IBM

PartnerWorld
Build Track Guide

Welcome to the IBM PartnerWorld Build Track

Joining IBM's Partner Ecosystem is the catalyst for your business to achieve new levels of success. The IBM PartnerWorld Program is designed for partners to thrive in the Cloud Era by introducing a new track and benefits for partners who build innovative applications.

The PartnerWorld Build Track gives you the tools and support to deliver unmatched value and reliability quickly to your clients on the world's most open and secure hybrid cloud for mission critical workloads, the IBM Cloud.

The track is at no charge and aligns to specific benefits and offers for partners who build innovative products with IBM Cloud. In addition to no-cost benefits, IBM also offers new tailored packages for learning, development and testing.

IBM's cloud is at the heart of our hybrid cloud strategy. Over the past two years, IBM has focused on re-engineering our public cloud on a foundation of open source software, security leadership and enterprise-grade infrastructure.

From getting started with PartnerWorld to taking solutions to market, the PartnerWorld Build Track provides a step-by-step path in PartnerWorld for those looking to build on IBM Hybrid Cloud.

The new PartnerWorld Build Track aligns to specific benefits that support partners building IP and delivering solutions on the Cloud. From becoming an IBM PartnerWorld member to taking your solutions to market, the track provides step-by-step guidance for Build partners.

When you join IBM PartnerWorld you can:
- Leverage our global ecosystem to expand your network globally
- Unlock robust benefits optimized for your business model
- Engage with our first-class support
- Grow your business to earn more money

PartnerWorld Build Track Use Cases

Here are a few Build use cases for IBM Business Partners who build product offerings and deliver solutions on the IBM Cloud:

Build and deploy your banking applications on IBM's financial services-ready public cloud

Build and connect machines, tools and sensors to improve production visibility

Develop and run AI applications providing real-time insights

Build HIPAA-compliant data warehousing on IBM's Cloud to securely store, process and transmit clinical information

Here's what you can expect

| Join PartnerWorld | Develop your solution | Validate your solution | Market your solution |

Join IBM PartnerWorld

In order to gain the PartnerWorld Build Track benefits you need to register as an IBM Business Partner by joining IBM PartnerWorld. This will unlock a variety of benefits including access to the IBM Partner Support desk, program welcome information and onboarding.

Join PartnerWorld	Develop your solution	Validate your solution	Market your solution

About IBM PartnerWorld

IBM PartnerWorld is for any business that wants to team with IBM. Our Business Partners come from companies small and large, from new, born-in-the-cloud companies to solutions architects and deployment experts. We make the relationship about you — first and always.

How to join IBM PartnerWorld

Joining IBM PartnerWorld is your first step to teaming up with IBM.

1. Create your IBMid. Use your IBMid to access all of IBM's applications, communities, support and more, including PartnerWorld.

2. Verify your email.

3. Log into PartnerWorld and get started.

Onboard with IBM PartnerWorld Support

The IBM Partner Support desk will provide personalized assistance to serve Business Partner interests, offering onboarding support to new members, answer questions about PartnerWorld Tracks, connect partners to other IBM Business Partners and more.

Helpful links:

Create your IBMid and join PartnerWorld →

Contact IBM Partner Support Desk →

Explore the PartnerWorld Build Track website →

Develop your solution

Explore IBM Cloud technologies hands-on with $1,200 in IBM Cloud credits and world-class technical support, training and education.

Join PartnerWorld	Develop your solution	Validate your solution	Market your solution

Access your $1,200 in IBM Cloud credits as a new IBM PartnerWorld member

The IBM Cloud for new Business Partners offers no-charge credits for hands-on access to 170+ industry-leading cloud services to learn the technology and build solutions.
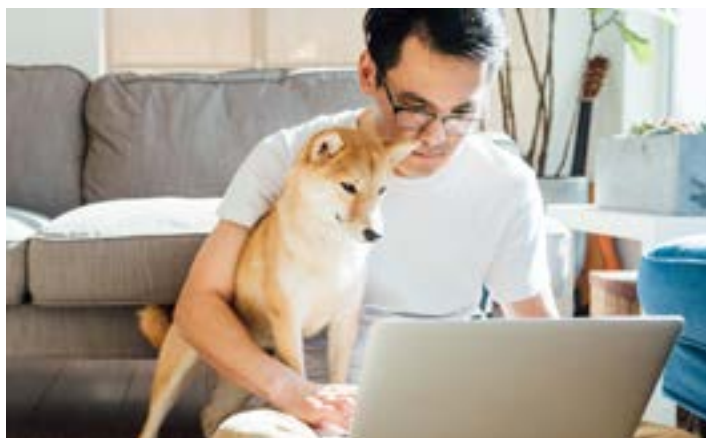
Skills Training: Explore, learn, succeed

Access our personalized and engaging learning platform to enhance your development, technical and professional skills. Training for IBM Public Cloud and Cloud Paks is available for a variety of different roles from technical sellers to developers and architects.

