



IBM Systems Group

IBM Certified Infrastructure Systems Architect *for IBM Business Partners*

Welcome !

July 2004 - Introduction I-SA Conference Call

Today's Agenda

- **Welcome & Kickoff** ... **Gary Brun**
- **Executive Remarks** ... **Susan Levy**
- **Introduction to I-SA Program** ... **Gary Brun**
 - ▶ Review Program Purpose
 - ▶ Review Candidate Requirements
 - ▶ Review Benefits of IBM Certified Infrastructure Systems Architect Credentials

- **IBM Product Certifications** ... **Chuck Cooper**
 - ▶ How and where?

- **IBM eBusiness Solution Design Certification (#815)** ... **Sandra Jolla**
- **I-SA Collaboration Center** ... **Bruce Barnett**
- **I-SA Web Site** ... **Bruce Barnett**
- **Q & A**

--- TODAY ---

- **The need for strong industry *Technical Leadership* has never been greater**
 - eBusiness on Demand
 - Grid
 - Linux
 - WebSphere
 - Infrastructure Simplification
- **Client solutions require *complex IT Infrastructures* that include Integrated multiple platforms of Servers and Storage plus Services**
- **IBM Business Partner technical sales support teams are challenged to *maintain skills with rapidly changing technology***
 - Systems Integrators
 - Resellers
 - ISVs
 - Distributors
- **IBM Business Partners seek strong technical capability to help their clients *design or architect multiplatform solutions***
- **IBM Business Partners want help in increasing their competitiveness to provide the most advanced technical consulting services in the business**



REQUIREMENT

Develop strong system infrastructure and architectural skills in IBM's Business Partners to provide strategic technical leadership that will guide their clients into the future.

