

IBM Business Partner Resources

Americas Partner Ecosystem
2H 2021

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IBM Business Partner General Resources

IBM Business Partner Support Desk

Business partners can get quick answers to any PartnerWorld related questions. Reach the NA team via email (ibmpsdna@us.ibm.com) or call 1-800-426-9990. LA team contacts are listed on support site. For immediate help, contact the team through the blue "Let's talk" button on the screen.

The screenshot shows the IBM Partner Support Desk interface. At the top, it says "IBM Partner Support Desk" and "Get personalized, proactive support to navigate PartnerWorld Programs". Below this is a blue button labeled "Contact Support Desk". A dropdown menu is open, showing "Support centers". The main content area is divided into three columns:

- Committed to your success:** We are committed to helping ensure that our members are successful at achieving their goals and gaining maximum value from our program.
- The answers you need:** Get quick answers to your questions about any of the following areas:
 - PartnerWorld onboarding and continued success
 - PartnerWorld programs support (profile, membership level, etc)
 - IBM Partner Packages and boosters
 - Competency requirements and status
 - Skills resources and programs
 - Sales Programs and incentivesWatch a short explainer video on the IBM Support Desk. [Click to watch](#)
- When you need them:** Connect when it works for you, in the mode that works for you:
 - Use the method that is most comfortable for you: voice, email or chat
 - Available in over 19 different languages
 - Available 24 hours a day during the last two weeks of every quarter
- How to reach us:** For immediate help, contact us through the blue "Let's talk" button on your screen.
 - [→ Email](#)
 - [→ See Country contact info](#)
 - [→ FAQ](#)




Get answers to FAQs such as:

- IDs and passwords
- Profile system
- Business Partner Locator
- Training and certification
- Value Package / Value Options
- Independent software vendors (ISVs)
- General questions
- Latin America

Other support centers

IBM Systems-related services and centers

Access support hubs and forums for a variety of Business Partner needs outside of PartnerWorld.

-  [IBM Benchmark Centers](#)
-  [IBM Design Centers](#)
-  [IBM Executive Briefing Centers](#)

<https://www.ibm.com/partnerworld/resources/support>

IBM Employee Directory

Business Partners can enter the name of an IBM employee to find their e-mail address and telephone number.
*Please be aware that some employees have chosen to be excluded from this directory

Employee directory

Enter the name of an IBMer to find their e-mail address and telephone number

Please be aware that some employees have chosen to be excluded from this directory. If you cannot find the person you are looking for, try connecting with the PartnerWorld Contact Services team through the options at the bottom of the page.

The last name must be entered, and must be spelled exactly and completely. Wildcards within names are not allowed. Employees who do not have an Internet address and do not have a telephone number will not be shown.

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional.

Country / Region ▼

Last name*

First name

Submit

Need Help? Ask us. →

<https://www.ibm.com/contact/employees/directory>

IBM S&S / SaaS Renewal Rep Locator

Business Partners can find the IBM S&S or SaaS renewal specialist by entering a SITE ID or ICN.

Find your IBM Subscription and Support or SaaS renewal Specialist

Click on any of the following links for telephone, e-mail or live chat assistance

Search

To find the IBM representative who can assist you, enter your SITE ID or ICN and then press the Search button.

If you already know your rep's name, you can use the directory at the end of the page.

Site ID:



Enterprise No:



ICN:



Contract No:



Search

[Browse S&S directory](#)

IBM eRenewal Support

Have newly acquired IBM Software? Need assistance with your auto-renewal?

[→ Ask us](#)

Business Partner Support

Have questions about IBM software renewals through the channel?

[→ Get assistance now.](#)

<https://www.ibm.com/connect/rep-locator/all>

IBM Business Partner Connect

Business Partner Connect is a digital tool that uses AI matching with Watson to multiply partner opportunities by accessing IBM's extensive partner network to build new relationships.

The screenshot shows the IBM Business Partner Connect website. At the top left is the IBM logo and 'IBM PartnerWorld'. A search bar and navigation icons are on the right. Below the header, there are navigation links for 'IBM Business Partner Connect', 'How it works', and 'Frequently asked questions'. A main banner features the text 'Leverage IBM and Red Hat' and a sub-headline 'Simple and fast partner collaboration'. A blue box on the left contains the text 'IBM Business Partner Connect' and 'Simple and fast partner collaboration'. Below this, it says 'Use Watson matching to multiply your opportunities, accessing an extensive partner network to build new relationships.' A central white box with a blue border contains a diagram of two paths (request and offer) and lists two ways to participate: 1. Request assistance and 2. Offer expertise. It also includes a link to 'Learn how it works'.

IBM PartnerWorld

Search

IBM Business Partner Connect How it works Frequently asked questions

Leverage IBM and Red Hat

IBM's acquisition of Red Hat creates more opportunities for partnership and collaboration that unlock the true value of hybrid cloud. Red Hat partners can now [join PartnerWorld](#) and be matched with IBM partners through Business Partner Connect.

IBM Business Partner Connect

Simple and fast partner collaboration

Use Watson matching to multiply your opportunities, accessing an extensive partner network to build new relationships.

Two simple ways to participate

1. **Request** assistance from offering partners to find the solutions, services or authorizations that you need.
2. **Offer** your expertise or authorization to assist other partners with products, solutions, services and more.

Submit as many requesting or offering engagements as you need.

[Learn how it works](#)

IBM Watson

Who can participate in **Business Partner Connect**?

Business Partner Connect was built for you. All types of Business Partners are supported, including those who resell, consult, build applications or deliver services. Creating partnerships across the ecosystem enables IBM Business Partners to build new opportunities and solutions together.

<https://bpconnect.ibm.com/>

IBM Reseller Teaming Relationship

To assist Resellers so they may offer complete solutions, IBM is announcing the capability for a Reseller to team with another Reseller to offer the customer a single, consolidated solution that includes IBM Software, Power Systems, Storage Systems Products and/or Services. [Click here](#) to see more.

IBM PartnerWorld

IBM Channel Communications
IBM North America
Number: CC2005-026
Interest Area: IBM Software, Power Systems and System Storage Products and Services

Geography: North America
Date: May 26, 2020
Notice to: IBM Business Partner – Resellers who acquire IBM Software, Power Systems, System Storage Products and Services from an IBM Distributor
IBM Business Partner - Distributor for IBM Software, Power Systems and System Storage Products and Services
From: North America Partner Ecosystem Management and Strategy

Ecosystem Teaming Transactions with IBM Resellers approved to market IBM Software, selected Systems Products and associated Services

IBM is announcing the capability for a Reseller to team with another Reseller to offer the customer a single, consolidated solution that includes IBM Software, Power Systems, Storage Systems Products and/or Services. This new teaming capability allows a Reseller, as the End User's trusted Business Partner, to act as the single point of contact to consolidate a solution's support, purchase orders, invoicing and payments for the IBM Products and Services which were acquired from another Reseller.

The attached Channel Communication Letter and presentation provide the details of the new Reseller Teaming relationship.

Janet LaCicero
Manager, North America Systems Hardware Channel Management

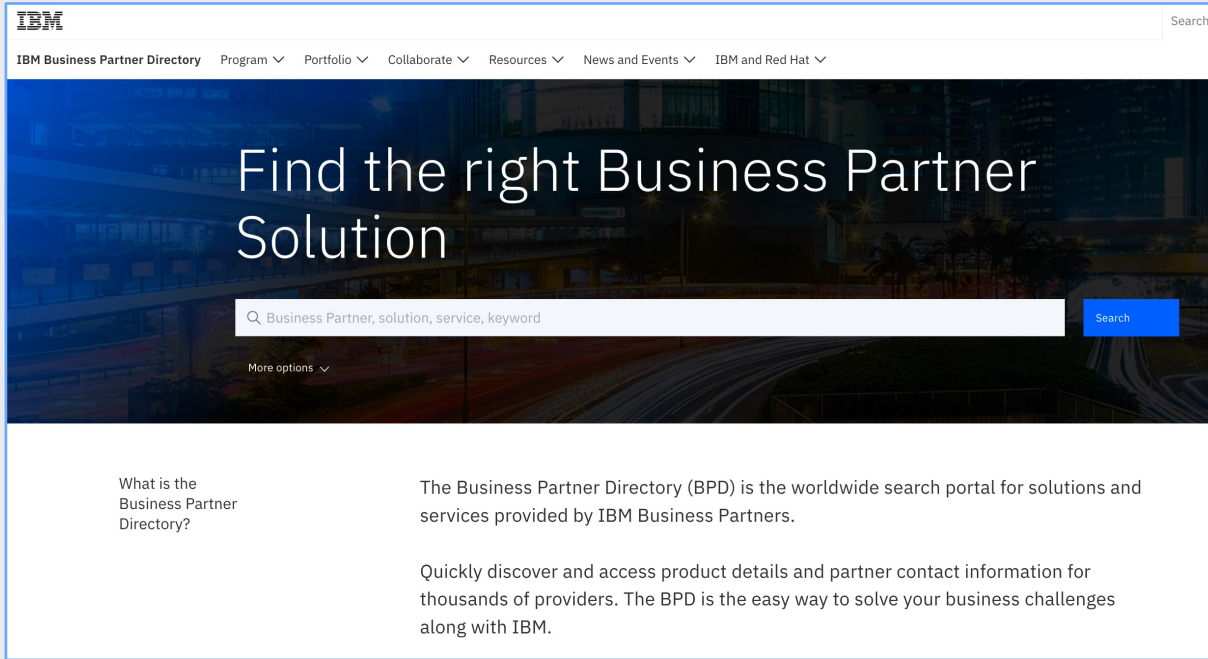
Marc Beachler
BUE Channels Software, North America

Attachments

- [Reseller Teaming Relationship May 26, 2020.pdf](#)
- [Reseller Teaming Relationship - Announcement Presentation May 26, 2020.ppt](#)
- [Get Adobe® Reader®](#)

IBM Business Partner Directory

The Business Partner Directory (BPD) is the worldwide search portal for solutions and services provided by IBM Business Partners.