Remote dev and test support

Deep pre-deployment technical assistance for you as you develop applications or build solutions on IBM products.
We are here to answer questions and help resolve problems on design, installation, integration and more!

Request technical deal support for Proof of Concept (POC)

Work with your BP representative to submit a short and descriptive business case to request technical assistance. The submission will provide guidance about how we can best assist you.

Technical Expert Consultation (TEC)

Schedule a one hour consultation with a top technical/industry expert to receive assistance in delivering high value and differentiated solutions. Consultation is available for new Business Partners if requested within the first 60 days of becoming a member of PartnerWorld, as well as for Business Partners who purchase an Enterprise package in IBM Partner Packages.

Helpful links:

New PartnerWorld members access your no cost $1,200 in Cloud credits →

Remote dev and test support →

Access IBM learning assets and courses in Skills Gateway →

Business Partners who build innovation products

Use IBM Partner Packages to enhance your PartnerWorld experience with additional Cloud credits, testing vouchers, technical support and more. These packages provide you flexibility and scalability for your development and testing needs.

Benefits of IBM Partner Packages:

- *IBM Cloud credits:* IBM Cloud credits accelerate your ability to build innovative applications leveraging Data, Analytics, and AI in the cloud as a service with access to Red Hat OpenShift. Leveraging your cloud credits can also get you access to advanced technical support for the IBM Public Cloud.

- *Remote dev and test support:* Pre-deployment remote technical assistance for IBM Business Partners.

- *Software Access Catalog:* Provides Business Partners exclusive access to the 16,000 distributed software solutions, including IBM Cloud Paks.

- *Technical education reimbursement:* Use technical education reimbursement to quickly get up to speed on the latest IBM technologies.

Additional benefits in the Enterprise package:

- *Technical Expert Consult (TEC):* The Technical Expert Consult (TEC) is a consultation meeting between a Business Partner team and a group of IBM experts who answer questions and provide advice to strengthen a solution design.

- *Marketing & Sales Support:* Access the IBM Marketing platform to run campaigns, get discounts to sponsor select IBM Global events, and showcase your customer success with client success stories.

IBM Partner Packages

Level	Description
Entry	For build Business Partners that are just getting started with IBM Cloud and Cognitive offerings
Advanced	For build Business Partners that require learning, development and test environments
Premier	For build Business Partners requiring more cloud credits and education benefits
Enterprise	For build Business Partners who want access to the full suite of IBM Business Partner Benefits

IBM Partner Packages
1,200 no-charge cloud credits for new PartnerWorld members in the first 60 days

	ENTRY	ADVANCED	PREMIER	ENTERPRISE
Packages pricing	$995	$2,500	$13,500	$75,000
Skills				
Certification test vouchers		2	15	150
Education reimbursement		$1,000	$2,500	$10,000
Cloud credits		$2,500	$15,000	$85,000
Technical support & consultation				
Remote dev and test support	✓	✓	✓	✓
Technical Expert Consult (TEC)				✓
Software Access Catalog				
Access to 16,000+ IBM SW offerings (Including IBM Cloud Paks)	✓	✓	✓	✓
Marketing & Sales benefits				
Discounts to sponsor IBM global events				✓
Client Success Stories (2)				✓
Extra options				
Cloud Credits Booster Package $5,000 (10,000 credits). Limit of three.	10,000	10,000	10,000	10,000
Cloud Credits Enterprise Booster Package $150,000 (165,000 credits); requires Enterprise package membership.	n/a	n/a	n/a	165,000
Certification Booster Package $1,500 (Up to 100 vouchers)	10	10	10	10

Helpful links:

Entry IBM Partner Package →

Advanced IBM Partner Package →

Premier IBM Partner Package→

Enterprise IBM Partner Package →

Booster IBM Partner Package →

Validate your solution

Publish your solutions to the IBM Global Solutions Directory to get your product technically validated. Tout your knowledge with Business Partner Identity marks that align to your completed competencies.

| Join PartnerWorld | Develop your solution | Validate your solution | Market your solution |

Featuring your solutions: Global Solutions Directory

Publish your solutions to the Global Solutions Directory, which features offerings from IBM Business Partners around the globe. Your entries become an integral part of IBM marketing programs, generating exposure with clients, other IBM Business Partners and the IBM sales network.

