

IBM Data and AI Expert Labs Business Partner Enablement Framework

Let's build tomorrow. Together.

As an IBM Business Partner, you can be sure that we are committed to your success. The marketplace is changing and clients are focused on high value solutions. Working hand-in-hand, we deliver exceptional client value. With an unbeatable portfolio of IBM and business partner solutions, we can power growth and profitability.

This one-page framework provides an easy and logical navigation of the enablement available to IBM Business Partners in support of the IBM Data and AI portfolio. The framework document is divided into four quadrants, each with links to relevant learning materials for each primary client engagement phase:

- ❑ Marketing, sales and technical sales training
- ❑ Sales preparation and technical environments
- ❑ Product education and implementation training including IBM PartnerWorld Data & AI Services Competencies
- ❑ Engagement Support

IBM is committed to ensuring you have access the latest in selling techniques, technologies, education, resources and support to help your business grow. Teaming with IBM puts the power of one of the world's most respected technology brands and innovation leaders behind you. Together we're a winning combination!

To learn more about how IBM can help you or if you have feedback, please contact us at baimpa@us.ibm.com.

IBM Data and AI Expert Labs Team

In order for you to access the learning options available via the URLs provided on page 2, log into [IBM Training](#) with your PartnerWorld User ID and search for training. If you do not have an IBM PartnerWorld User ID, you can obtain one by visiting the [Join PartnerWorld](#) link. Any support related questions should be sent to [PartnerWorld Support](#).

IBM Data and AI Expert Labs Business Partner Enablement Framework

Functional Owner Legend:

	Channel Sales & Tech Sales
	Expert Services
	Other IBM teams

Sales / Technical Sales

Conceptual training

Marketing, sales & technical sales training

- Sales & marketing assets**
 - [PartnerWorld Data & AI Home Page](#)
 - [Channel Technical Enablement Guides](#) (SalesKits, Technical Resources, etc)
 - [Data and AI selling](#)
 - [Price Books](#)
 - [My Digital Marketing](#)
 - [IBM Demos](#)
- Marketing & communications**

[Manage Comms](#), [Analytics Slack Channel](#) (by invite), [Business Partners Blog](#) and [Big Data Hub](#)
- IBM Training**

Role-based [learning journeys](#) for sellers/tech sales
- Webinars**
 - [Upcoming & replays](#)

Social media

[IBM Watson AI](#)

[IBM PartnerWorld](#)

[@IBMPartners](#)

[IBM Business Partners](#)

[IBM Analytics @IBMDATA](#)

[Watson Dev Community](#)

Sales preparation & technical environments

- Channel Value Rewards Program**

Sales/tech sales certification to resell Data & AI products

 - [IBM Partner Ecosystem \(IPE\) Software Incentives](#)
 - [Sales/ Tech Sales Badges](#)
 - [Partner Packages](#) for self-paced training vouchers
- FTF Tech Sales Training**

Provided by Local Tech Sellers – contact your IBM Business Partner Rep
- Demo/POC environments**
 - [IBM Cloud](#): Access IBM over 170+ unique services - Start building today
 - [Software Downloads & Drivers](#): All the resources developers need, from software and driver downloads to samples, trials, fixes and more.
 - [IBM Demos](#): Software provisioning to gain hands-on experience and demonstrate capabilities
 - [GitHub: IBM Open Source](#): Access offerings with templates and application sample code
 - [GitHub: Watson Data Lab](#): Explore Watson Data Platform (for developers)

Expert Services

Applied learning

Product education & implementation training

- Self-Paced Virtual Classroom**
 - [SPVC \(Self-Paced Virtual Classroom\)](#): Virtual Technical Training with Labs & Web Based Training (WBT)
- IBM Training**
 - [Access now](#) to find FTF & virtual training by Global Training Partners
 - [Explore IBM Product Learning Journeys](#)
 - [Channel Technical Enablement Guides](#)
- AI Knowledge Catalog**
 - [Your fast track to artificial intelligence knowledge](#)
- IBM PartnerWorld Services Competencies**
 - [Demonstrate your technical proficiency & customer success](#)
- Watson Academy**

[Your fast track to cognitive computing](#)
- IBM Professional Cert Program**

[Certifications](#) for IBM Data & AI products
- IBM Digital Badge Program**

[Technical Badges](#)
- Cognitive Class**

Public Domain [learning resources](#)
- IBM Developer**

Build development skills. [Access now](#)

Engagement support

- Practitioner Delivery Excellence**

Fluid pricing model for:

 - Workshops, Solution Scoping, Delivery & Key Project Skills
 - Virtual Coaching
 - Mentoring & Shadowing

For more info, email baimpa@us.ibm.com
- Practice Accelerators**

[Available](#) for nominated BP Projects only

 - Embed IBM SME into partner team at critical project points @ competitive rates
- Other Resources**
 - [IBM Redbooks](#)
 - Learn how to maximize the value of your software investment
 - [Solution Assurance](#)
 - Get a free technical review of your proposed client solution by IBM
- Need help?**

[Email us](#)