The screenshot shows the IBM Business Partner Directory homepage. At the top left is the IBM logo. To its right is a search bar with the text "Search". Below the logo is a navigation menu with the following items: "IBM Business Partner Directory", "Program", "Portfolio", "Collaborate", "Resources", "News and Events", and "IBM and Red Hat". The main content area features a large blue background with a cityscape at night. The headline "Find the right Business Partner Solution" is displayed in white. Below the headline is a search bar with the placeholder text "Business Partner, solution, service, keyword" and a blue "Search" button. Underneath the search bar is a "More options" dropdown menu. At the bottom of the page, there is a white section with the heading "What is the Business Partner Directory?" and two paragraphs of text.

What is the Business Partner Directory?

The Business Partner Directory (BPD) is the worldwide search portal for solutions and services provided by IBM Business Partners.

Quickly discover and access product details and partner contact information for thousands of providers. The BPD is the easy way to solve your business challenges along with IBM.

Partner Networking, With Watson

Business Partners can now use AI-driven matching to connect with long-term strategic partners, accelerate collaboration or quickly solve immediate business needs.

[Explore Business Partner Connect](#) →



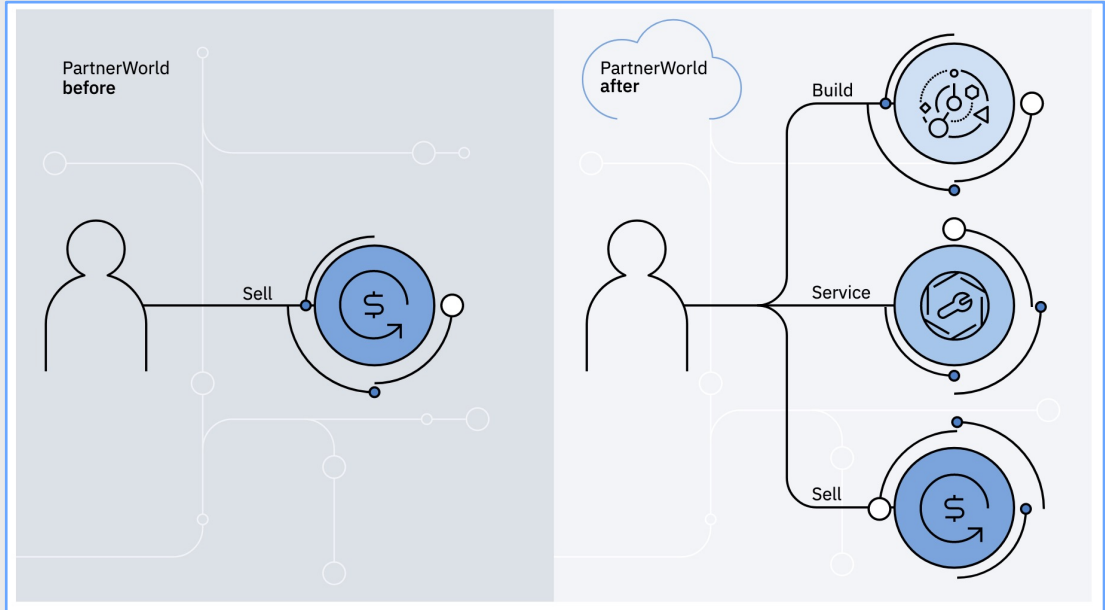
<https://www.ibm.com/partnerworld/bpdirectory/>

IBM PartnerWorld Program Overview

IBM launches new changes in PartnerWorld - IBM PartnerWorld program is evolving into a new framework to help companies navigate Build, Sell & Service models with agility and resiliency in this ever-changing digitally-reliant world. Access tools and resources created to help you succeed in the PartnerWorld Program.

The PartnerWorld Program enhancements have been built on three core focus areas:

- **Driving growth**
 - Flexibility and choice based on your business model today and in the future
 - Accelerate your differentiated capabilities to win more business while earning greater benefits
- **Enabling innovation**
 - New pathways that reimagine our partnership with you to drive success and profitability
 - Unlock exclusive benefits and offers for IBM Cloud and Cognitive Software
- **Delivering value**
 - Partnering with and enabling Business Partners to create new revenue streams
 - Simplifying the partnership experience with partner support



Download a comprehensive overview presentation on the reimagined PartnerWorld Programs by [clicking here](#).

IBM PartnerWorld Program Resources

Access tools and resources created to help you succeed in the PartnerWorld Program.

Get started with IBM PartnerWorld

Download resources to help answer your questions about the PartnerWorld Program

1. PartnerWorld Program Overview

The one-page program overview provides an introduction to the new elements of the reimagined PartnerWorld Program.

PDF [Download the PartnerWorld Program overview](#)

2. Frequently Asked Questions

Get answers to your most important questions about the reimagined PartnerWorld Program.

PDF [Download Frequently Asked Questions](#)

3. PartnerWorld Business Plan Template

Align your annual business goals with benefits available through PartnerWorld with this downloadable resource.

PDF [Download the Business Plan Template](#)

4. PartnerWorld Program Presentation

Download a comprehensive overview presentation on the reimagined PartnerWorld Programs.

PDF [Download the Program Presentation](#)

Build

Build Track aligns to benefits that support partners building IP and delivering innovative solutions



Service

The new PartnerWorld Service PartnerWorld Track aligns to specific benefits that support partners providing value-add services



Sell

From beginning to end, we give you access to the information, products and support you need to maximize your profits.



<https://www.ibm.com/partnerworld/resources>

IBM PartnerWorld Program Tracks

IBM PartnerWorld is transforming and modernizing to provide a framework aligned to Build, Service and Sell. This framework provides flexibility and scalability for the Business Partner to engage in multiple motions with IBM. [Link](#) to learn more.

- **Build Track** – tailored benefits for Business Partners that build product offerings.
- **Service Track** – tailored benefits for Business Partners that provide value-added services.
- **Sell Track** – tailored benefits for Business Partners that resell IBM products and services.

Welcome to the IBM PartnerWorld Build Track

A track designed specifically for partners that build innovative products

→ [Explore IBM Partner Packages](#)

[Link](#) to learn more.

Welcome to the IBM PartnerWorld Service Track

A track designed specifically for partners that provide value-add services

→ [Explore IBM Partner Packages](#)

[Link](#) to learn more.

Resell IBM products and services

Your clients want the best. We'll help you deliver.

→ [See the new Build and Service tracks](#)

[Link](#) to learn more.

IBM PartnerWorld Program Benefits

Take advantage of PartnerWorld's rich and flexible suite of benefits to grow your business. [Link to learn more](#)

- Program benefits by level. [Link to learn more](#)
- Third-party discounts. [Link to learn more](#)

IBM PartnerWorld Program ▾ Portfolio ▾ Collaborate ▾ Resources ▾ News and Events ▾ IBM and Red Hat ▾

IBM PartnerWorld Program benefits

Take advantage of the rich and flexible suite of benefits to grow your business

[Your Business Partner Console](#) → [Benefits by membership levels](#)

- ↓ [Member benefits resources](#)
- ↓ [Education and training](#)
- ↓ [Marketing and selling](#)
- ↓ [Support for Partners](#)
- ↓ [Additional benefits](#)

Climb higher, faster

Build skills, reduce costs by purchasing one of the new IBM Partner Packages, an optional fee-based set of benefits that will help you build IBM skills and capabilities needed to grow your business, and accelerate ROI.

IBM Partner Packages

Multiple, tailored packages for the Cloud and Cognitive era. Choose and purchase the package that is best for your needs.

→ [See all Partner Packages](#)

IBM Virtual Client Center

IBM Virtual Client Center is a unique and powerful digital extension of our state-of-the-art, global conference centers, digital and social media channels and innovative cross-center collaborations.

[Discover the Virtual Client Center](#)

IBM Value Package

Current subscribers: reduce your education costs, access the full IBM Software Catalog, claim IBM Cloud Credits, education reimbursement and more.

Software Access Option / Entry Partner Package

Access to the full IBM Software Catalog.

[Need Help? Ask us.](#) →

<https://www.ibm.com/partnerworld/program/benefits>

IBM Partner Packages

IBM Business Partners can leverage benefits offered in new packages to enhance your Business Partner experience with additional credits for cloud development and testing, training, certifications, technical support and more

- Download the IBM Partner Package overview deck by [clicking here](#).

Entry	Advanced	Premier	Enterprise
USD \$995	USD \$2,500	USD \$13,500	USD \$75,000
For build and service partners that are just getting started with IBM Cloud and Cognitive offerings	For build, service and sell partners that require learning, development, demo and test environments	For build, service, and sell partners requiring more cloud credits and education benefits	For partners who want access to the full suite to IBM Business Partner Benefits
→ Get the package	→ Learn more	→ Learn more	→ Learn more

Interested in a **Booster Pack**?