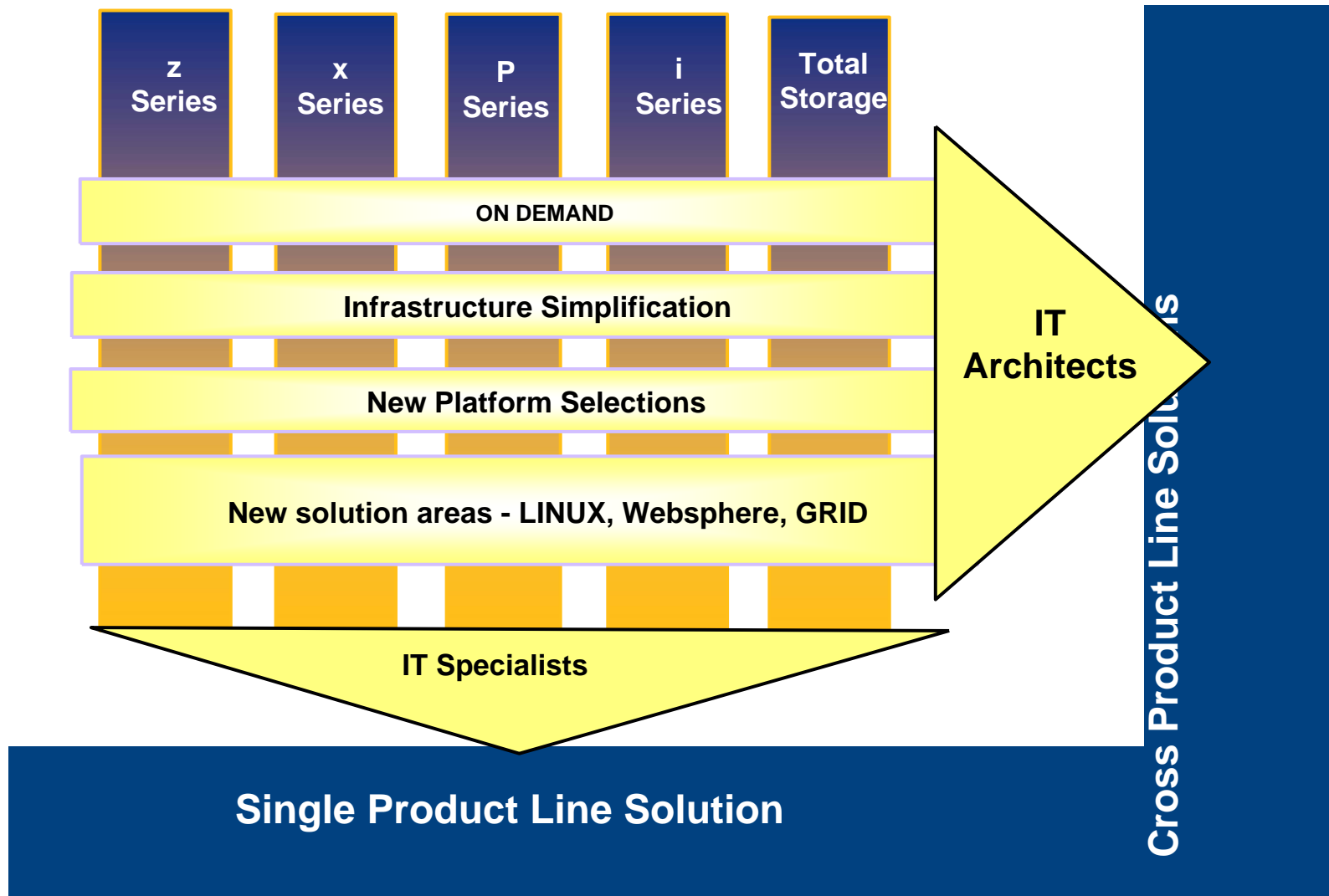
....Introducing 

IBM Business Partner Infrastructure Systems Architect

Primary Responsibilities

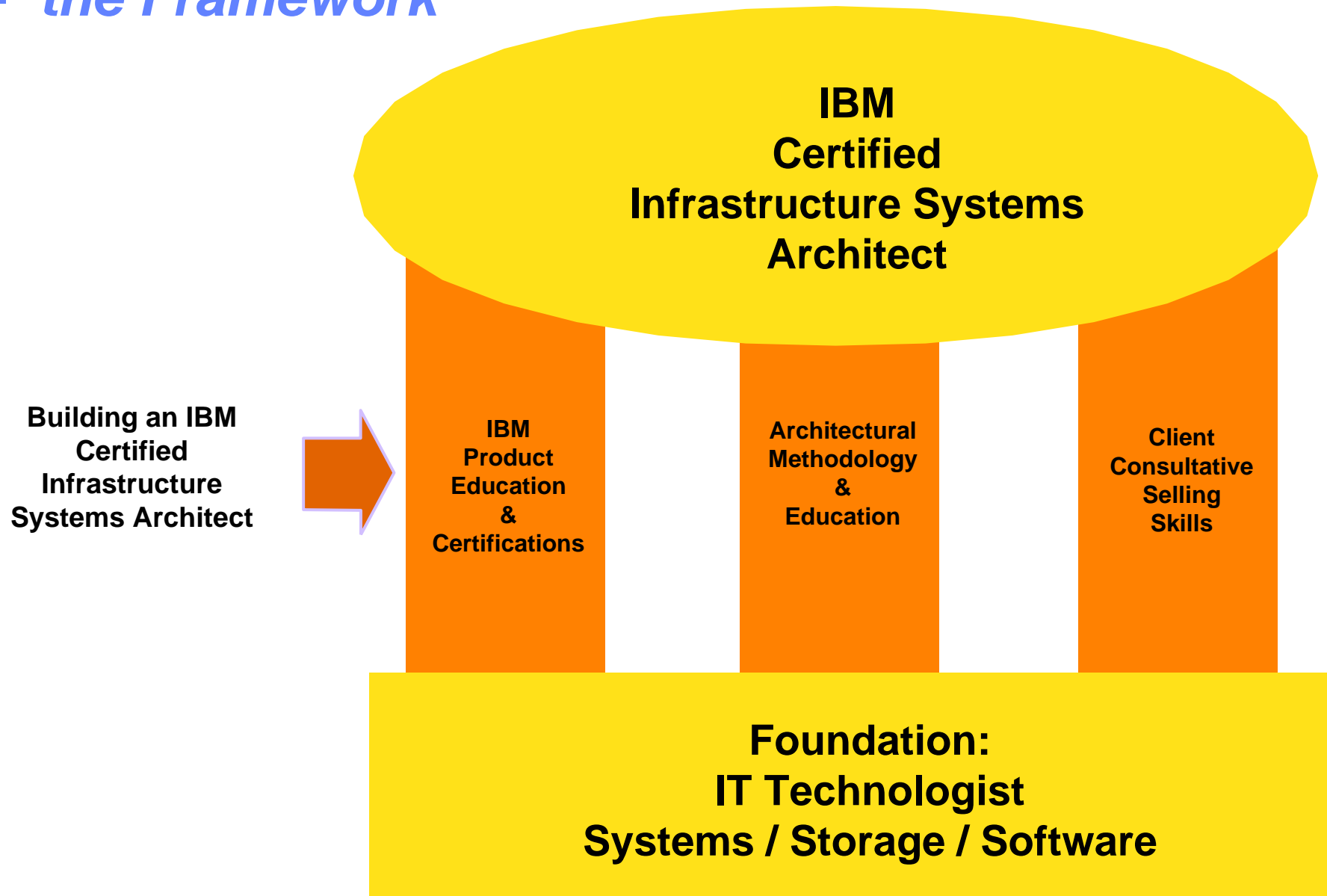
- Represents IBM's Infrastructure "point of view" to the Client
- A "Technical Sales Support" resource who will work with clients to architect, design, present and propose Total Infrastructure Solutions that leverage IBM cross-platforms
 - Engage in technical strategies, projects, and activities leading to client adoption of key enterprise-wide new workload and solution areas - e.g. Linux, WebSphere, Storage, Server Consolidation, Grid, Blades
 - Architect on demand solutions leveraging Integrated Industry Solutions
 - Design solutions that leverage storage and integrate multiple eServer brands
- Act as technical focal point representing the Partner and IBM Systems and Technology Group (STG) to team and lead in selling Total Solutions that maximize IBM system, storage, and software middleware content
- Build strong technical relationships with IBM and senior client technical influencers
 - Engage early in the sales cycle with recommendations on technology directions, new application deployments, platform selection and on demand infrastructure enablement
- Lead the IT Industry in proposing and implementing the most competitive and technologically advanced on demand solutions
 - Software and Solution Integration with Servers/Storage
 - Server and Storage Consolidation
 - Platform Positioning
 - Large Bid Technical Leadership

