

A simplified and integrated approach for recognizing and rewarding Data and AI expertise in products, solutions, and services



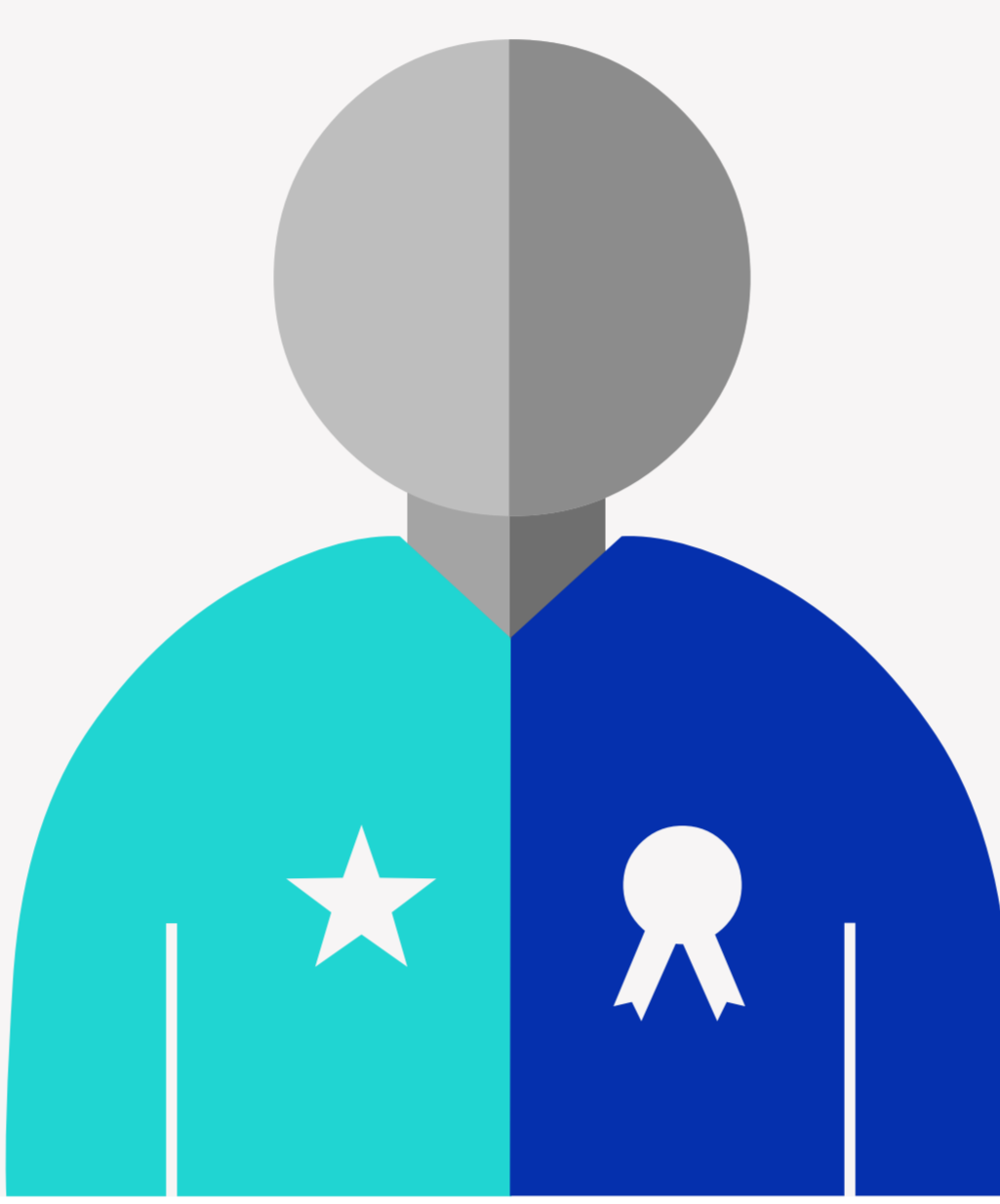
Offer differentiated value to your clients by developing deep expertise and delivering high-value solutions – differentiating you from your competition.

**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

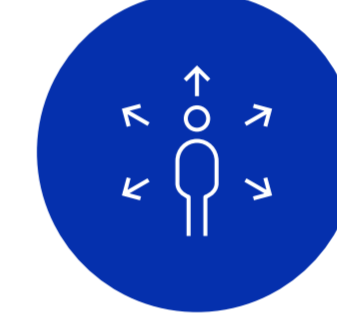
**Competencies refreshed for:**



Faster skills recognition



Increased co-marketing benefits



Closer alignment to market opportunity

**Benefits to help you succeed:**

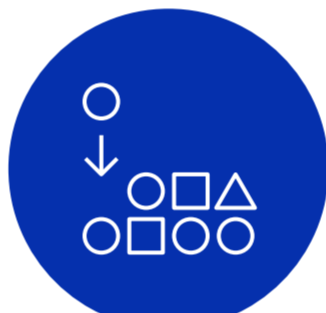


**Demand Generation**

**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 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



**Expert**  
Data Science & Business Analytics

**Specialist**  
Hybrid Data Management

**IBM Business Partner mark and certificates**

To promote your skills in the marketplace

**Achieve success and recognition with IBM Data and AI Competencies**



**Data science and Business analytics**

Offerings include: Cognos Analytics, Planning Analytics, SPSS Modeler.



**Hybrid data management**

Offerings include: Db2 family, IBM Integrated Analytics System (IIAS), Informix.



**Unified governance and integration**

Offerings include: Master Data Management, Information Server, Lifecycle Governance.



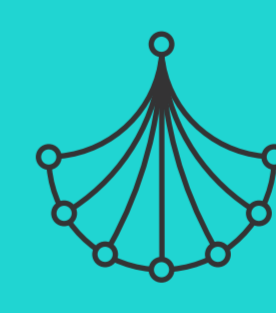
**Watson Foundation**

Offerings include: IBM AI Openscale, IBM Watson Assistant, IBM Watson Discovery, All other IBM Watson APIs



**Financial Crimes**

Financial Crimes Insight, Surveillance Insight, Payments and Banking Fraud



**Regulatory Compliance and Governance**

Watson Regulatory Compliance, GRC OpenPages

**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**



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