- Scale your education and cloud credits with a Booster Pack. [Link to learn more](#)

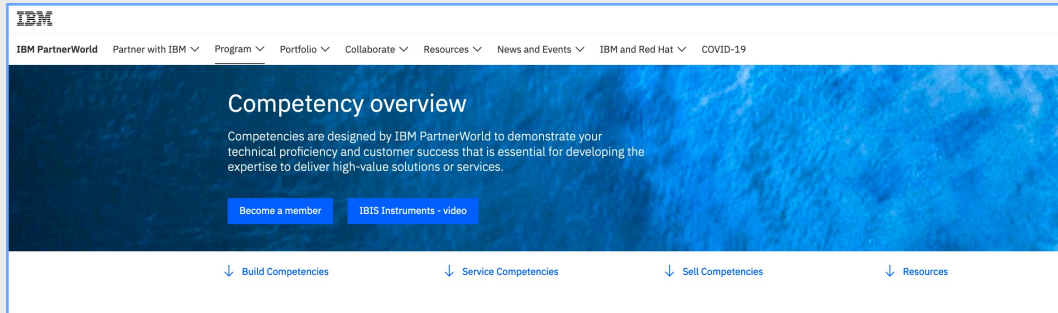
“Run Your Business” Software

IBM PartnerWorld Members who hold a Value Package, Software Access Option or Partner Package Subscription can use IBM Software to run their business. [Link to learn more](#)

<https://www.ibm.com/partnerworld/program/benefits/partner-package>

IBM PartnerWorld Competencies & Certifications

Competencies are designed by IBM PartnerWorld to demonstrate your technical proficiency and customer success that is essential for developing the expertise to deliver high-value solutions or services.



Build Competencies

Build competencies are for partners that develop innovative products built on IBM technologies.

Service Competencies

Service competencies are for partners that provide managed, implementation and modernization, migration services, and more on IBM technologies.

Sell Competencies

Sell competencies are for partners that want to have sales and technical expertise around IBM offerings. Sell competencies can be earned in Specialist and Expert levels.

Certifications and proficiency badges: Based on competency requirements, Business Partners can verify their comprehension through certifications, mastery tests and/or proficiency badges. [Link to learn more](#)
Link to BP Certifications by Product Group: [Click here](#)
Link to BP Certifications by Competency: [Click here](#)

Build Competencies:

- Industrial and Manufacturing
- Banking and Financial Services
- Regulated Workloads

Cloud Service Competencies:

- Industrial and Manufacturing
- Banking and Financial Services
- Application Modernization
- VMware Workload Migration

Data and AI Service Competencies:

- Artificial Intelligence
- Infrastructure Architecture

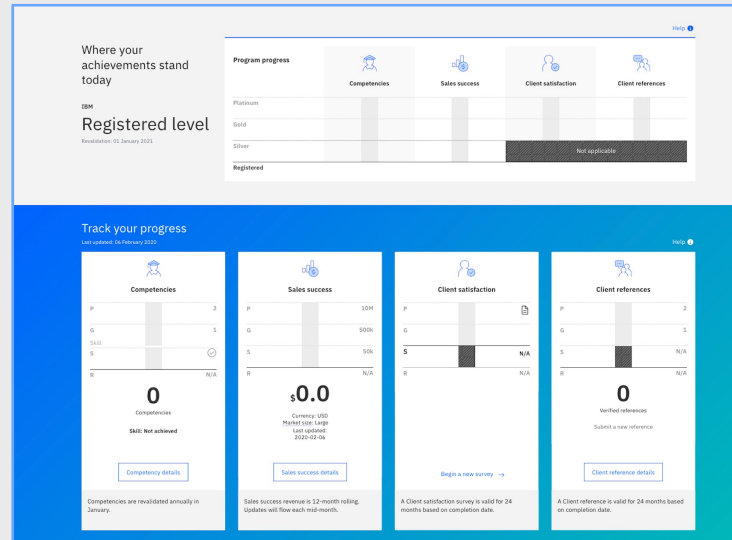
Sell Competencies:

- Business Operations
- Cloud
- Data and AI
- IBM Global Financing
- Security
- Services
- Sterling
- Systems

IBM Partner Console

A centrally located resource on the PartnerWorld website that enables Business Partners to track their PartnerWorld program progress:

- A clear, concise, and easy-to-use view of your current achievements
- Identifies requirements to reach the next level
- Shows how to take action



View your IBM PartnerWorld program level, Competencies, individual achievements, and more!

<https://partnerworldconsole.ibm.com/>

IBM Business Partner Incentive Program

Effective May 5, 2020 – Changes to the Global Incentives for both Systems and Software. The changes are aligned to the rapid market changes and designed to appeal to our Business Partners and Distributors. These incentives are designed to reward Business Partners that:

- Invest in the development of solutions and services to drive long term client engagement
- Demonstrate deep skills and industry expertise for clients
- Leverage critical IBM software and hardware offerings as part of their solutions

[Link](#) – NEW Systems Incentive Program Overview – Effective July 2020

[Link](#) – NEW SW Incentive Program Overview – Effective July 2020

[Click here](#) to learn more about IBM Partner Ecosystem (IPE) Software Incentives

[Link](#) – IBM Power Systems Incentives Page for Business Partners in Seismic

[Link](#) – IBM Storage Incentives Page for Business Partners in Seismic

IBM PartnerWorld

Making it Easier to Engage

Increase your skills, deepen your industry expertise and accelerate your potential.

Systems	Software	SaaS
<p>PDF NEW - Systems Incentive Program Overview - Starting in July 2020</p> <p>PDF NEW - Systems FAQ - Starting in July 2020</p>	<p>PDF NEW - Software Incentive Program Overview - Starting in July 2020</p> <p>PDF NEW - Software FAQ - Starting in July 2020</p> <p>→ Help your firm reap the rewards of IBM Software Deal Registration</p>	<p>Please visit our SaaS Resell PartnerWorld page for resources to help you build a recurring revenue business reselling IBM hosted SaaS. Below are examples of the resources available to you:</p> <ul style="list-style-type: none">• Incentive program guides• Education videos• Tools to manage subscriptions, including identifying overages• Best practices from IBM Client Success Managers <p>→ Visit our SaaS resell page</p>

Let's talk

IBM PartnerWorld

IBM Partner Ecosystem (IPE) Software Incentives

Maximize your earning potential by leveraging the IPE software incentives.

- About
- Participation Requirements
- Apply to Resell
- Additional Resources

About	New License (NL)	Subscription & Support (S&S)	Committed Term License (CTL)	Software as a Service (SaaS)
<p>IBM recognizes Business Partners for the role they play and the value their business brings to drive sales.</p>	<p>IBM Business Partners can earn incentives for On-Premise New License software for their pre-sales and post-sales value in the end-to-end sales cycle.</p> <p>→ learn more</p>	<p>IBM Business Partners can earn incentives for On-Premise software subscription and support when providing continued coverage, ensuring software is deployed, upgraded, supported, and renewed on-time.</p> <p>→ learn more</p>	<p>IBM Business Partners can earn incentives when they resell committed term license subscriptions.</p> <p>More details coming soon!</p>	<p>IBM Business Partners can earn up to 20% in reseller incentives when they land new opportunities, drive adoption and expansions, and renew IBM Hosted SaaS Offerings through their preferred distributor.</p> <p>→ learn more</p>

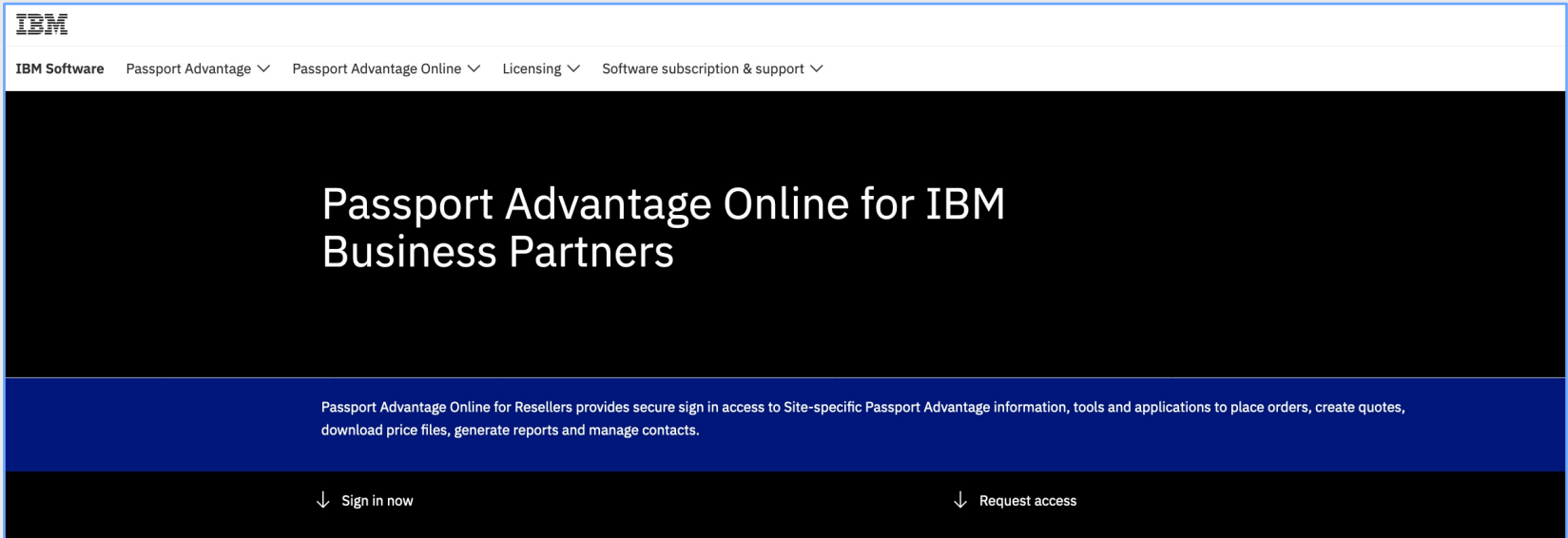
Need Help? Ask us

<https://www.ibm.com/partnerworld/resources/grow/partner-incentives>

IBM Passport Advantage Website & FAQs

Passport Advantage and Passport Advantage Express are comprehensive IBM programs that use a common set of Agreements, processes, and tools. Eligible products available under the Agreements include software licenses, both One Time Charge and Fixed Term, Software Subscription and Support, plus IBM Appliances and IBM SaaS offerings.

