are additional articles that will help you complete sales:

- [Selling globally](#) – details for selecting countries to sell your product in
- [Creating private offers](#) – enterprise customers often want to negotiate special terms (price, capacity, and configuration) which can be done through private offers
- Creating [private \(hidden\) editions for private offers](#) - you can create priced editions that are only visible to you and available for use in a private offer

Other useful articles

- [Partner payments](#) – payments from IBM to you for purchases
- [Partner reports](#) – revenue report and trials registration reports that provide details for each transaction
- [Tax considerations](#) – IBM's tax responsibilities and your tax responsibilities
- [Export compliance](#) – how IBM handles export compliance
- [Identifying clients for trial or purchase](#) – how a potential client entity is validated
- [Partner product policies](#) – general policies for listing your product on Red Hat Marketplace
- [Partner FAQ](#) – Frequently asked questions for partners