Competencies refreshed for:
- Faster skills recognition
- Increased co-marketing benefits
- Closer alignment to market opportunity

Achieve success and recognition with IBM Data and AI Competencies

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 Data and AI Certifications  
- Blue Demos website access  
- Priority placement in no-charge IBM Data and AI hosted Self Paced Virtual Class

Expert:
- Up to 10 vouchers giving 50% discount on IBM Data and AI Certifications  
- Blue Demos website access  
- Priority placement in no-charge IBM Data and AI hosted Self Paced Virtual Class  
- Premium placement in IBM Stars workshops

Sales success
- IBM Revenue - Sales, or ESA, and/or XaaS
- Minimum required skilled sales and/or technical employees

Certified solutions/service, or Certification/Proficiency badges

A simplified and integrated approach for recognizing and delivering high-value solutions — differentiating you from your competition.

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

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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

1. Demonstrated repeatable success in addressing client needs
2. Demonstrated repeatable success in addressing client needs
3. 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

IBM Business Partner mark and certificates

To promote your skills in the marketplace

A simplified and integrated approach for recognizing and delivering high-value solutions — differentiating you from your competition.

Gain a competency

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