- PA Online: paonline@us.ibm.com OR 1-800-978-2246



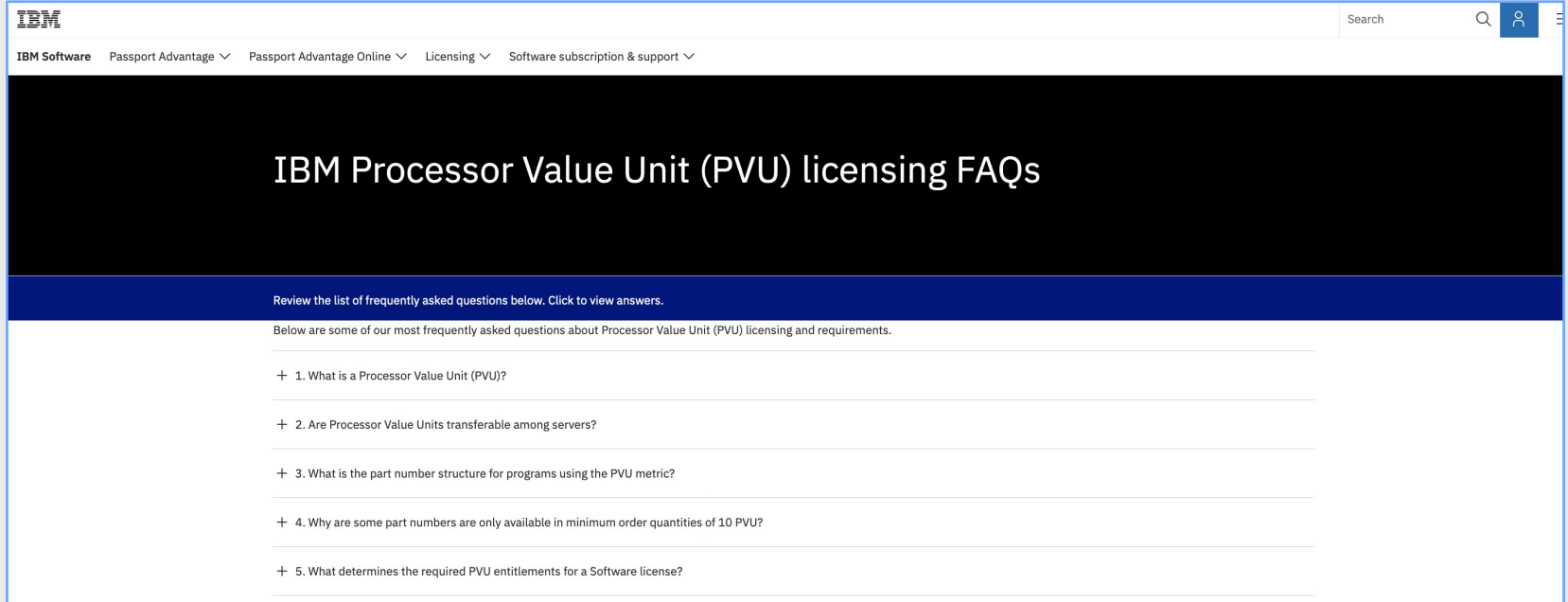
The screenshot shows the top portion of the IBM Passport Advantage website. At the top left is the IBM logo. To its right is a navigation bar with the following items: "IBM Software", "Passport Advantage" (with a dropdown arrow), "Passport Advantage Online" (with a dropdown arrow), "Licensing" (with a dropdown arrow), and "Software subscription & support" (with a dropdown arrow). Below the navigation bar is a large black banner with the text "Passport Advantage Online for IBM Business Partners" in white. Underneath the banner is a blue bar containing the text: "Passport Advantage Online for Resellers provides secure sign in access to Site-specific Passport Advantage information, tools and applications to place orders, create quotes, download price files, generate reports and manage contacts." At the bottom of the blue bar are two buttons: "Sign in now" and "Request access", both with a downward-pointing arrow icon.

<https://www.ibm.com/software/passportadvantage/>

IBM PVU FAQs

A Processor Value Unit (PVU) is a unit of measure used to differentiate licensing of software on distributed processor technologies (defined by Processor Vendor, Brand, Type and Model Number).

- Link to PVU FAQs: [Click here](#)



The screenshot shows the IBM website's navigation bar with the IBM logo, search bar, and menu items: IBM Software, Passport Advantage, Passport Advantage Online, Licensing, and Software subscription & support. The main heading is "IBM Processor Value Unit (PVU) licensing FAQs". Below the heading is a blue bar with the text "Review the list of frequently asked questions below. Click to view answers." The content area contains a list of five frequently asked questions, each with a plus sign icon to its left:

- + 1. What is a Processor Value Unit (PVU)?
- + 2. Are Processor Value Units transferable among servers?
- + 3. What is the part number structure for programs using the PVU metric?
- + 4. Why are some part numbers are only available in minimum order quantities of 10 PVU?
- + 5. What determines the required PVU entitlements for a Software license?

<http://www-01.ibm.com/software/lotus/passportadvantage/pvufaagen.html>

IBM Embedded Solutions

The ESA allows you to leverage IBM's cutting-edge technology with open standards and combine it with your Intellectual Property (your value add) — so you can deliver a total solution to your customers under your brand, your terms and your conditions. ESA is ideal for Technology Partners looking to sell their own solutions built with IBM technology because it provides reduced development costs and increased profits with flexible pricing.

Build solutions with the IBM Embedded Solution Agreement (ESA)

Integrate IBM technology into your solution

ESA explained (01:26)

↓ ESA overview

↓ Apply for the ESA

↓ Benefits

↓ Partner success stories

ESA overview

What's an ESA?

An ESA allows you to leverage IBM's cutting-edge technology with open standards and combine it with your Intellectual Property — your value add — so you can deliver a total solution to your customers under your brand and your terms.

[PDF Explore the benefits for ESA partners](#)

[Already a partner? Login for more details on the embed business model](#)

Qualification criteria

To qualify for an ESA, your solution needs to meet the following requirements:

- Must be your branded solution being sold to your clients
- Must provide client support for your solution
- Must contain your IP, which is a significant value add to the IBM technology and results in a commercially available solution



- IBM North America ESA Welcome Kit in Seismic: [Click here](#)
- ESA Information: [Click here](#)
 - ESA Overview
 - Apply for ESA
 - Explore the benefits for ESA partners
 - Already a partner? Login for more details on the embed business model

<https://www.ibm.com/partnerworld/public/embedded-solution-agreement>

IBM Business Partner Marketing Resources

IBM Incentives & Promos

Explore pricing and incentive offerings to help you increase your profitability when reselling IBM Software, SaaS, Hardware, Services and Financing. Business Partners can use the search to view incentives and promotions for the products they are authorized to market or to look for a specific announcement letter.

- Seismic Link – [IBM North America Power Systems Sales Incentives & Promotions](#)

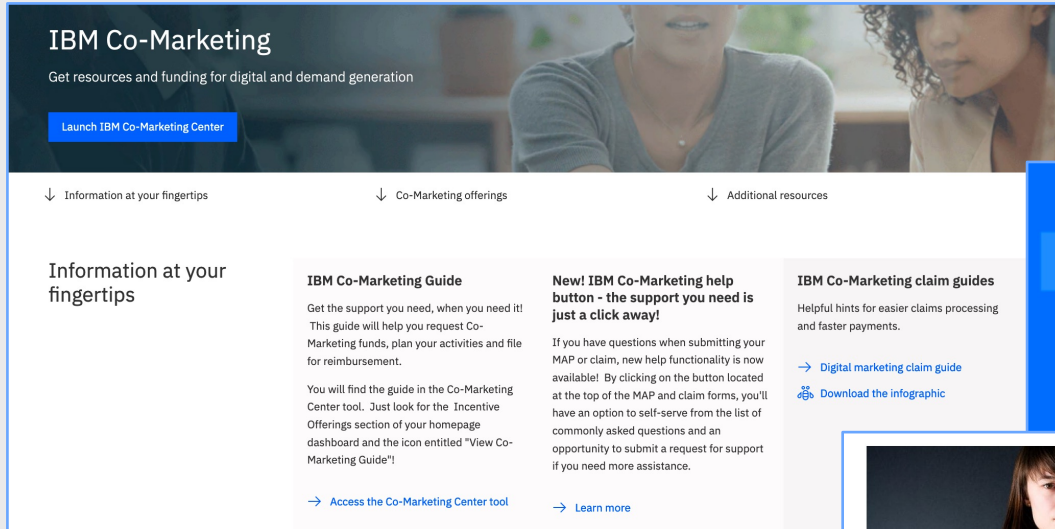
The screenshot shows the IBM PartnerWorld website interface. At the top, there is a navigation bar with the IBM logo, 'IBM PartnerWorld', and a search icon. Below the navigation bar, there are dropdown menus for 'Incentives', 'Software', 'Systems', and 'Resources'. The main content area features a dark blue header with the text 'Incentives and promotions' and a sub-header 'The IBM Business Partner Ecosystem (IPE) has a number of incentives and promotions available to maximize your profit.' Below this, there are six navigation links: 'Find your incentive', 'Software', 'Systems', 'IBM Public Cloud', 'Participation requirements', and 'Additional resources'. The main section is titled 'Find your incentives' and includes the text 'Use the search below to view incentives and promotions for the products you are authorized to market in your country or to look for a specific announcement letter.' A blue button labeled 'Find your incentives' is positioned below the text. To the right of the text is a photograph of two business professionals, a woman and a man, sitting at a table and looking at a laptop screen.