Competencies - Unlock your go-to-market benefits

IBM PartnerWorld Competencies highlight your demonstrated technical proficiency and proven customer success in strategic specialized solution areas. Achieving a competency unlocks additional benefits that includes go-to-market, sales and promotional opportunities. Build Business Partner Competencies include:

Banking & Financial
The Banking and Financial services Build Competency distinguishes IBM Business Partners who have demonstrated technical proficiency and customer success by building a Banking and Financial solution on the IBM Cloud.

Industrial & Manufacturing
The Industrial & Manufacturing Build Competency distinguishes IBM Business Partners who have demonstrated technical proficiency and customer success by building a Industrial & Manufacturing solution on the IBM Cloud.

Regulated Workloads
The IBM Regulated Workloads Build Competency distinguishes IBM Business Partners who are building client solutions with strict regulation and compliance requirements in the cloud.

Platinum Business Partner

IBM

Competency
Banking and Financial Services
Industrial and Manufacturing

Get a Business Partner Identity solution mark

Achieving an IBM PartnerWorld Competency differentiates your business by showcasing your expertise in a number of verticals including Banking & Financial Services, Industrial & Manufacturing and Cloud Security.

Helpful links:

Publish your Build Business Partner competency solutions to the Global Solutions Directory →

Achieve Competencies to unlock go-to-market benefits →

Download BP Identity solution marks →

Membership levels and associated benefits

Achieving Competencies advances your business to new PartnerWorld tiers with earned benefits including Cloud credits, technical expert consultation and more.

Member – a new tier

Silver – showcases technical proficiency and customer success with solution

Gold – sales success

Platinum – sales success

Program level	Achievement requirements		
	Capability	Sales success	Verified Client References
		Sell, Influence, XaaS	
Platinum	2 Competencies (1 must be Expert; or a Build or Service Competency)	$10M (Large) $3M (Medium) $1M (Small)	N/A
Gold	1 Competency	$500K (Large) $250K (Medium) $100K (Small)	N/A
Silver	1 Capability: Verified solution, verified service in the GSD	N/A	N/A
Member			

You can view membership level benefits here.

Market your solution

Market and sell with IBM and your industry peers. Leverage marketing kits and apply for Embedded Solution Agreement (ESA) Growth Funds to evangelize your solutions in the IBM Marketplace and beyond.

Join PartnerWorld	Develop your solution	Validate your solution	Market your solution

Market your solution

Download the Build Business Partner marketing kit: Leverage templates that include a one-page brief, a client-facing presentation and a customer case study in order to help you take your solutions to market.

IBM My Digital Marketing: Access customizable content and marketing automation capabilities to reach your audience faster and increase demand and generate leads. Use the tool's analytics to track responses and fine-tune your marketing tactics for the best results.

Apply for Embedded Solution Agreement (ESA) Growth Funds: Help accelerate your marketing efforts. ESA Growth Funds help you reach clients and grow your business by reimbursing 50% of your eligible marketing costs when you develop solutions with IBM Software through an ESA.

Go to market with IBM

Business Partner Directory: The Business Partner Directory (BPD) is the worldwide search portal for solutions and services provided by IBM Business Partners. Publishing your solution on BPD, allows clients, IBM sellers and other Business Partners to quickly discover and access your solution details and contact information.

IBM Cloud Catalog: The IBM Cloud catalog is for services and/or solutions. Onboard your offering to our broad portfolio of solutions for infrastructure, developer tools, and more.

Red Hat Marketplace: The Red Hat Marketplace is for partners who build solutions on OpenShift. Publishing your solution on the marketplace expands your sales and marketing efforts to the Enterprise with the global reach of Red Hat and IBM.

Build your partnerships through partner to partner connection

IBM Business Partner Connect pairs you with the right partner. Connect and collaborate with other IBM Business Partners to create new opportunities, support common customers and expand your market reach.

Helpful Links:

Download the Build marketing sales kit →

Access IBM My Digital Marketing →

Apply for ESA Growth Funds →

Publish your product on the Business Partner Directory →

Request to publish your offering on the IBM Cloud Catalog →

Explore the Red Hat Marketplace →

Connect with other IBM Business Partners →

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