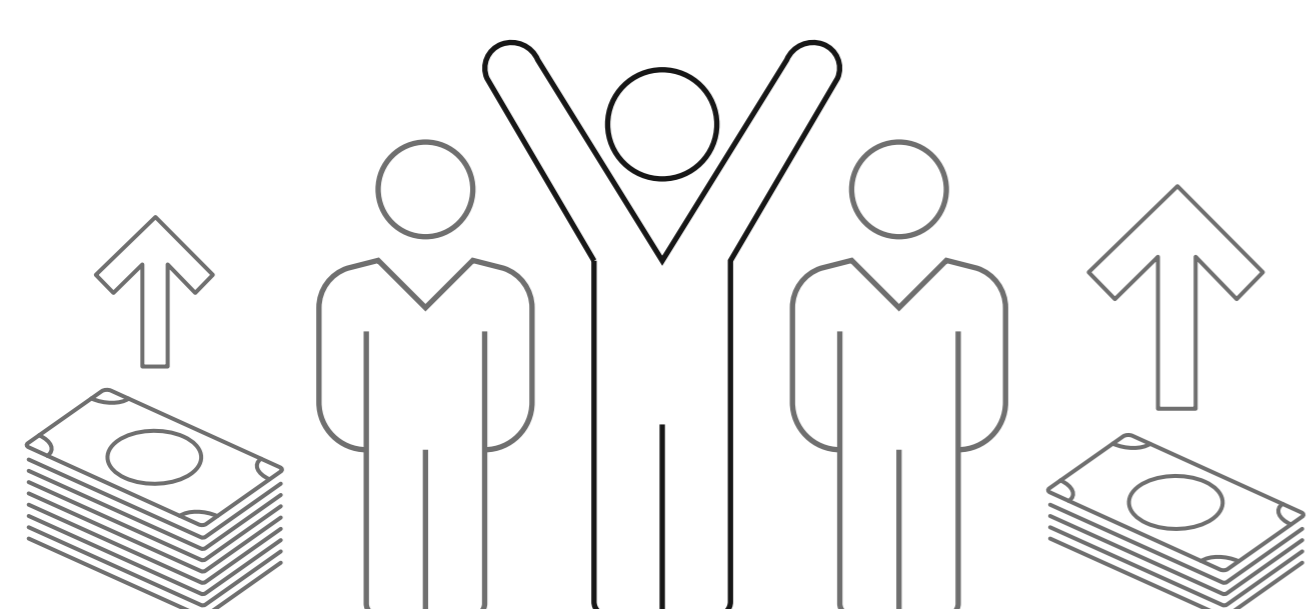


# Be recognized and reap the rewards with IBM PartnerWorld Cloud platform competencies



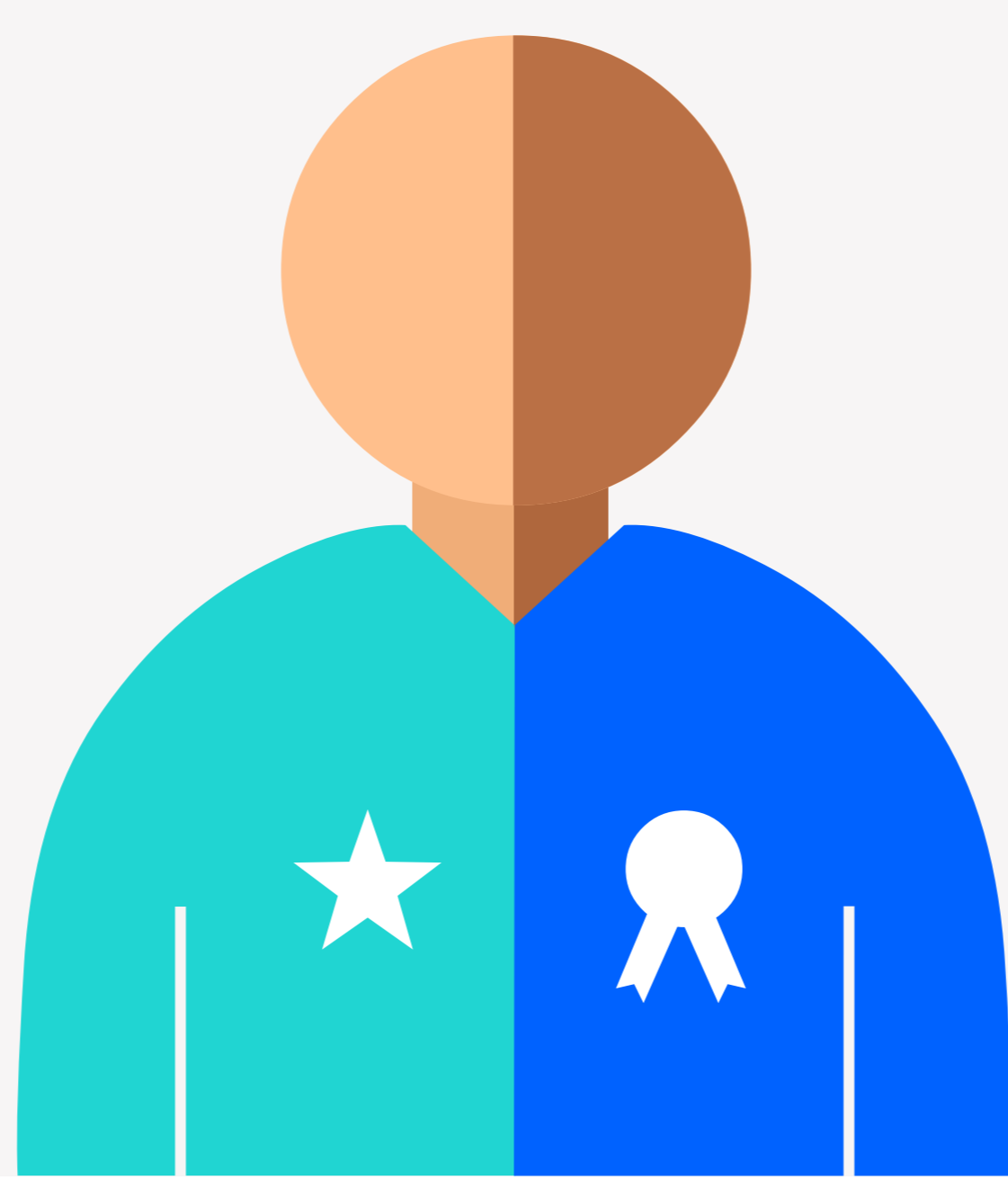
Differentiate yourself from the competition by gaining IBM **PartnerWorld** competencies

## IBM PartnerWorld program competency:

Offer differentiated value to your clients by developing deep expertise and delivering high-value solutions

### Specialist

Demonstrated repeatable success in addressing client needs



### Expert

Proven expertise in delivering high-value solutions to address client needs

## Competencies refreshed for



Faster skills recognition



Increased co-marketing benefits



Closer alignment to market opportunity

## Benefits to help you succeed



### Demand Generation

**Specialist:**  
\$5,000 USD co-marketing funds\*

**Expert:**  
\$10,000 USD co-marketing funds\*

*Incremental \$5,000 USD on progress from specialist to expert \*\**



### Enablement

**Specialist:**  
Up to 5 vouchers giving 50% discount on IBM Cloud Certifications

Blue Demos website access

Priority placement in no-charge IBM Cloud hosted Self Paced Virtual Class

**Expert:**  
Up to 10 vouchers giving 50% discount on IBM Cloud Certifications

Blue Demos website access

Priority placement in no-charge IBM Cloud hosted Self Paced Virtual Class

Premium placement in IBM Stars workshops



**Expert**  
Cloud Management

**Specialist**  
API Connect  
Business Process Management

### IBM Business Partner mark and certificates

To promote your skills in the marketplace

## Achieve success and recognition with IBM Cloud platform competency



Refreshed competency Watson and Cloud platform



Offerings include IBM Public Cloud

## Gain a competency

# 3

criteria



### Capabilities

Verified solution/service or certification/proficiency badges



### Sales success

IBM Revenue—Sales, or ESA, and/or XaaS



### Resources

Minimum required skilled sales and/or technical employees

Start your journey.

Get recognized and rewarded for your expertise.

[Learn more](#)

IBM PartnerWorld



© Copyright IBM Corporation 2018. IBM®, the IBM logo, ibm.com, PartnerWorld®, are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [www.ibm.com/legal/us/en/copytrade.shtml](http://www.ibm.com/legal/us/en/copytrade.shtml)

\* Competency achieved as recorded in your PartnerWorld console by December 31, 2018 for the January allocation of funds, and June 30, 2019 for the July allocation of funds  
\*\*Business Partners who receive \$5,000 USD in January for achievement of a Specialist Level Competency and elevate to Expert Level by June 30 will receive the incremental funding. Additional terms and conditions are necessary in order to receive and utilize co-marketing funding.