<https://www.ibm.com/partnerworld/resources/manage/incentives-promotions>

IBM Co-Marketing

IBM Co-Marketing Offerings provide resources and funding for digital and demand generation.

- NEW! IBM Co-Marketing help button available if you have questions when submitting MAP or claim: [Link to learn more](#)
- An Introduction to IBM Co-Marketing: [Click here](#)
- Co-Marketing frequently asked questions: [Click here](#)



IBM Co-Marketing
Get resources and funding for digital and demand generation

[Launch IBM Co-Marketing Center](#)

Information at your fingertips Co-Marketing offerings Additional resources

Information at your fingertips

IBM Co-Marketing Guide
Get the support you need, when you need it! This guide will help you request Co-Marketing funds, plan your activities and file for reimbursement.

You will find the guide in the Co-Marketing Center tool. Just look for the Incentive Offerings section of your homepage dashboard and the icon entitled "View Co-Marketing Guide!"

→ [Access the Co-Marketing Center tool](#)

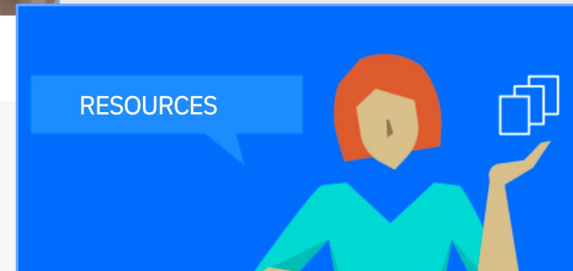
New! IBM Co-Marketing help button - the support you need is just a click away!

If you have questions when submitting your MAP or claim, new help functionality is now available! By clicking on the button located at the top of the MAP and claim forms, you'll have an option to self-serve from the list of commonly asked questions and an opportunity to submit a request for support if you need more assistance.

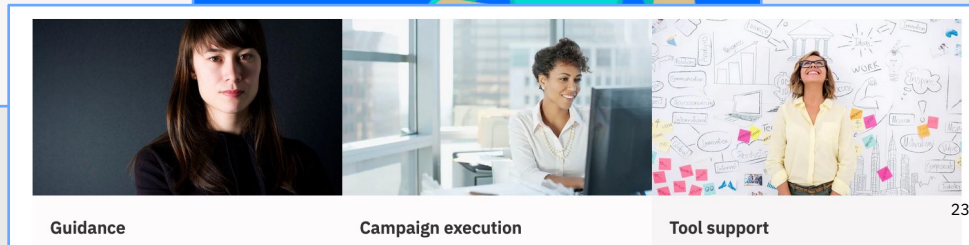
→ [Learn more](#)

IBM Co-Marketing claim guides
Helpful hints for easier claims processing and faster payments.

→ [Digital marketing claim guide](#)
📄 [Download the infographic](#)



<https://www.ibm.com/partnerworld/marketing/co-marketing-overview>



Guidance **Campaign execution** **Tool support**

IBM My Digital Marketing

Plan, personalize, execute and measure - running your next marketing campaign just got easier with IBM My Digital Marketing. Find assets and campaigns to download, or personalize and launch in the platform, which is designed to track responses and measure effectiveness - all in one place and at no-cost.

- [Quick start guide](#)
- 1:1 on boarding session - [click here](#) to make an appointment with the dedicated concierge team
- [Click here](#) to access My Digital Marketing

The screenshot shows the IBM My Digital Marketing website landing page. At the top, there is a dark header with the title "IBM My Digital Marketing" and a sub-headline: "Plan, personalize, execute and measure—running your next marketing campaign just got easier with IBM My Digital Marketing." Below the header, there are two buttons: "Log in to My Digital Marketing" and "PDF Quick start guide". A navigation menu follows with five items: "Overview", "Training resources", "Partner success story", "Set up your account", and "My Digital Marketing essentials". The main content area features a large heading: "Don't work hard for better marketing, put better marketing to work, with IBM My Digital Marketing." To the left of this heading is a bulleted list of features: "Marketing automation platform", "Ready-to-use campaigns and events", "Website syndication", "Asset library", and "Performance metrics". To the right is a video player showing a woman speaking, with a play button icon overlaid. The background of the video player shows a woman in a black jacket and orange patterned top, standing in front of a whiteboard with a diagram.

<https://www.ibm.com/partnerworld/marketing/digital-content-marketing>

IBM Business Partner Logos

Partners can have exclusive access to the IBM Business Partner Marks and certificates, which visually represent your relationship with the IBM company. A fresh and new image is now available exclusively to IBM Business Partners (Silver/Gold/Platinum) to visually represent your relationship with one of the world's strongest information technology companies

IBM Business Partner Marks and Certificates


New mark design announced at Think now available! Download your new mark and certificate. Get exclusive access to newly designed marks and certificates to visually represent your IBM relationship.


→ [PartnerWorld Program 2020](#) PDF [Social media guidelines for Business Partners](#)


↓ Marks ↓ Certificates ↓ How to use ↓ Access to tools ↓ Competencies ↓ Other Achievements

IBM Business Partner Marks

Display your expertise and status with IBM Business Partner Marks - Platinum, Gold, and Silver

Silver Business Partner 

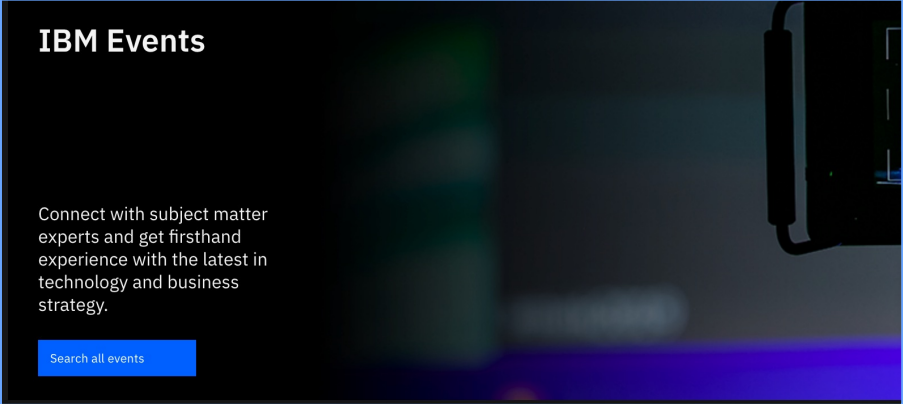
Gold Business Partner 

Platinum Business Partner 

<https://www.ibm.com/partnerworld/program/benefits/business-partner-marks>

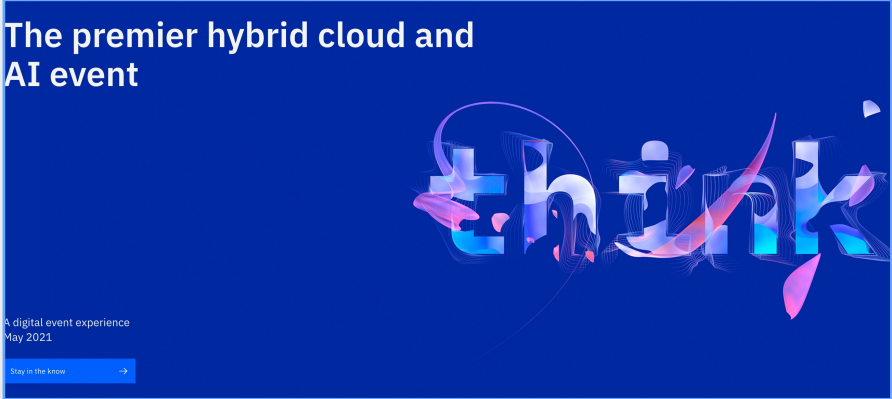
IBM Events for Clients & BPs

Discover IBM Events



<https://www.ibm.com/events>

Think 2021



<https://www.ibm.com/events/think/>

IBM Business Partner Success Stories

IBM Business Partners empower clients to innovate and transform how business is done. Explore their success stories.

