

IBM Data and AI Expert Labs & Learning 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
- 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 & Learning Team

In order for you to access the learning options available via the URLs provided on page 2, log into [IBM Skills Gateway](#) 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](#).

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Functional Owner Legend:

Channel Sales & Tech Sales
Expert Services
Other IBM teams

Sales / Technical Sales

Conceptual training

Marketing, sales & technical sales training

Sales preparation & technical environments

1. Sales & marketing assets

- [PartnerWorld Data & AI Home Page](#)
- [Channels Enablement Guides](#) (Sales Kits, Technical Resources, etc)
- [Data and AI selling](#)
- [Price Books](#)
- [Digital Content Marketing](#)
- [IBM Demos](#)

2. Marketing & communications

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

3. IBM Skills Gateway

Role-based [learning journeys](#) for sellers / tech sales

4. Webinars

- [Upcoming & replays](#)

5. Social media

[IBM Analytics @IBMANalytics](#)

[IBMAnalytics](#)

[Watson Dev Community](#)

[IBM Watson AI](#)

[IBM](#)

[PartnerWorld @IBMPartners](#)

[IBM Business Partners](#)

1. Channel Value Rewards Program

Sales/tech sales certifications to resell Data & AI products

- [Access Channel Value Rewards Pgm](#)
- [Sales / Tech Sales Badges](#)
- [Value Package](#) for FTF training reimbursement from [You Pass, We Pay](#)

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)

Questions? Contact ibmanen@us.ibm.com

Expert Services

Applied learning

Product education & implementation training

Engagement support

1. Self-Paced Virtual Classroom

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

2. IBM Skills Gateway

- [Access now](#) to find FTF & virtual training by Global Training Partners
- [Explore IBM Product Learning Journeys](#)

3. AI Knowledge Catalog

[Your fast track to artificial intelligence knowledge](#)

4. Watson Academy

[Your fast track to cognitive computing](#)

5. IBM Professional Cert Program

[Certifications](#) for IBM Data & AI products

6. IBM Digital Badge Program for skills validation

[Technical Badges](#)

7. Cognitive Class

Public Domain [learning resources](#)

8. IBM developerWorks

Build development skills. [Access now](#)

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](#)

Questions? Contact baimpa@us.ibm.com