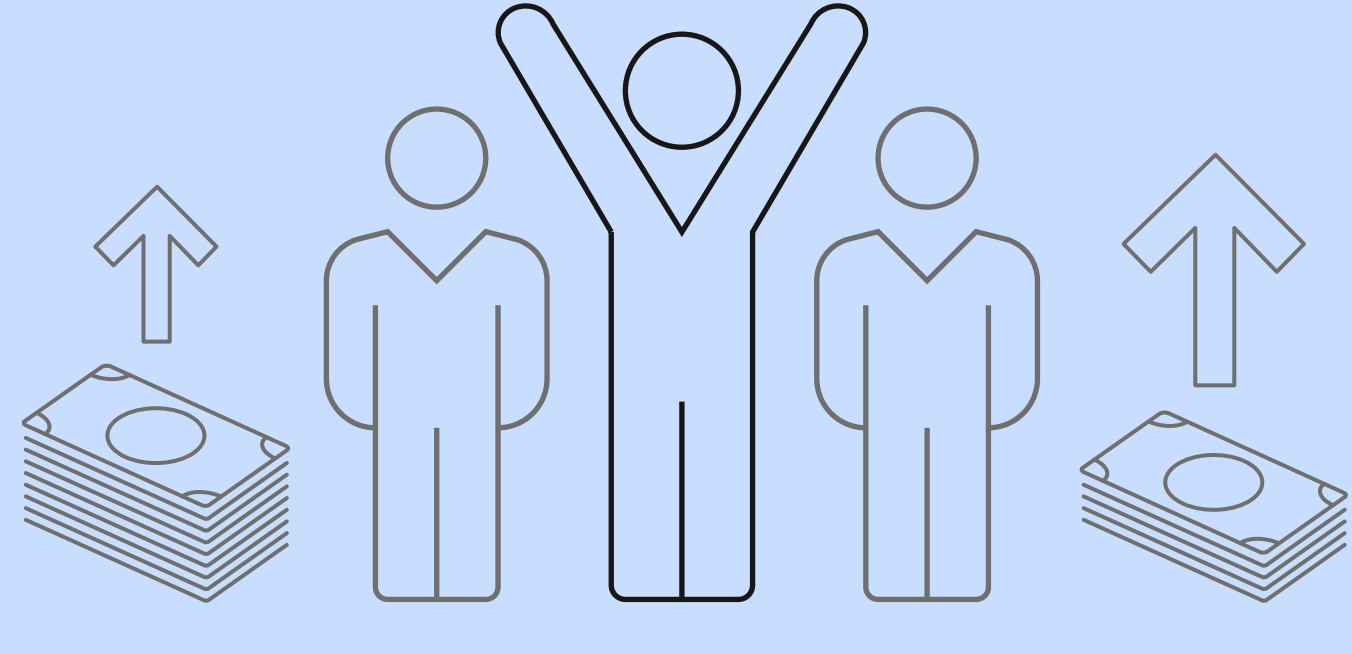


Be recognized and reap the rewards with IBM PartnerWorld Cloud competencies



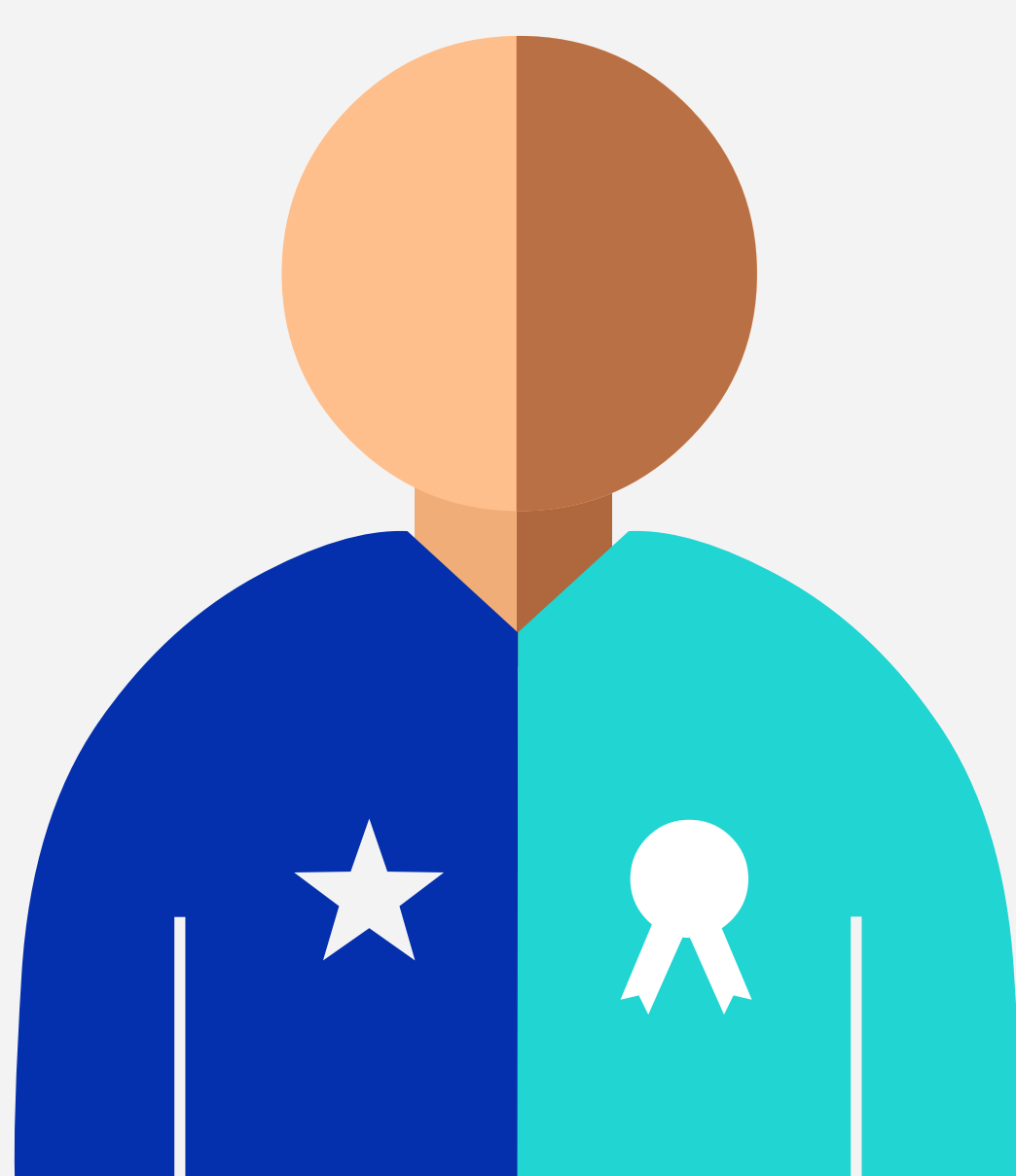
Differentiate yourself from the competition by gaining **IBM PartnerWorld** competencies

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



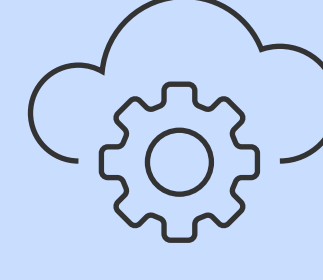
Expert
Cloud Management

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 competencies



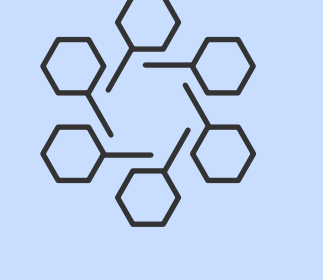
Cloud Integration and Development

Offerings include:
IBM API Connect
IBM AppConnect
IBM Aspera
IBM DataPower Gateway
IBM MQ



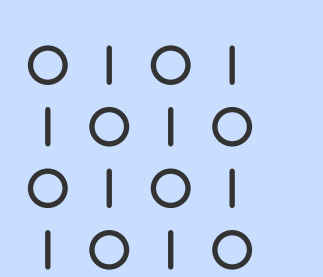
Cloud Management

Offerings include:
Application Performance Management
Netcool Operations Insights
Control Desk



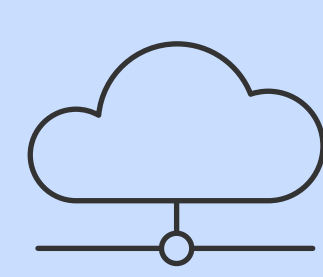
DevOps

Rational Tools
Urban Code and Urban Code Velocity



Digital Business Automation

Offerings include:
IBM Business Process Manager
IBM Datacap
IBM Blueworks Live™



Private Cloud

Offerings include:
IBM Cloud Private
IBM WebSphere Family
IBM PureApplication System

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 and/or technical employees

Start your journey. Get recognized and rewarded for your expertise.

[Learn more](#)

IBM PartnerWorld



* 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.

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