- Check out our Partner Success Stories: [Click here](#)
- Check out our Americas Partner Hero Stories: [Click here](#)
- Submit an Americas Success Story: [Click here](#)

IBM Business Partner success stories

IBM Business Partners empower clients to innovate and transform how business is done. Explore their success stories.

[Submit a reference story](#) [Tell us your story](#)

↓ Stories by portfolio ↓ Stories from Think ↓ Stories by topic ↓ Stories by Geo ↓ Voice

New Published Stories

In a world fueled by change, something incredible is always happening. Discover what our partners have been up to recently.

- TCS: Driving success with help from IBM PartnerWorld Competencies
- My DM: A great opportunity for a successful digital marketing strategy
- PBM: AI-driven, personalized marketing drives eye-catching results
- Taylor Made Media and BASE Media Cloud: Making remote work possible
- TxMQ: Modern challenges demand modern applications

Business Partner Success Stories - North America

Every day our IBM Business Partners are doing incredible work across North America. Take a moment and be inspired by their stories.

[Back to all success stories](#) [IBM Americas Partner Heroes](#)

WaveStrong

Computer Services

Watch Harpreet Walia, President and CEO, WaveStrong, details teaming with IBM to help clients navigate the increased security threats presented within the work-from-home environment.

[Watch video \(02:01\)](#)

Kivuto

Education

Watch Ryan Peatt, CPO, Kivuto, talks about teaming with IBM to empower learners and educators to succeed in the digital world.

[Watch video \(02:19\)](#)

Movius

Banking

Watch Tara Panu, VP Marketing and Customer Experience, Movius, discusses partnering with IBM to enable secure and compliant mobile communications for highly regulated industries with a growing remote workforce.

[Watch video \(02:19\)](#)

NexJ Health

Healthcare

Watch Janine Tatham, VP Strategic Accounts, NexJ Health, talks about working with IBM to provide healthcare providers, employers, and the general public a virtual care program to help manage and contain the pandemic.

[Watch video \(02:08\)](#)

<https://www.ibm.com/partnerworld/marketing/partner-success-stories>

IBM Business Partner Sales Resources

IBM Market and Competitive Intelligence

Business Partners can find critical intelligence to help grow business and inform their investment strategy. Use competitive comparisons to help increase your win ratio in sales situations.

Market and Competitive Intelligence

Your one-stop portal for insights and information relevant to IBM solutions and offerings

Subscribe and receive IBM insights by email

↓ Cross portfolio ↓ Cloud ↓ Data and AI ↓ Global Technology Services ↓ Security

Emerge smarter

As organizations are rethinking how business works, many will be faced with a big question: What's next?

- Top Trends And Emerging Technologies, Q3 2020**
Read the report
- Where To Adjust Tech Budgets In The Pandemic Recession**
Read the report
- Best Practices For Technology-Driven Innovation**
Read the report
- Essential Technology Solutions for Pandemic Management**
Read the report

<https://www.ibm.com/partnerworld/resources/market/market-and-competitive-intelligence>

IBM PartnerWorld Recommender

The screenshot displays the IBM PartnerWorld Recommender interface. At the top, there is a navigation bar with the IBM logo and various menu items. Below this is a banner titled 'Recommendations' with a sub-headline: 'Using data and analytics, IBM wants to help you bring the best-fitting offerings to your clients'. A search bar is present with the text 'Software Inc' and a search icon. Below the search bar, the heading 'Product recommendations for up-sell' is followed by four product cards. Each card displays the product name, a confidence score, and a 'Learn more about the product' link. At the bottom of each card, there are 'Like it?' and 'Don't like it?' buttons with heart and minus icons respectively.

Available from the homepage of PartnerWorld, recommendations powered by advanced data science can help you sell the best-fitting offerings to your clients

• Search for your clients or products

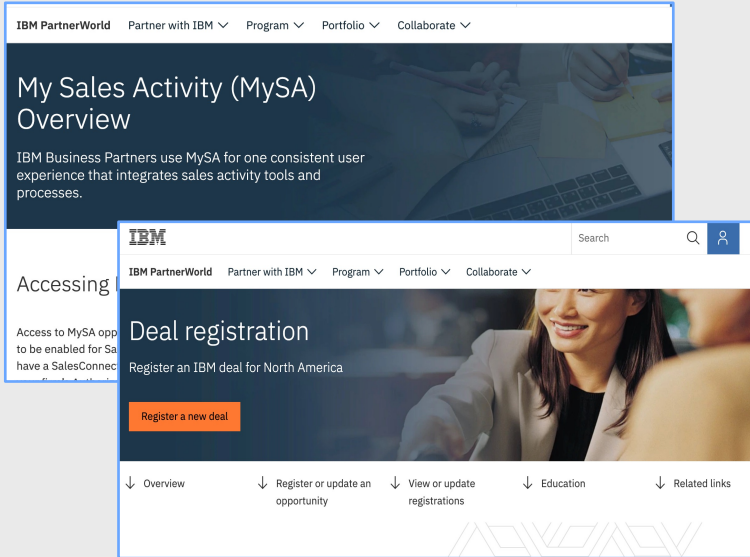
• View up-sell and cross-sell recommendations

• Learn more about the product via Seismic, Skills Gateway, and SEA

• Provide feedback to influence the model in the future

<http://ibm.biz/PartnerWorldRecommendations>

IBM Deal Registration & MySA



- Access to My Sales Activity tool (MySA) : [Click here](#)
- Link to MySA Overview and education videos: [Click here](#)
- MySA application online help: [Click here](#)
- MySA tool issues, email bcc@us.ibm.com or call 1- 866-321-3712

- Access Deal Registration Portal: [Click here](#)
- More Information on IBM Systems Deal Registration: [Click here](#)

IBM Channel QuickPrice

Channel QuickPrice gives you self-serve access to competitive Non-Special Bid Prices. Available for North America & Europe (selected products). Other products and countries are coming later.

The screenshot shows the 'IBM On-premise Software transformation' page. The main heading is 'IBM On-premise Software transformation'. Below it, a sub-heading reads: 'Our four step transformation focuses on making it easier to resell IBM On-Premise Software and allows for Business Partners to see greater rewards'. A navigation bar contains five items: 'Resale authorization', 'Channel QuickPrice' (highlighted with a red box), 'Deal Registration', 'Margins and Incentives', and 'Enablement resources'. The 'Streamlining resale authorization' section contains the text: 'This will make it easy to become a Business Partner and to cross sell the broad range of IBM Software.' To the right, there are two columns of bullet points under the heading 'What we are doing' and 'Availability'. The 'What we are doing' column lists: 'Resell IBM Software without certifications or complexity' and 'Choose when to invest and to gain access to Deal Registration, Incentives and Competency'. The 'Availability' column lists: 'Available now for all countries' and 'Note: Partners in North America must have certifications for Watson Customer Engagement'.

IBM On-premise Software transformation

Our four step transformation focuses on making it easier to resell IBM On-Premise Software and allows for Business Partners to see greater rewards

↓ Resale authorization **Channel QuickPrice** ↓ Deal Registration ↓ Margins and Incentives ↓ Enablement resources

Streamlining resale authorization

This will make it easy to become a Business Partner and to cross sell the broad range of IBM Software.

What we are doing

- Resell IBM Software without certifications or complexity
- Choose when to invest and to gain access to Deal Registration, Incentives and Competency

Availability

- Available now for all countries
- Note: Partners in North America must have certifications for Watson Customer Engagement

Learn how to request a QuickPrice quote.

- QuickPrice get started demo: [Click here](#)
- Partner Guided Selling Tool access guide: [Click here](#)
- IBM Software QuickPrice Reseller overview: [Click here](#)
- IBM QuickPrice FAQs: [Click here](#)

<https://www.ibm.com/partnerworld/program/project-4x4-partner-engagement-initiative>

Gaia – Resell IBM SaaS

Get a modern experience, improved productivity, and a faster resell route to market with Gaia — IBM's strategic solution for fast XaaS quoting and ordering.

- Access [Gaia](#)
- [Click here](#) to access Gaia through MySA
- Click to access [Gaia Training on IBM Training](#)
- Available countries and offerings: [Click here](#)

About Gaia

Get a modern experience, improved productivity, and a faster resell route to market with Gaia — IBM's strategic solution for fast XaaS quoting and ordering



Benefits

Benefits

- Seamless experience from MySA opportunity to quote and order
- Self-serve, efficient quote creation
- Automatic IBM pricing approval within deal guidance
- Gaia configuration and provisioning eliminates errors and prevent delays
- Net invoice to add to existing entitlements
- Automatic creation of contract extensions

[Watch Gaia demo \(02:33\)](#)



Current Scope

United States (US) resellers creating net new quotes and orders should be processed in Gaia, with the exception of Federal and Enterprise Level Agreement (ELA) deals.

