

# SUSE ONE Partner Program –INNOVATE Specialization Guide

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## Table of Contents

1. INNOVATE Specialization Guide objective
  2. Application Process
  3. Program Participation Requirements
  4. INNOVATE Specialization Tiers – Benefits and Requirements
    - 4.1 Benefits
    - 4.2 Requirements
  5. Marketing Awareness and Support
  6. Partner Use Subscriptions
  7. Service Requests
  8. SUSE Ready Certification process
  9. SUSE Rancher Certification process
  10. SUSE YES Certification process
- Appendix 1: List of all Benefits and Requirements
- Appendix 2 Additional Benefits Available for Purchase

## 1. INNOVATE Specialization Guide objective

This INNOVATE Specialization Partner Program Guide is part of the SUSE ONE Partner Program. The Guide provides an overview of advertising your products that are certified to work with SUSE Products (the Ready, Solid Driver and YES certified programs, Rancher Marketplace) and how to sign up for the INNOVATE specialization as well as the various benefits and commitments of being a member. If you have any questions related to the program guide, please email us at: [Certifications@suse.com](mailto:Certifications@suse.com)

## 2. Application Process

A prerequisite for joining the INNOVATE specialization is to have company membership in the [SUSE One partner program](#). The first step to become part of the INNOVATE specialization is to join the [SUSE ONE Partner Program](#) at no cost, by registering with your company email address. To enrol your company in the INNOVATE Specialization, please send an email to [Certifications@suse.com](mailto:Certifications@suse.com) and we will follow up to initiate the process.

## 3. INNOVATE Specialization Participation Requirements

The following requirements must be met for your company to participate in the INNOVATE Specialization:

- Latest SUSE Partner Portal Agreement (PPA) acceptance: Portal User from your company who logs into the [SUSE One partner portal](#) will need to accept the PPA in order to successfully complete their login.
- Active enrolment to the INNOVATE specialization / refer to section 2 of this guide)

## 4. INNOVATE Specialization Tiers – Benefits and Requirements

There are 3 specialization tiers. Attaining each of the specializations is based on meeting tier requirements unique for the INNOVATE specialization. Each tier gives benefits additional to the SUSE One Partner Program tier benefits

## 4.1 Benefits

- **SAPPHIRE Tier**
  - Limited not for resale product development subscriptions
  - All benefits for Sapphire Tier as per [the SUSE ONE Partner Program](#)
  
- **EMERALD Tier**
  - All benefits of Sapphire Level
  - Certification of your partner software and hardware products with the SUSE/Rancher set of products with appropriate contract level and fees
  - Increased not for resale product development subscriptions
  - Joint Marketing and awareness support
  - Engineering support during product certification
  - 3 pack service requests for SUSE Product Support through SCC
  
- **DIAMOND Tier**
  - All benefits of EMERALD Level
  - 5 pack of service requests for SUSE Product Support through SCC
  - Expanded joint marketing roadmap development
  - Discounted rates on program fees (for fee-based programs within INNOVATE) upon approval
  - Assigned Partner Alliance Manager for ISVs
  - Quarterly business and technical reviews

## 4.2 Requirements

- **SAPPHIRE Tier**
  - A company in good business standing with SUSE (assumed by this document)
  - Actively enrol to the INNOVATE Specialization.
  
- **EMERALD Tier**

Partners can progress to EMERALD level in the INNOVATE specialization :

- EITHER certify your products on latest version of SUSE products (SLE 15, SUSE Rancher, etc.) and have your product entries available in [Partner Certification & Solutions Catalog](#), [SUSE Rancher apps & marketplace](#), and/or [YES CERTIFIED Bulletin Search](#)
  - OR participate in fee-based programs (Solid Driver and YES certified)
- **DIAMOND Tier**

Partners can progress from EMERALD to DIAMOND level in the INNOVATE Specialization upon SUSE approval and by meeting the following two requirements:

- Develop at least 2 joint success stories with SUSE during the Fiscal year
- Proven track record of partner product certifications, joint sales and marketing assets, and go-to-market activities during previous fiscal year

## 5. Marketing Awareness and Support

Participation in the INNOVATE Specialization gives marketing awareness campaigns and support:

- **EMERALD Tier**  
Marketing support – SUSE marketing assistance to consult on creating Go-To-Market (GTM) collaterals highlighting the joint value proposition of SUSE and the partner.
  - Joint Solution Brief
  - Joint blog posts, partner presence as guest blog author on [suse.com](https://www.suse.com), and/or blog series
  - Social media publishing
  - Getting started guide
- **DIAMOND Tier**  
Marketing and awareness engagement – SUSE marketing assistance to consult on further developing the joint GTM roadmap as well as assets like:

- Success Stories
- Video/Demos
- Webinars
- Joint presentation in industry events
- Supporting quotes in partner's press releases

## 6. Partner Use Subscriptions

'Partner Use' or 'Not for Resale' software from SUSE is accessible for product development, testing, certification, debugging, and joint customer support.

The software downloads subject to the Terms & Conditions of the SUSE Partner Program Agreement, [Exhibit A](#).

Once you are in the SUSE ONE Partner Program you can follow the guidance the [SCC User Guide](#) in order to use the software.

## 7. Service Requests

A Support Case is defined as support with one issue, problem, or question relating to the use or installation of a SUSE solution, regardless of the number of communications required. [Here](#) you can find all the necessary details.

INNOVATE Sapphire Partners can request a free service request upon approval by the Solutions Partners and Alliances team. The Partner is required to send an e-mail to [Certifications@suse.com](mailto:Certifications@suse.com) to request this support. After an assessment of the request, an answer will be provided within one business day.

Additional support pack benefits are available for purchase. Please refer to appendix 2 of the attached guide.

Partners in the EMERALD tier in the INNOVATE Specialization automatically get a [3-pack of Service Requests](#). Once partners are promoted to DIAMOND tier, they are entitled to a [5-pack of Service Requests](#).

## 8. SUSE Ready Certification process

A commercial software solution is supported by the solution vendor when installed on, or when interfacing with a specific SUSE product. It is a self-certification process that says the software vendor has performed the

testing necessary to state that their solution functions properly with SUSE products and has commercial vendor support.

SUSE Ready certifications are generally valid for the duration of major product versions.

### The Ready Certification process:

- **Step 1:** Join the SUSE Partner Program (refer to section 2 and 3 of this guide)
- **Step 2:** To access SUSE software products to support your testing and QA, log in to the SUSE Partner Portal and go to the Services and Support area.
- **Step 3:** Install the SUSE software and perform the testing your company does to deliver support of your solution in a SUSE environment. If you encounter unexpected issues, contact [the SUSE Solutions and Alliances team](#) for assistance.
- **Step 4:** Document your successful testing and your support by adding the appropriate SUSE product and version to the list of supported platforms in your documentation and web site.
- **Step 5:** Create an entry for your product in the SUSE Partner Software Catalog using the SUSE Partner Software Catalog login . You will need your company's permission to make your catalog edits. [The SUSE Solutions and Alliances team](#) can assist you in getting this permission set up or help you to create or update an entry.
- **Step 6:** When you have a completed SUSE Partner Software Catalog entry, you will be sent the SUSE Ready logo for your use in promoting your solution.

## 9. SUSE Rancher Certification process

For a step-by-step guide on how to package your containerized solution to make it available for deployment through the SUSE Rancher apps & marketplace, please refer to the [workflow process outlined on our Github page](#).

## 10. SUSE YES Certification Process

The SUSE YES CERTIFIED is designed to provide partners with a method of building and delivering easily identifiable solutions, that are certified compatible with SUSE Enterprise software.

The YES Certification process involves stringent compatibility testing that covers both native and virtualized environments and can be performed by either SUSE or the hardware platform partner – depending on program level participation.

