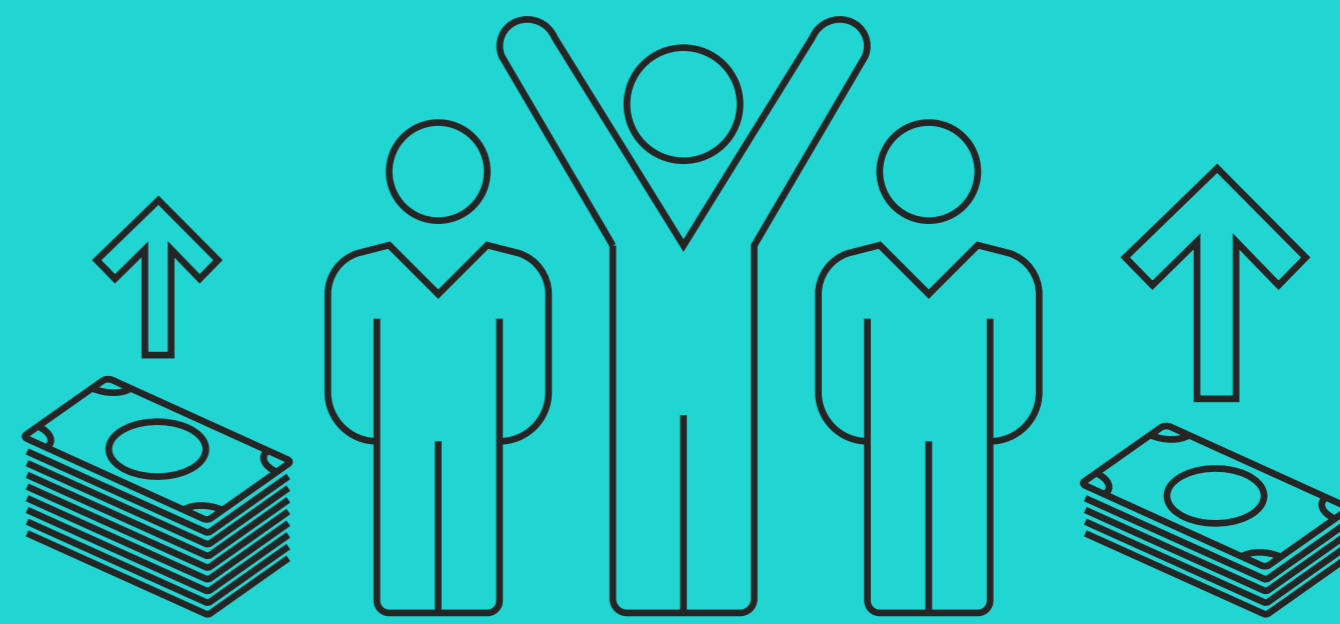


Be recognized and reap the rewards with IBM PartnerWorld Data and AI Competencies



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

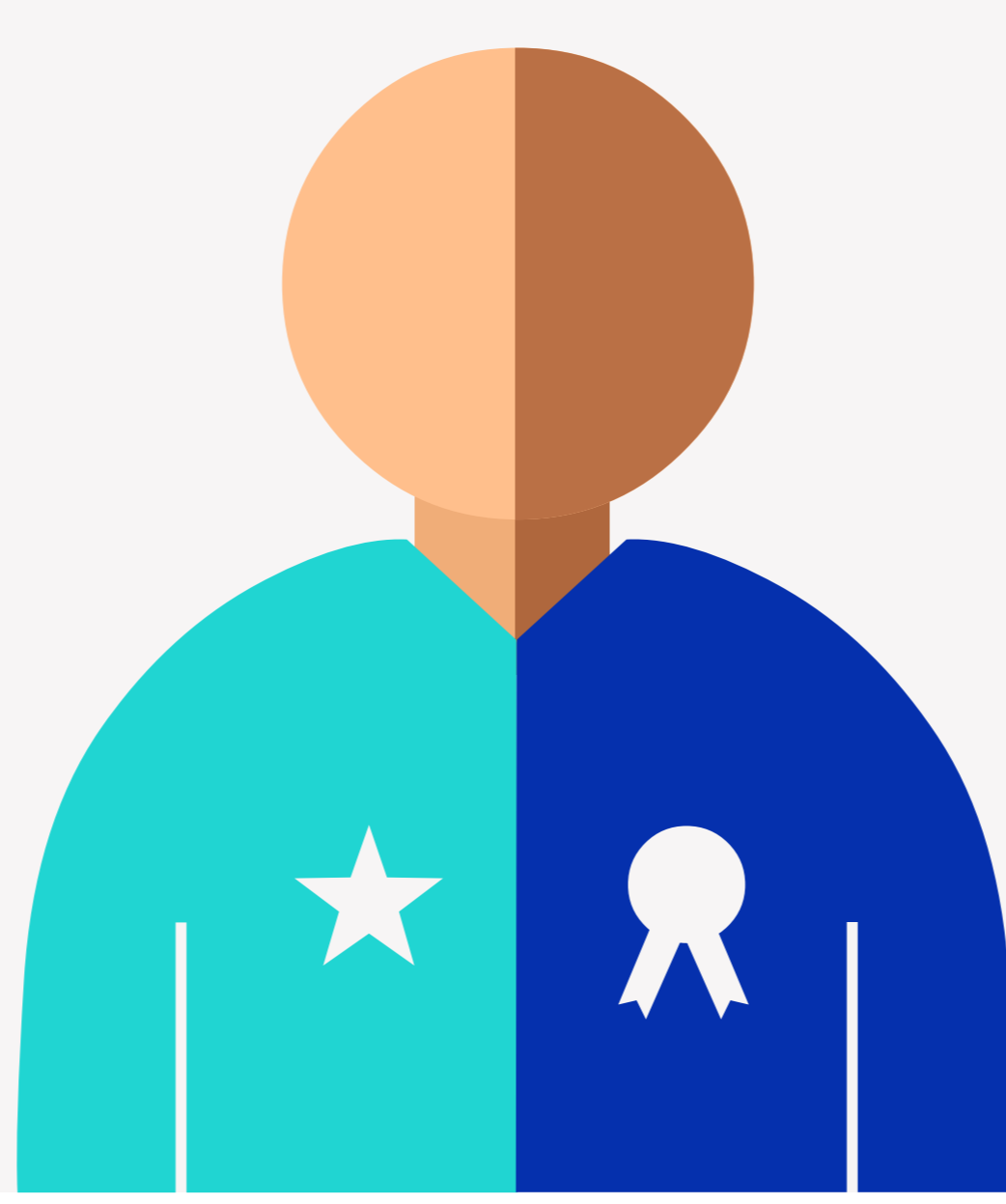


IBM PartnerWorld Competencies:

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

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



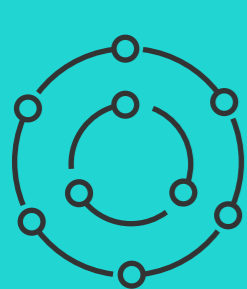
Expert
Data Science & Business Analytics

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 & 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, Infosphere Information Server, Information Lifecycle Governance.



Watson Foundation

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

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](#)

* 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.