Infrastructure Systems Architect



IBM Certified Infrastructure Systems Architect

- *the Framework*



Establishing the Infrastructure SA Requirements

Prerequisite-- completed I-SA *Application*; guidelines...

- Minimum of 5 Years of IT Specialist Experience

Three Proven Components to "Certified" Systems Architect.

- IBM Product Certifications
- IT Architectural Knowledge and Skills
- IBM Consultative Selling Skills

IBM Product Certifications:

- **IBM eBusiness on demand** -- Certification Test Required
 - IBM Certified for eBusiness Solution Designer #815
- **IBM Systems & Solutions -- 2 Product Certifications;** at least one must be a Systems Technical specialist
 - Choose from these areas:
 - Systems:

<ul style="list-style-type: none"> • Total Storage • iSeries • xSeries • pSeries • zSeries** 	<ul style="list-style-type: none"> • Software/Solutions • WebSphere • Tivoli Manager • Data Management • Lotus
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** Under Development

IT Architectural Knowledge and Skills

- The Open Group Architecture Framework
- Certification: TOGAF V8 Enterprise Edition
- "Architecting the Enterprise"

IBM Consultative Selling Skills

- Discovery Series

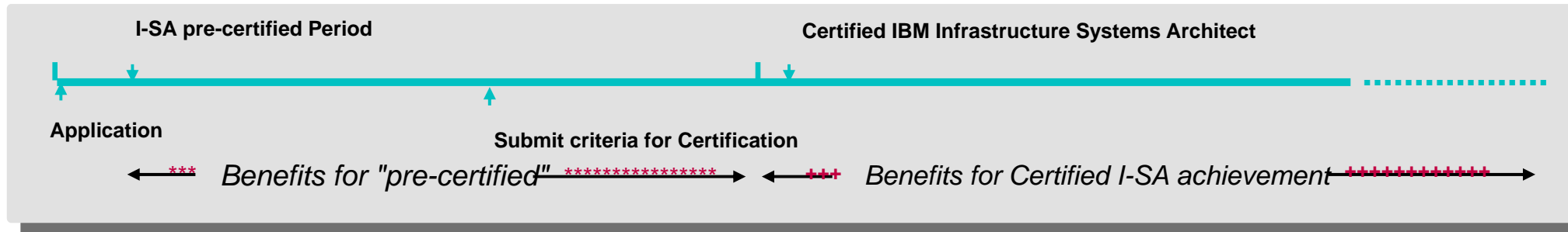
Starting
with

A Business Partner SA candidate may apply for a one year "pre-certified" status and will have one year to complete the requirements for an Infrastructure Systems Architect

Key Resources:

- **IBM Product Certifications**
 - <http://www-1.ibm.com/certify/>
 - Objectives
 - Education Resources
 - Sample Test
- **The Open Group Architectural Framework**
 - <http://www.opengroup.org/architecture/togaf8/index8.htm>
 - Gary Brun (brun@us.ibm.com)
- **The Discovery Series**
 - Kelly Lee, IBM Solution Architect (kglee@us.ibm.com)
 - Kris Neely, IBM Solution Architect (kneely@us.ibm.com)
 - Gary Brun (brun@us.ibm.com)
- **ISA Web Site**
 - http://www.ibm.com/servers/eserver/education/cust/series/paths/ests_isa_over.html

Business Partner Infrastructure Systems Architect:*Proposed Benefits*



I-SA Individual Benefits:

SA Education

- Priority access to IBM Education
- TOGAF 8 Certification fees paid (\$1348)
- Coupons for IBM Technical Certification
- Replay access to strategic STG presentations
- IBM technology advocate assigned from development
- Some limited Engagement consulting
- Announcement T3s
- Consultative selling education

SA Community

- I-SA Collaboration Centers for discussions
- I-SA pre-certified Conference Calls (monthly)
- IT Professional Recognition-- OG Architect Certification

BP Firm Benefits

- Credit toward PartnerWorld Advanced / Premier Status
- Client Confidence in Skills
- IT Professional Recognition
- Increased Project Opportunities
- Increase Technical and Architectural skills
- Access to advanced strategy discussions

Education Proposal for Architecting-the-Enterprise: TOGAF for IBM Infrastructure Systems Architects

Business Objective:

To Train IBM Business Partners on TOGAF 8 such that he or she qualifies to achieve IT Architect TOGAF 8 Certification provided the individual satisfactorily completes the course and workbook.

\$1348
CD+Workbook
Optional Webinar
Certification

The Training Approach:

- Personal Mentoring and Distance learning over a 5 -10 week period on TOGAF 8 using the personal mentoring service, CDROM course materials and workbook
- Optional Web learning session on a weekly basis for direct mentor questions and answers sessions -- this option is available for up to five hours for a one hour session

