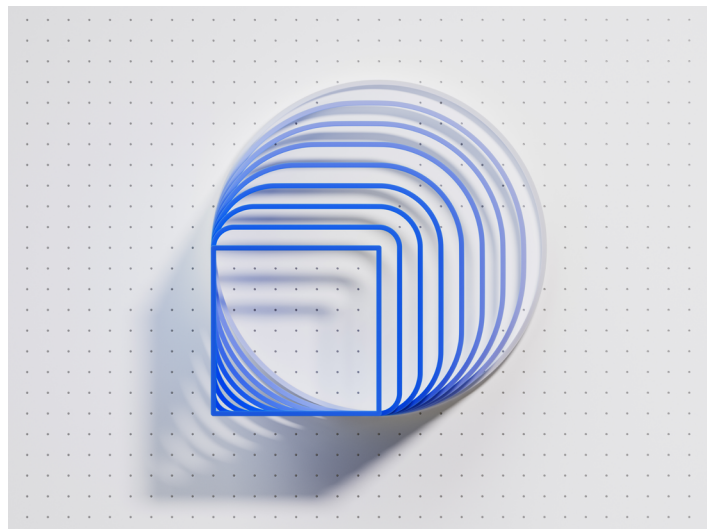# Build with IBM: Let's innovate together

Drive business growth and productivity by building with IBM

Seamlessly embed enterprise-grade technology into your commercial solutions to proactively enhance functionality and quickly address evolving client needs. Boost operational efficiency to enable your teams to perform at their best—so you can deliver exceptional client experiences, every time.

Whether you're designing, building and scaling your solution or driving demand through go-to-market support, IBM Partner Plus® provides the tools and expertise to help you achieve your business goals.

A partnership designed with your needs in mind

To help you build your solution, IBM Partner Plus breaks the journey into three stages: Explore, Create and Grow.

The program is designed to support your business at diverse starting points—meeting you wherever you are in your journey.

Explore

Discover how IBM can help you differentiate your new and existing commercial solutions and boost productivity to stand out in a crowded market. With expert guidance, education and incentives, IBM empowers you to rapidly gain traction and compete in the evolving AI landscape.
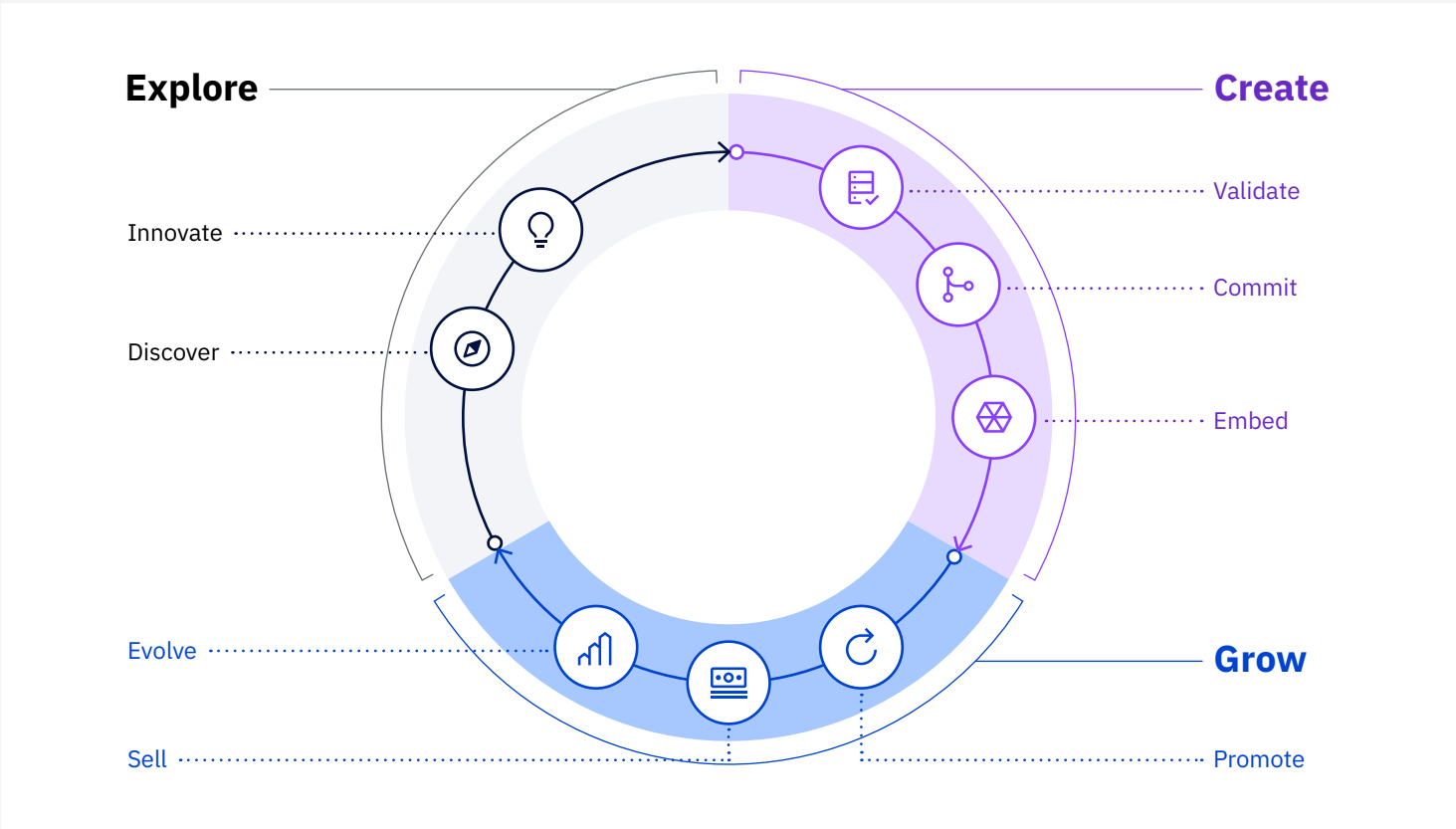
Create

