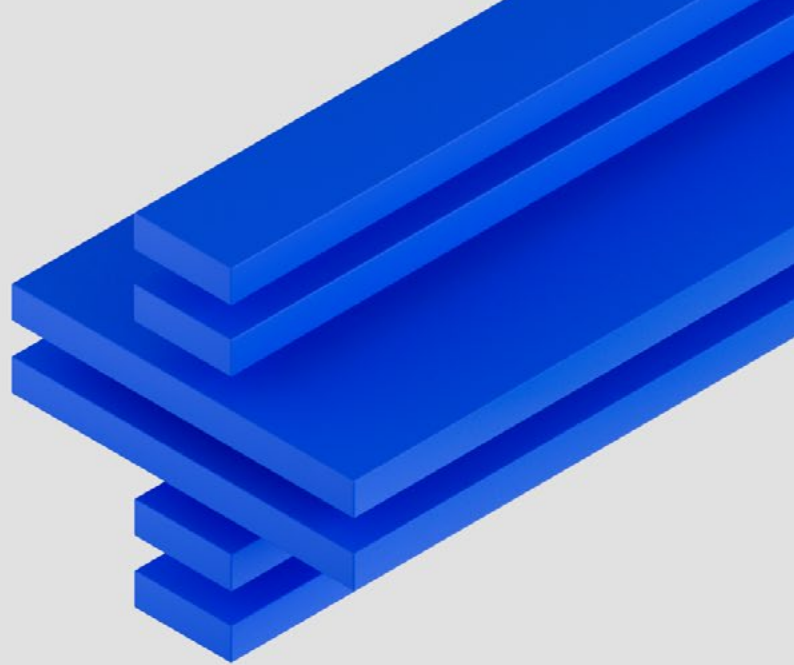


# Let's go further together



Get started →

## Introducing IBM Partner Plus

IBM Partner Plus™ is designed to motivate, support and reward your investment in our technology. If you're committed to skill building, there's a clear line of sight to the revenue you can earn.

Whether you sell, service or build on IBM® technology, the path to success is the same: gain expertise to progress through the new partner tiers. Each progression unlocks new benefits that can sharpen your competitive edge.

## Learn more. Earn more.

There are two ways to learn more about IBM technologies and show your expertise. If you sell and service IBM technologies, you demonstrate expertise by earning badges. If you build on IBM technology, your validated solutions show your expertise.

We set up the badging program to align with how we train IBMers. As our partner, you'll get access to the same industry-leading education programs and hands-on trainings IBMers get, at no cost.

## How do you move up to a higher tier?

You can progress to higher tiers by showing a combination of expertise and sales success. The three tiers are Silver, Gold, and Platinum. Once you've met the established criteria, you automatically advance to the next tier.

## What are the benefits?

When you progress to a new tier, you unlock financial, go-to-market support and education benefits. Each tier provides benefits aimed to help you accelerate time to market and time to revenue.

### Sell and Service

### Build

14 individuals with proficiency badges\*  
 Small market revenue: >USD \$5M  
 Large market revenue: >USD \$10M

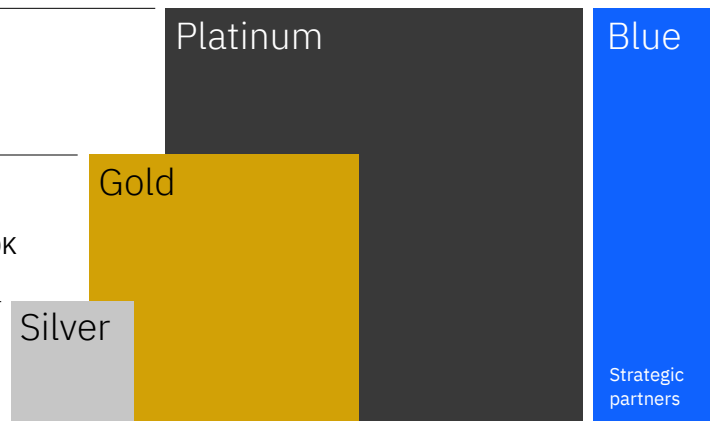
1 validated solution + completed listing  
 All markets revenue: >USD \$1M

7 individuals with proficiency badges\*  
 Small market revenue: >USD \$500K  
 Large market revenue: >USD \$1M

1 validated solution + completed listing  
 All markets revenue: >USD \$100K

3 individuals with proficiency badges\*

1 validated solution\*\*



\*Proficiency badges include completion of both Sales Foundation and Technical Sales Intermediate for a product or offering.

\*\*General availability of client-ready solution that includes an aligned contract

