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# IBM Data and Al 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 Al 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 & Al 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 <a href="mailto:baimpa@us.ibm.com">baimpa@us.ibm.com</a>.

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 <a href="IBM Training">IBM Training</a> 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 <a href="Join PartnerWorld">Join PartnerWorld</a> link. Any support related questions should be sent to <a href="PartnerWorld Support">PartnerWorld Support</a>.



## IBM Data and Al Expert Labs Business Partner Enablement Framework

## Sales / Technical Sales Conceptual training



## Marketing, sales & technical sales training

### O-O Sales preparation & **⊙** technical environments

#### **Functional Owner Legend:**

Channel Sales & Tech Sales
Expert Services
Other IBM teams

#### 1. Sales & marketing assets

- PartnerWorld Data & Al Home Page
- Channel Technical Enablement Guides (Sales Kits, Technical Resources, etc)
- Data and Al selling
- · Price Books
- My Digital Marketing
- IBM Demos

#### 2. Marketing & communications

Manage Comms, Analytics Slack Channel (by invite), Business Partners Blog and Big Data Hub

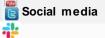
#### 3. IBM Training

Role-based learning journeys for sellers/ tech sales

#### 4. Webinars



Upcoming & repla



**IBM Analytics** @IBMData Watson Dev Community

IBM Watson AI **IBM** 

**PartnerWorld** @IBMPartners **IBM Business Partners** 

#### 1. Channel Value Rewards Program

Sales/tech sales certifications to resell Data & Al products

- IBM Partner Ecosystem (IPE) Software Incentives
- Sales/ Tech Sales Badges
- Partner Packages for self-paced training vouchers

#### 2. FTF Tech Sales Training

Provided by Local Tech Sellers - contact your IBM Business Partner Rep

#### 3. 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

#### 1. Self-Paced Virtual Classroom

 SPVC (Self-Paced Virtual Classroom): Virtual Technical Training with Labs & Web Based Training (WBT)

#### 2. IBM Training

- . Access now to find FTF & virtual training by Global Training Partners
- Explore IBM Product Learning Journeys
- **Channel Technical Enablement Guides**

#### 3. Al Knowledge Catalog

Your fast track to artificial intelligence knowledge

#### 4. IBM PartnerWorld Services Competencies

Demonstrate your technical proficiency & customer success

#### 5. Watson Academy

Your fast track to cognitive computing

#### 5. IBM Professional Cert Program

Certifications for IBM Data & Al products

#### 6. IBM Digital Badge Program

Technical Badges

#### 7. Cognitive Class

Public Domain learning resources

#### 8. IBM Developer

Build development skills. Access now

#### **Engagement support**

#### 1. Practitioner Delivery Excellence

Fluid pricing model for:

- · Workshops, Solution Scoping, Delivery & Key Project Skills
- Virtual Coaching
- · Mentoring & Shadowing
- Implementation Assistance For more info, email

baimpa@us.ibm.com

#### 2. Practice Accelerators

Available for nominated BP Projects only

 Embed IBM SME into partner team at critical project points @ competitive rates

#### 3. 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

#### 4. Need help?

Email us