### The YES CERTIFIED Process

- **STEP 1** Join the SUSE Partner Program (refer to section 2 and 3 of this guide)
- **STEP 2** Request a YES Certification contract (DS100, DS250, DS500 or DS1000). Review, sign and return contract to [certifications@suse.com](mailto:certifications@suse.com)

**Note:** By signing the contract, partner agrees to support any YES Certified product(s) in a SUSE environment.

- SUSE countersigns contract and produces a quote for applicable program fees.
- Partner sends any applicable program fees to SUSE.
- Partner provides contact information of assigned company contact(s) to SUSE.
- SUSE will set assigned contact(s) up in the program, providing access to:
  - YES Certification Tool Kit
  - YES Certification Documentation
  - YES Certification Training Videos
  - YES Certification Submission Utility
  - YES Certified logos
- **STEP 3** Download YES Certification Tool Kit / Documentation
- **STEP 4** Set up test environment and perform appropriate YES Certification test suites.
- **STEP 5** Submit test results to SUSE via the YES Certification Submission Utility



- **STEP 6** Once a partner solution completes YES Certification testing, it is validated by SUSE Partner Engineering and published to the [SUSE Bulletin System](#) (SBS) database after which the partner is permitted to display the YES Certified logo on product documentation, webpages or other marketing materials. It is the YES Certified logo that tells customers and end-users that the solution is both compatible with SUSE Linux Enterprise software and is jointly supported by the certification partner and SUSE.

For all details of the YES Certification program, please refer to: [SUSE YES CERTIFIED Program](#).

SUSE reserves the right to update and/or modify this guide. Also, SUSE could make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits. INNOVATE Specialization 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 guide on the [suse.com](https://suse.com) and [SUSE Partner Portal](#) for any changes.

## Appendix 1: List of all Benefits and Requirements

INNOVATE SPECIALIZATION	Sapphire		Emerald		Diamond	
	READY	YES SLA & DS100, DS250, DS500, DS1000	READY	YES SLA & DS100, DS250, DS500, DS1000	READY	YES - DS250, DS500, DS1000
<b>BENEFITS</b>						
Access to the SUSE Partner Portal & Partner Helpdesk	✓	✓	✓	✓	✓	✓
Free current online product training across SUSE's product range	✓	✓	✓	✓	✓	✓
Full access to <b>current</b> sales tools and product marketing collateral	✓	✓	✓	✓	✓	✓
Important announcements and relevant partner communications	✓	✓	✓	✓	✓	✓
<b>Training</b>						
Free SUSE Online Product Sales Training (via the SUSE Partner Portal)	✓	✓	✓	✓	✓	✓
Free SUSE Online Product Technical Training (via the SUSE Partner Portal)	✓	✓	✓	✓	✓	✓
<b>On-demand, online technical training</b>	x	x	✓	✓	✓	✓
YES Certification training for systems	x	x		Y (DS100+)		Y (DS100+)
SUSECON registration discount	x	x	✓	✓	✓	✓
Reimbursed exam seat for successful personnel certification	x	x	✓	✓	✓	✓
SUSE Academy participation	x	x	✓	✓	✓	✓
<b>Marketing</b>						
SUSE Partner Program Tier Logo	✓	✓	✓	✓	✓	✓
SUSE Partner Specialization Logo (Emerald/Diamond)	x	x	✓	✓	✓	✓
Authorized use of product certification logos upon certification completion	✓	✓	✓	✓	✓	✓
Manage your company details for use in the Partner Locator	✓	✓	✓	✓	✓	✓
Listed in SUSE's Partner Locator	✓	✓	✓	✓	✓	✓
Success Reference Stories published by SUSE	x	x	✓ upon approval	✓ upon approval	✓	✓
Partnership Certificate	✓	✓	✓	✓	✓	✓
SUSE Partner Certification and Solutions Catalog (PCSC) listings for certified	✓	✓	✓	✓	✓	✓
SUSE Brand resources	✓	✓	✓	✓	✓	✓
<b>SUSE Technical and Partnering Support</b>						
NFR software (Demo, development usage)	✓	✓	✓	✓	✓	✓
Early Access to Limited Beta Software	x	x	✓ upon approval or via public beta program	✓ upon approval or via public beta program	✓	✓
Access to lab hardware for certification activities	x	x	upon	upon	by special	by special
Early Technical Support and Notices	x	x	✓	✓	✓	✓
Ability to submit enhancement requests, drivers	x	x	upon approval	✓	Y	
Partner Support Requests (SR's)	x	x	3-pack granted	3-pack granted	5-pack Standard	5-pack Standard
Certification Test Kits	x	x	x	✓		✓
Partner Alliance Manager for software certification (PAM)	x	x	Email with: certification@suse.com	e-mail to: technologypartners@suse.com	Assigned	Assigned
Certification Support Requests	x	x	x	DS100+	x	unlimited
Partner Engineering Support	x	x	Ready: by invitation	SLA - by Invitation; DS100: email-based support; DS250+ assigned engineer	Ready: by invitation	assigned engineer
SUSE product briefings		x	webinars	webinars	individual	individual
QBR's/QTR's	x	x	x	✓	✓	✓
Use of flag(s) to indicate non-tainted kernel	x	x	x	✓	x	Y
Packaging of driver kits	x	x	x	✓	x	Y
SUSE Provided product Certification testing	x	x	x	DS250+	x	Y
Access to Bugzilla	x	x	x	DS250+, by invitation	x	Y, upon approval