Collaborate with IBM technical experts to build your expertise, gain a deep knowledge about the solutions, and confidently progress from concept to production. With hands-on support from the IBM® Build Engineering team, you'll integrate IBM software technology into your commercial solutions—ensuring they're scalable, impactful and market-ready.

Grow

Strengthen your go-to-market strategy and deepen your partnership with IBM to drive long-term success. Expand your reach through IBM's partner and client ecosystem and regularly refine your solutions to adapt to your clients' changing needs.

Explore
- Innovate
- Discover
- Evolve
- Sell

Create
- Validate
- Commit
- Embed

Grow
- Promote

Join IBM Partner Plus and unlock benefits aligned to your build journey

Tier qualification requires an active IBM partner contract.

			Registered	Silver	Gold	Platinum
			Join Partner Plus	**Expertise**	**Expertise**	**Expertise**
				One validated solution*	One validated solution	One validated solution
				*General availability of client-ready solution that includes an aligned contract	Completed listing	Completed listing
			New Partner Accelerator (valid for six months)		Revenue clip level met	Higher revenue clip level met
Explore	Embeddable AI portfolio	AI integration with IBM watsonx®— IBM's comprehensive portfolio of enterprise-ready AI solutions	✓	✓	✓	✓
	Automation portfolio	AI-driven automation solutions that accelerate delivery and enhance agility by unlocking developer productivity, improving cost efficiency and driving performance gains	✓	✓	✓	✓
	Technical assets	Open code repositories, demos, tools and guided content that enable your developers to test the technology at their own pace	✓	✓	✓	✓
	Cloud credits	Free credits that allow you to evaluate the technology and test integrations with ease	✓	N/A	✓	✓
Create	Technical expertise	IBM teams that are dedicated to helping you upskill your technical teams and build your solution	✓	✓	✓	✓
	Software Access Catalog	A resource to evaluate, demo, develop and test IBM products		✓	✓	✓
	Build fund	Funds that give you access to resources and support to facilitate migrations or new development. Ask your primary IBM contact to learn more				
Grow	Solution listings	An opportunity to promote and amplify validated solutions on the IBM Partner Plus Director, IBM Cloud® Catalog and IBM Agent Connect		✓	✓	✓
	IBM co-sell	Incentives that encourage collaboration between yours and IBM's sales teams to co-sell your solutions embedded with IBM technology		✓	✓	✓
	IBM My Digital Marketing	A marketing automation platform that helps you plan, execute, and measure your campaigns	180 days after signing	✓	✓	✓
	IBM co-marketing	Funding and go-to-market resources that drive demand			✓	✓
	IBM Innovation Studio	Co-creation activities led by IBM experts and a space to showcase solution capabilities to clients			✓	✓
	Named marketing focal	Personalized marketing support to strategically plan and boost your marketing efforts				✓
	ISV Success Manager	A dedicated representative who assists with business planning and execution of go-to-market strategies				✓

Innovate with purpose

Explore the program's benefits and technology to take the first steps in differentiating your solutions.

Build with IBM →

IBM.