- 94 Offerings currently available for new, add-on, up-sells, and contract extensions.
- Existing entitlements and transactions have been moved to Gaia.
- Check with your preferred distributor for additional details or questions



Additional Resources

[Access Gaia training on Skills Gateway](#)

[Available countries and offerings \(46 KB\)](#)

[Access Gaia through MySA](#)

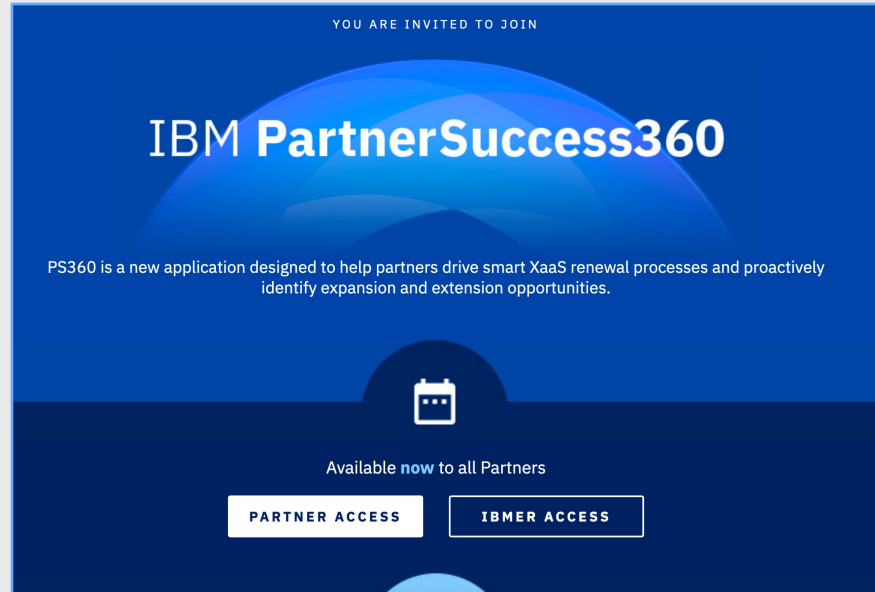
[Access Gaia](#)

<https://www.ibm.com/partnerworld/resources/grow/saas-reselling>

IBM PartnerSuccess360 – Resell IBM SaaS

Drive a smart XaaS renewal process, identify expansion and extension opportunities, and get insights into client entitlement, usage and overage through post-LAND stages with PS360.

- [Apply for access](#)
- [Login](#)



IBM Client References

Client references indicate that your clients feel comfortable putting their trust in you. One verified client reference is required to achieve the Gold program level in PartnerWorld; two are required to achieve Platinum.

Client references

Increase credibility and visibility through verified client references

↓ Understanding client references

↓ Submitting a reference directly

Understanding client references

Client references indicate that your clients feel comfortable putting their trust in you. One verified client reference is required to achieve the Gold program level in PartnerWorld; two are required to achieve Platinum.

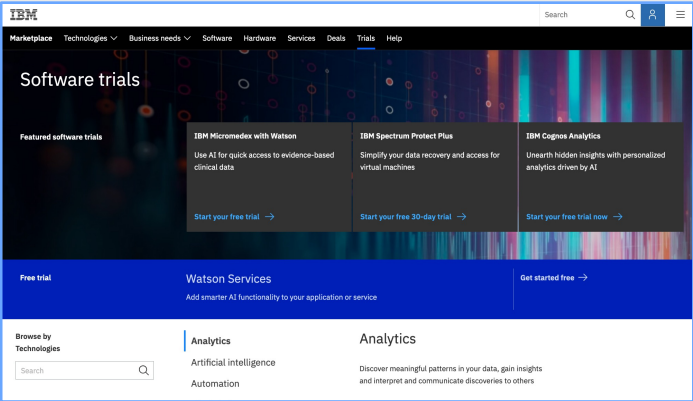
Completed verified client references are valid for 24 months.



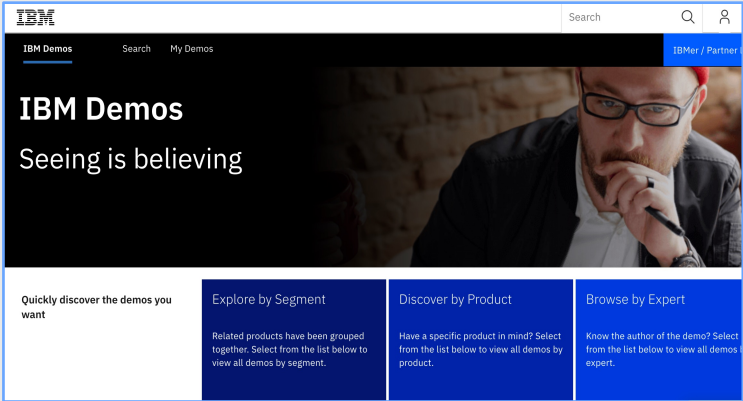
<https://www.ibm.com/partnerworld/program/client-references>

IBM Trials and Demos

Link to SW Trials: [Click here](#)



Link to IBM Demos: [Click here](#)



IBM Global Financing

IBM Global Financing can help you:

- Enable larger, faster deals, improve cash flow and lower risk of non-payment
- Sell more, protect your installed base and increase loyalty
- Be more competitive with flexible payment plans and affordable rates

How to get started? Contact them at: leasing@financingadv.com

Grow your business with IBM Global Financing

Payment solutions for clients, working capital solutions and certified refurbished servers and storage solutions to help you win more.

PDF See one-pager (1.23 KB) Watch the video (02:15)

↓ Solutions ↓ Success stories ↓ Next steps ↓ Discover more

Help clients accelerate digital transformation with flexible payment options for hybrid cloud and AI

Launch the smart paper PDF Download the PDF (66,8 MB)

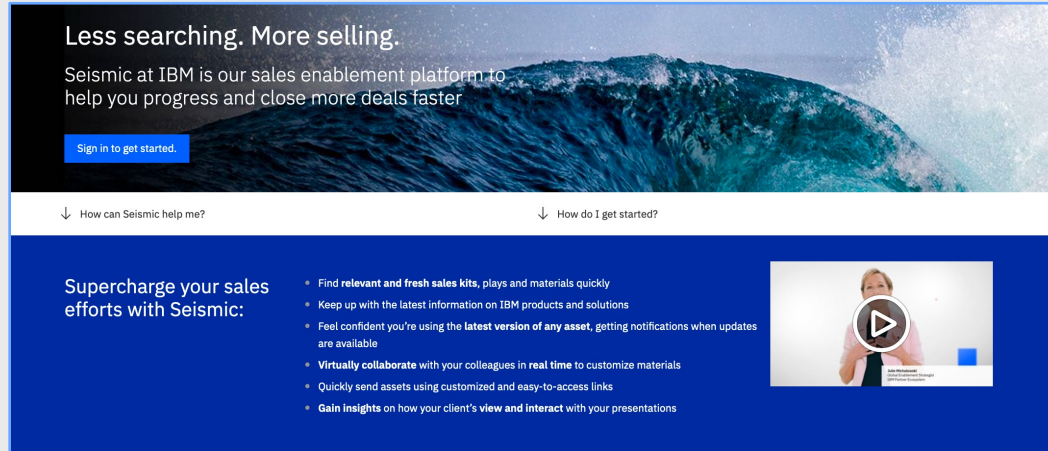
<https://www.ibm.com/partnerworld/financing>

IBM Business Partner Enablement Resources

Seismic@IBM

Seismic is IBM's new, global sales enablement experience, providing sellers and Business Partners with the right content and materials, at the right time, to accelerate deals.

- Seismic Training & Support: [Click here](#)
- [Learn more](#) about Seismic LiveSend where you can share links/content directly from Seismic with clients
- Seismic Quick-start Guide: [Click here](#)



Less searching. More selling.


Seismic at IBM is our sales enablement platform to help you progress and close more deals faster

[Sign in to get started.](#)

↓ How can Seismic help me? ↓ How do I get started?

Supercharge your sales efforts with Seismic:

- Find **relevant and fresh sales kits**, plays and materials quickly
- Keep up with the latest information on IBM products and solutions
- Feel confident you're using the **latest version of any asset**, getting notifications when updates are available
- **Virtually collaborate** with your colleagues in **real time** to customize materials
- Quickly send assets using customized and easy-to-access links
- **Gain insights** on how your client's **view and interact** with your presentations



Get Started with Seismic

Your Quick Start Guide

1

Sign in

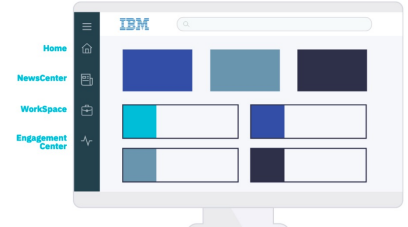
Go to ibm.seismic.com and sign in with your PartnerWorld ID. (If you have trouble signing in contact [PartnerWorld Contact Services](#) ibm.biz/pwcservice).

2

Get mobile enabled

Download the Seismic mobile app on your smart phone (iPhone or Android) and tablets.

Search "Seismic" on the [app store](#) on the net or or download the iOS version from the [IBM App Store](#). When you download the app you will be prompted for an account - the account is "IBM".



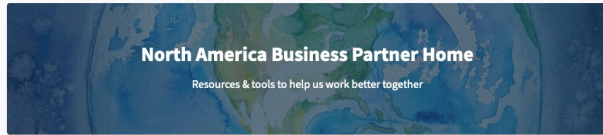
<https://www.ibm.com/partnerworld/resources/sell/seismic>

Seismic@IBM (North America Business Partner Home)

Bookmark this page and check back often to see the newest releases of sales assets, incentives, events and more.

Americas (NA) Seismic Home Page: [Click here](#)

Americas (NA) Seismic News Center: [Click here](#)



Bookmark this page and check back often to see the newest releases of sales assets, incentives, events, and more.

