

Security Expert Labs (SEL) Business Partner Program

Highlights

- Partners can co-sell, co-deliver and go to market with IBM Security
 - Supports partners in delivering software & services
 - Offers MSSPs consulting for advancing their security solution capabilities
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Helping grow and accelerate business through partnership and collaboration

The IBM Security Expert Labs Business Partner Program offers a comprehensive partnering approach to help you grow your cyber security services business and develop organizational and solution integration with IBM.

Overview

Security Expert Labs works with partners to integrate IBM product solutions and flexible engagement models in support of our clients. Together, Security Expert Labs and our partners can offer clients expertise as a service with more simple contracts and services that align with the hybrid cloud environments many clients are adopting.

Partners in the SEL program enjoy a number of benefits. The SEL team routinely adds partner capabilities to engagements and partners can both engage IBMers or re-sell Expert Labs offerings. Also, SEL takes an innovative approach in engaging partners to help clients address complex security challenges and accelerate their security transformation.

The SEL team can deliver assessments and consulting to emerging and established MSSPs to help partners improve their capabilities. Also, Expert Labs and Business Partners often have complementary skills and Business Partners can enhance and grow their skills through mentoring programs and shadowing.

Joint Offerings often result in more attachment of services to software transactions and consequently more partner staffing. More skilled resources can help increase the value of the initial solution adoption and expand and optimize existing client deployments. IBM creates teaming agreements with select 3rd party software partners to resell and deploy repeatable solutions.

What You Can Achieve:

Skills

Co-delivering services with Expert Labs and utilizing our team's experience and expertise, can help limit project risk and optimize client success and delivery excellence.

Integration

By working together, we can develop co-led offerings and services to combine our key skills and jointly sell and deliver implementation projects and assets. SEL has established product integrations across the IBM Security portfolio.

Capacity

Keep your personnel skilled and busy by joining forces with Expert Labs and growing the community of skilled resources with experience in IBM technology.

Growth

Expert Labs can help you achieve repeat customers and incremental software sales with our unique selection of offerings including:

Common Offerings - provide a simple, non-product specific solution that aims to increase the ease of attachment. These include, Health Check, Expert on Demand, Solution Planning and Architecture and Advisement services.

Part Numbers - enable services to be sold via Software Quote & Order (SQO) bids to get software sold and deployed fast. Part number-based services are available for a range of Security brands.

Sell Simple – 'tear off' or pre-templated contracts that reduce the complexity in contract creation with pre-approved pricing.

Custom solutions – for large enterprise deals or where the customer has more complex requirements, the Expert Labs team can work with you to tailor a solution specifically for your customer's needs.

For Managed Security Services Providers:

Whether an established or emerging MSSP, Expert Labs can offer you a roadmap workshop to assess where you are and to speed your progression in getting where you want to go in your security solution journey. Expert Labs Services can help accelerate your operational and solutions development and help you get to market faster.

Why IBM?

Our Mission Together

The IBM Security Expert Labs worldwide network of experts can help you build a more dynamic security ecosystem through the adoption, expansion and optimization of IBM Security solutions, using an integrated framework to protect the enterprise.

We can help our clients in their journey to cybersecurity maturity. You can grow your business by becoming a teaming partner with the IBM channels, IBM Security, and IBM business worldwide.

Next steps

- [Contact Security Expert Labs](#)
- [Visit the Security Expert Labs website](#)

For more information

To learn more about Security Expert Labs, please contact your IBM representative or IBM Business Partner, or visit the following website: <https://www.ibm.com/security/security-expert-labs>

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