

A simplified and integrated approach for recognizing and rewarding Cloud competency expertise in products, solutions, and services



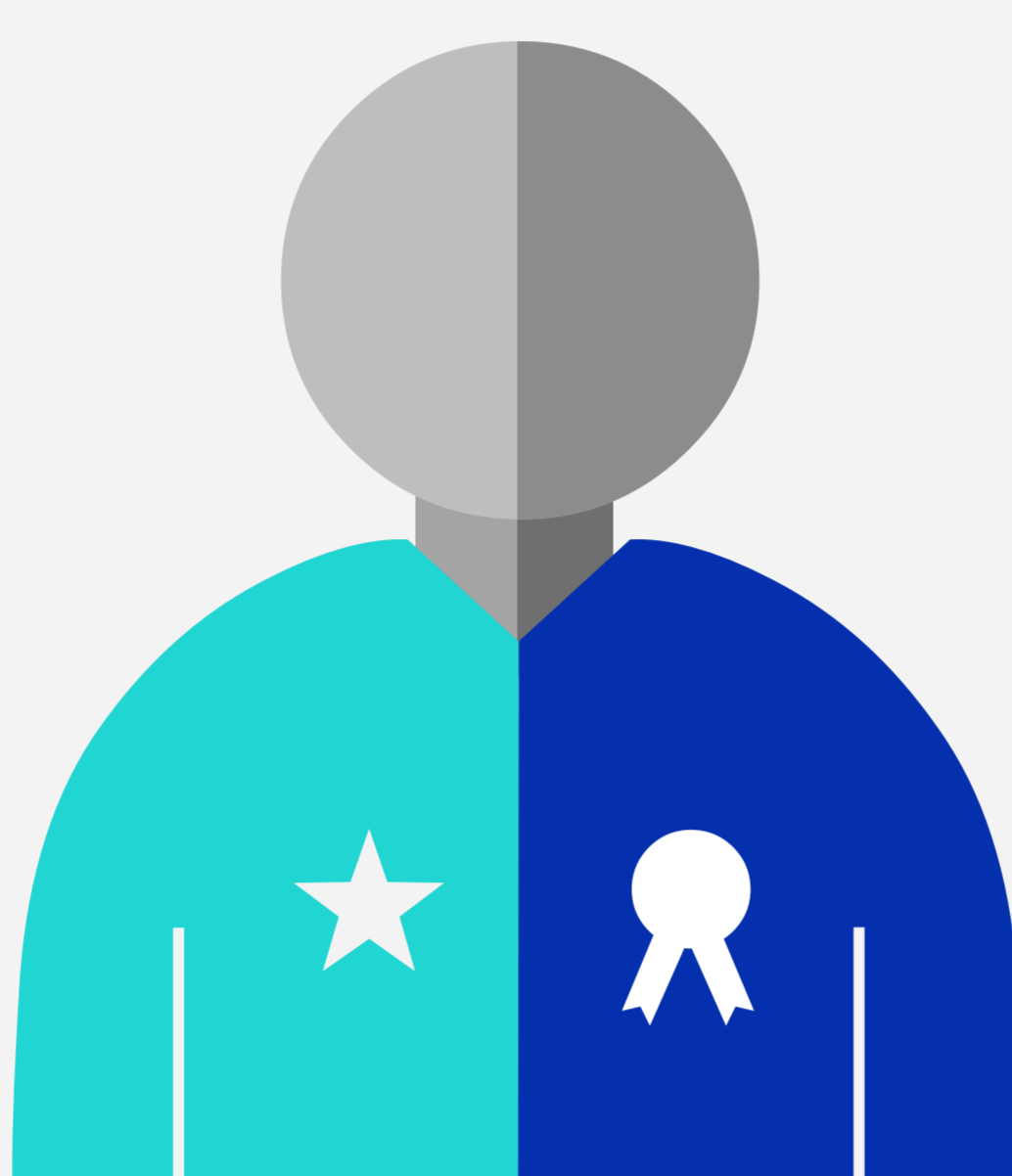
Offer differentiated value to your clients by developing deep expertise and delivering high-value solutions – differentiating you from your competition.

### IBM PartnerWorld Competencies:

Competencies are the single approach to demonstrating capabilities identified by IBM PartnerWorld and can be earned in two levels – Specialist and Expert

### Specialist

Demonstrated repeatable success in addressing client needs



### Expert

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

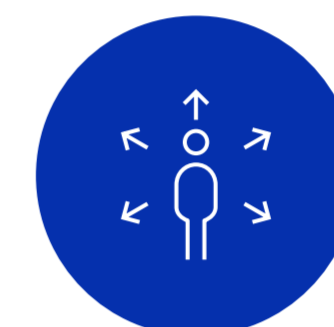
### Competencies refreshed for



Faster skills recognition



Increased co-marketing benefits



Closer alignment to market opportunity

### Benefits to help you succeed

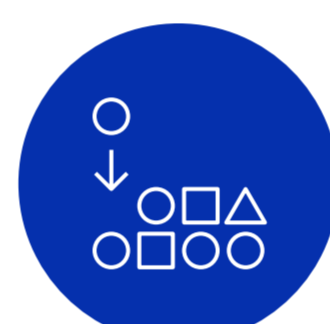


#### Demand Generation

**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

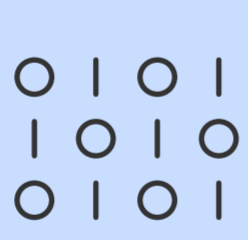
To promote your skills in the marketplace

### 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



#### Digital Business Automation

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



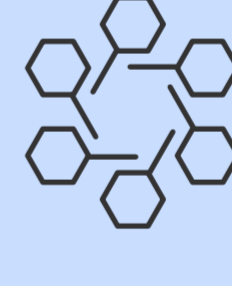
#### Cloud Management

Offerings include:  
Application Performance Management  
Netcool Operations Insights  
Control Desk



#### Private Cloud

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



#### DevOps

Rational Tools  
Urban Code and Urban Code Velocity

### 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](#)

\* Business Partners who are 100% achieved against the Competency criteria on December 31 receive funds in January. New Competencies earned, and Specialist Level Competencies which advance to Expert Level, between January 1 and January 31, and February 1 and June 30, will receive funds in February and July respectively.

\*\*Business Partners who advance from Specialist to Expert Level between January 1 and January 31 will receive the incremental funds in February; those who advance between February 1 and June 30 will receive the incremental funds in July.

Additional terms and conditions are necessary in order to receive and utilize co-marketing funding.

IBM PartnerWorld