- Events
- Incentives
- Sales assets
- Digital platforms

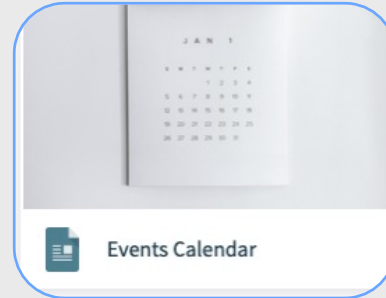
Market assets by territory and market

- North America Cross Market
- Canada
- United States
- United States - Federal
- Industrial

Upcoming events and ongoing series



[Click here](#)



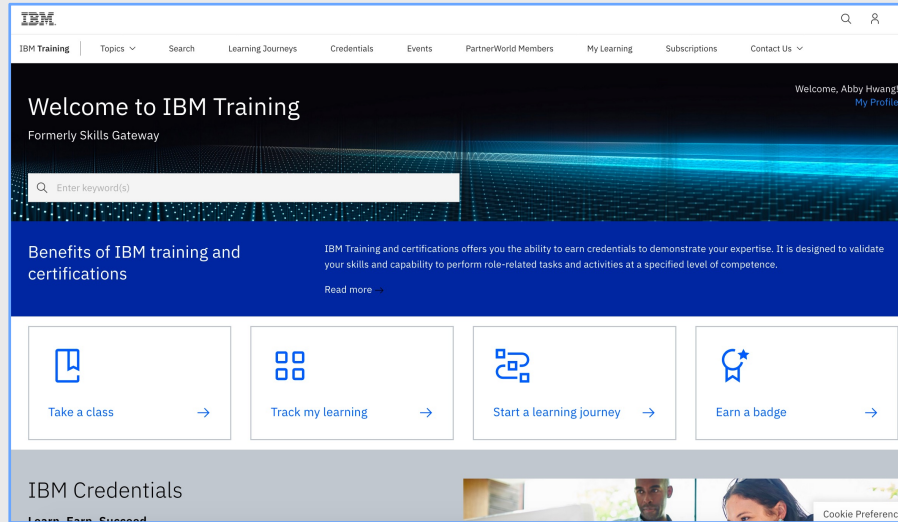
[Click here](#)



[Click here](#)

IBM Training (formerly Skills Gateway)

IBM Training and certifications offers you the ability to earn credentials to demonstrate your expertise. It is designed to validate your skills and capability to perform role-related tasks and activities at a specified level of competence.



<https://www.ibm.com/training/>

IBM Business Partner Vouchers

- FAQs - [Click here](#) to see how to earn vouchers, how many vouchers your company will receive , how the vouchers can be used and more.
 - **PW Voucher status?** Email Voucher@us.ibm.com with the subject: "PW Program Voucher Availability", including company name and Country Enterprise ID#

Voucher Program	Status	Number of Vouchers	Discount to Voucher Holder	Expiration
Partner Growth Incentive (PGI)	PGI Partner	4 Class Vouchers and 4 Test Vouchers for each new target accepted	Class vouchers - 80% Discount on IBM Systems Classes or Events (*see note) Test vouchers - 100% Discount on IBM Systems Cert Tests (*see note)	31-Dec-20
	Specialist	6 Class Vouchers and 6 Test Vouchers	Class vouchers - 100% Discount on Storage or Server Classes and Events Test vouchers - 100% Discount on Storage or Server Cert Tests	31-Dec-20
PartnerWorld Program Level	Expert	8 Class Vouchers and 8 Test Vouchers	Test vouchers - 100% Discount on Storage or Server Cert Tests	
	Registered**	2 Test Vouchers	Class vouchers - 50% Discount on eligible IBM events.***	31-Dec-20
	Silver	1 PW Event Vouchers and 4 Test Vouchers	Test vouchers - 50% Discount on any IBM Cert Test (except mastery)	
	Gold	2 PW Event Vouchers and 6 Test Vouchers		
Value Pack	Platinum	3 PW Event Vouchers and 8 Test Vouchers		
	Active Value Pack entitlement	1 PW Event Voucher	Event vouchers 50% Discount on eligible IBM events***	31-Dec-20

Please note: Test Vouchers cannot be used for assessments, badges or mastery exams.

The global Know Your IBM (KYI) offering rewards Business Partner sales and technical staff for building systems skills and selling eligible IBM systems Hardware and software products. NEW 2021 Reference Incentives – North America.

Know Your IBM

The global Know Your IBM (KYI) offering rewards Business Partner sales and technical staff for building systems skills and selling eligible IBM Systems hardware and software products

[Explore KYI Rewards](#)

2021 Reference Incentives – North America

Storage Customer Reference for Business Partner Incentive - North America

Business Partner individuals can earn Know Your IBM (KYI) points for each qualifying reference submitted and published. Points will be awarded based on the publication date of the Storage Systems "Public" client reference in the amount of \$1000 USD (4000 KYI points), while an additional \$2,000 USD (12000 KYI points) will be awarded if the "Public" reference turns into a published Case Study.

→ [The NEW IBM Storage FlashSystem Reference Incentive](#)

Earn up to \$6000 USD for qualified IBM Power Systems Customer references!

Business Partner qualifying, full-time employees can earn Know Your IBM (KYI) points for each qualifying reference submitted and published.

Points will be awarded based on the publication date of the IBM Power Systems "public" client reference.

1. "Base References" will be awarded \$2,000 USD (8,000 KYI points)
2. "Growth References" will be awarded \$4,000 USD (16,000 KYI points)

For 1H2021, "Growth References" are defined as

1. SAP HANA
2. Red Hat Solutions
3. Competitive Displacement
4. Hybrid Cloud – including IBM Power Private Cloud with Dynamic Capacity and/or Power Virtual Server)

All others are considered "Base References"

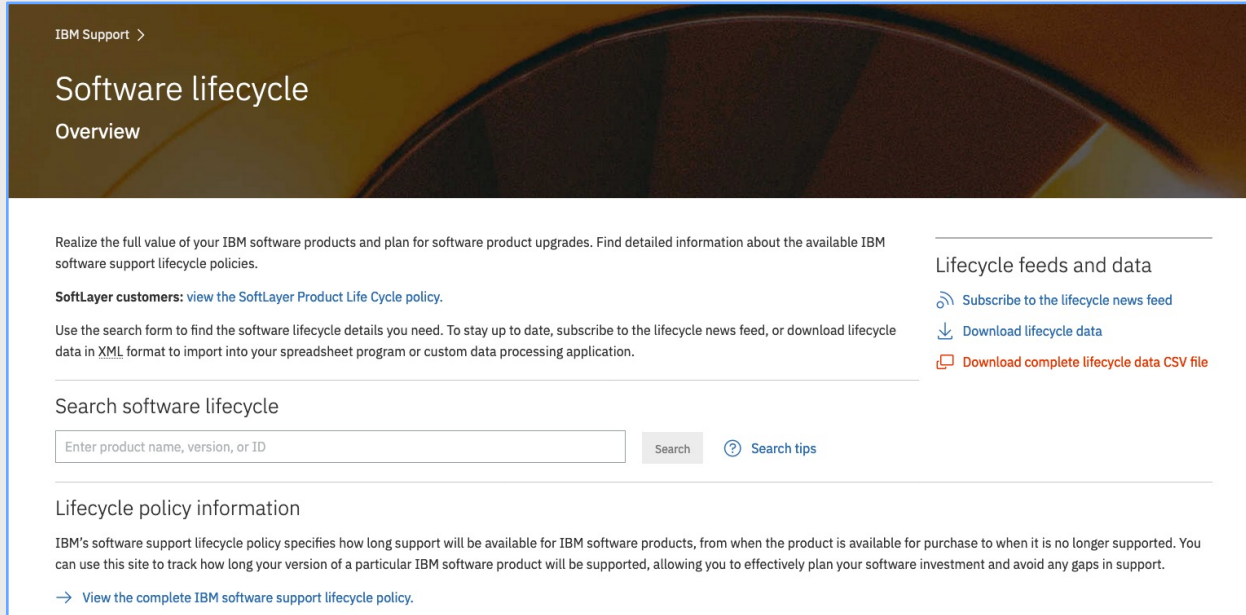
→ [IBM Power Systems Reference Announcement Letter](#)



<https://www.ibm.com/partnerworld/resources/learn/kyi>

IBM Lifecycle Support

You can find detailed information about the available IBM Software Lifecycle Policies to help you realize the full value of your IBM software products.



IBM Support >

Software lifecycle

Overview

Realize the full value of your IBM software products and plan for software product upgrades. Find detailed information about the available IBM software support lifecycle policies.

SoftLayer customers: [view the SoftLayer Product Life Cycle policy.](#)

Use the search form to find the software lifecycle details you need. To stay up to date, subscribe to the lifecycle news feed, or download lifecycle data in XML format to import into your spreadsheet program or custom data processing application.

Search software lifecycle

 [? Search tips](#)

Lifecycle policy information

IBM's software support lifecycle policy specifies how long support will be available for IBM software products, from when the product is available for purchase to when it is no longer supported. You can use this site to track how long your version of a particular IBM software product will be supported, allowing you to effectively plan your software investment and avoid any gaps in support.

→ [View the complete IBM software support lifecycle policy.](#)

Lifecycle feeds and data

- [Subscribe to the lifecycle news feed](#)
- [Download lifecycle data](#)
- [Download complete lifecycle data CSV file](#)

<https://www.ibm.com/support/home/pages/lifecycle/>

Action Items

- **Visit resource sites**
- **Bookmark key links**
- **Share this with your colleagues**