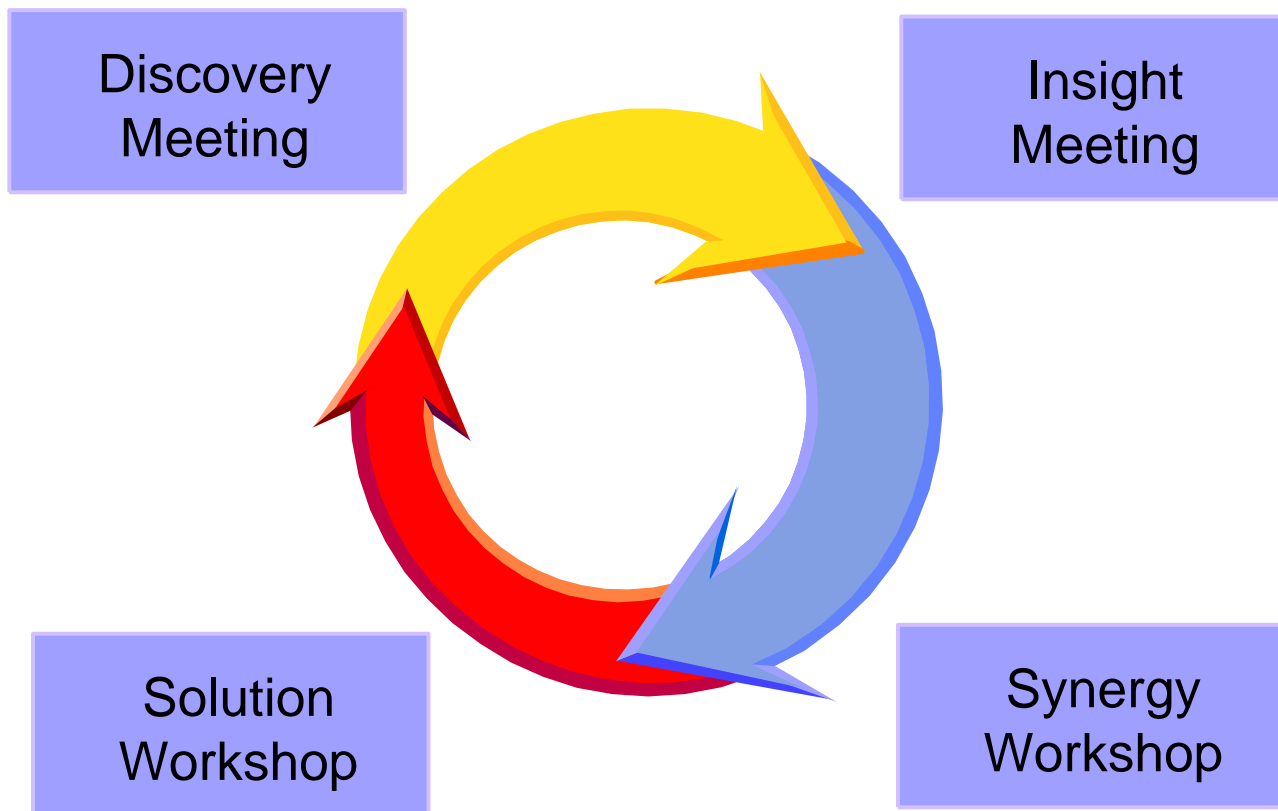
Distance Learning

- Each student will undertake to learn a section every 2 weeks. There are 10 modules / section
- 5 Workbook Sections for TOGAF 8 including a case study exercise section
- A mentor is available for the course by eMail

Optional Web Learning Sessions

- One hour Webinar for each section
- Supported by a mentor for each Webinar
- Answers questions directly

Discovery Series: A Model for SUCCESS!



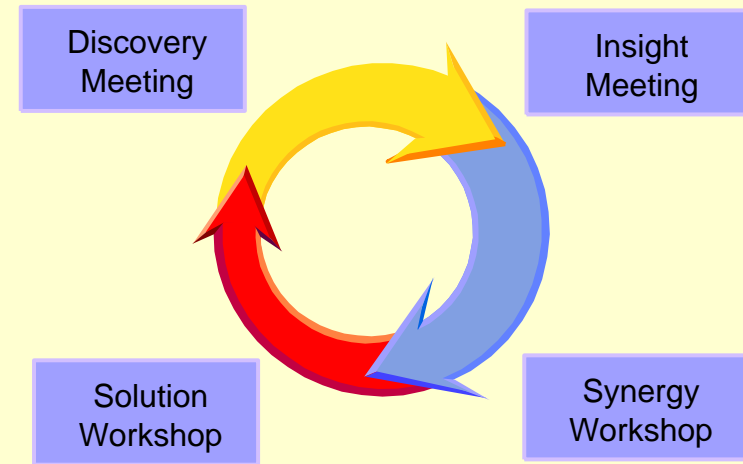
- A holistic, consultative approach to a client's business issues, not a product centric approach
- A strategic insight into the business solutions and Infrastructure technology required to satisfy a client's business requirements
- Enables an IBM Business Partner to provide a client significant added value through a quality consultative engagement

Discovery Series Training

Offering

Estimated Time

• Discovery Series Overview	...	1 hour
• CD and Web Lecture		
• Discovery Meeting Training	...	2 hours
• Web Lecture		
• Solution Workshop Training	...	3-4 hours
• Web Lecture		
• Synergy Workshop Training	...	8 hours
• 2 - 4 hour Training Modules		
• Taught via DL / Instructor Led		
• Mastery Completion Test	...	1 1/2 hours
• Total Time Required	...	15 -17 hours



- All **Discovery Series** Partner education for the **Infrastructure System Architect** will be available through the web site "**The Campus**" on the Systems Sales portal
 - Business Partner / System Integrator site
- Students must enroll and complete training over a four(4) week period including completing the mastery exam
 - 15 -17 hours of training spread across 4 weeks
- During four week period Q&A and an instructor will be available via email
- Synergy Workshop Training will be scheduled for each Geo
 - 3 / Qtr (AG and EMEA) (dependent on demand)
 - 1 / Qtr (AP) (dependent on demand)

Education and Training: Time Required and Investment

- *TOGAF (The Open Group Architectural Framework)*
 - Architecting the Enterprise education plus certification: 28 hours (over 10 -12 weeks)
 - Investment for training and certification: \$1348 ... waived in 2004
- *Discovery Series*
 - Education and mastery test: 15 - 17 Hours
 - Investment for training and certification: No charge in 2004

Future Conference Calls:

- **August: TOGAF - Architecting-the-Enterprise**
- **September: Discovery Series**
- **October: IT Architectural Topics**

Summary

- ***The Infrastructure Systems Architect job role*** provides an IBM Business Partner the opportunity to increase value to a client's business
- ***The Infrastructure Systems Architect job role*** provides the *potential* for a positive impact to an IBM Business Partner's bottom line
- ***The Infrastructure Systems Architect job role*** provides positive benefits to IBM through increased eServer revenue, improved customer satisfaction, and stronger client loyalty