INNOVATE SPECIALIZATION	Sapphire		Emerald		Diamond	
	READY	YES SLA & DS100, DS250, DS500, DS1000	READY	YES SLA & DS100, DS250, DS500, DS1000	READY	YES - DS250, DS500, DS1000
<b>PARTICIPATION REQUIREMENTS</b>						
Validated Organization in good business and partner standing	✓	✓	✓	✓	✓	✓
Register/ Sign up to be a SUSE partner	✓	✓	✓	✓	✓	✓
Sign/ eSign SUSE One Partner Agreement	✓	✓	✓	✓	✓	✓
Developer Services Contract	x	x	x	✓	x	✓
Required participation fees	x	x	x	SLA: Free, DS100 fee-based	x	Fee or invited/sponsored
Sign up for INNOVATE	✓	✓	✓	✓	✓	✓
Partner Designated Primary Company Contact	✓	✓	✓	✓	✓	✓
Partner Designated Primary Technical Contact	✓	✓	✓	✓	✓	✓
SUSE product support available to subscription customers for all certified products	x	x	✓	✓	✓	✓
Joint Product/ Solution Success Story	x	x	x	x	✓	✓
Product Certification on latest SUSE product(SLE 15; Rancher) OR participation in the fee based programs (Solid Driver and YES Certified)	x	x	1 or more product certifications on latest SUSE products (SLE 15, Rancher)	YES SLA: product certification on latest SUSE product (SLE 15); or participation in fee-based Devel. Services program (DS100)	1 or more product certifications on latest SUSE products (SLE 15, Rancher)	Participation in any fee-based Devel. Services programs (DS250+)
Assessed active engagement and cooperation with SUSE during previous fiscal year	x	x	x	x	✓	✓

## Appendix 2 Additional Benefits Available for Purchase

More details about Partner Support Packs can be found at [partner portal page](#) (requires partner portal login)

Please note: Service Requests expire one year from time of purchase.

### Technical Support Packs for Partners

	<i>Service Request Count</i>	<i>Part Number</i>	<i>List Price*</i>
Technical Support Service Requests 12x5 access	3 Pack	051-005191	\$1,400
	5 Pack	051-005192	\$2,300
	10 Pack	051-005193	\$4,600
Technical Support Service Requests 24x7 access	3 Pack	051-005194	\$2,000
	5 Pack	051-005195	\$3,350
	10 Pack	051-005196	\$6,700

*\*All dollar amounts in this table represent U.S. currency.*