IBM Business Analytics Software – Brazil Business Partner Rally | March 19, 2013

IBM BA Software Practice Accelerator Program

Leveraging IBM's Technical Strength

Mark Enslin – IBM Business Partner Enablement – BA Software Group

Simplicity. Profitability. Growth.

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Agenda

- IBM Business Partner Success Roadmap
- Skills Roadmap to Accelerate Your Success
- IBM BA Practice Accelerators
  - Implementation Training
  - Mentoring
  - Coaching
  - Accreditation
- 2013 Business Analytics Practice Accelerator Plan
- Contact Information

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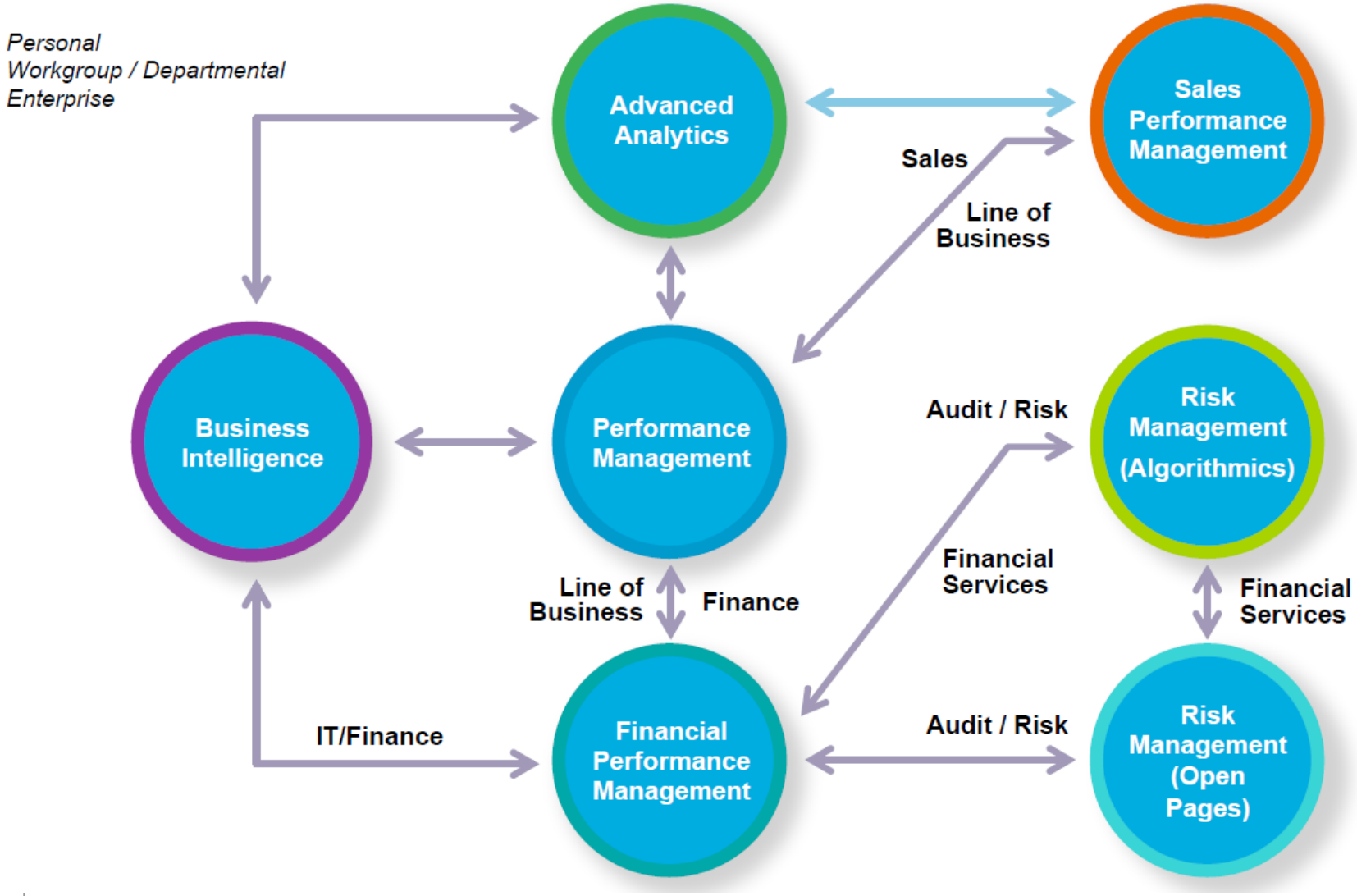
Expand Your Business Analytics Capabilities



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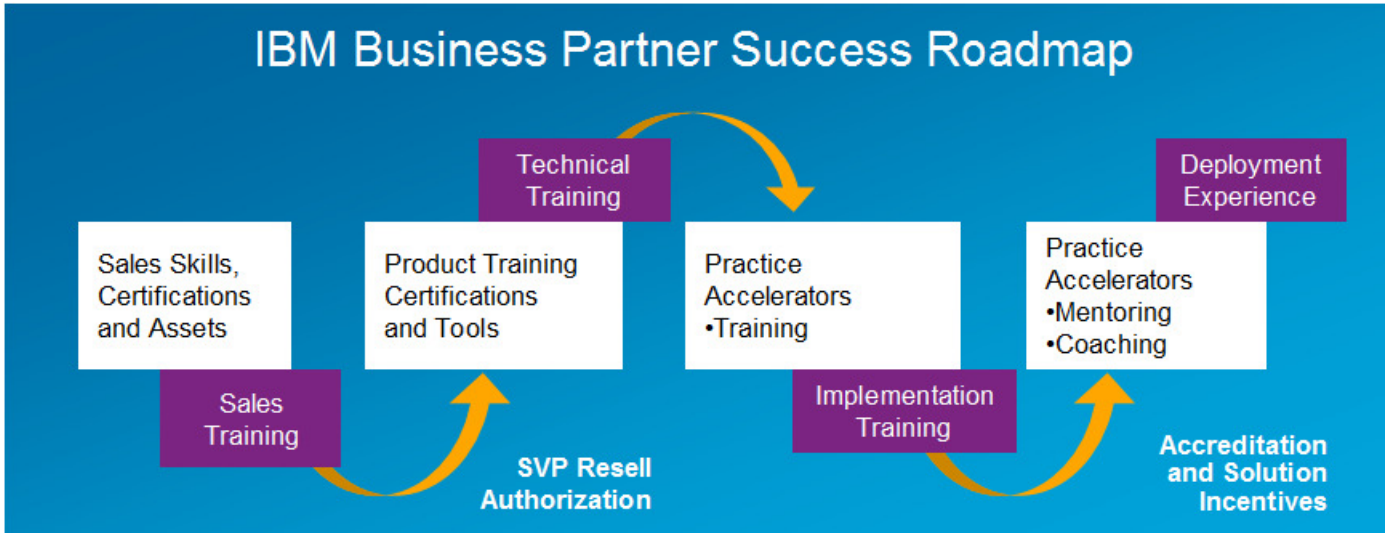
IBM Business Partner Success Roadmap



- Training & development opportunities to help deepen and broaden software implementation skills
- Comprehensive learning path that builds upon the foundation of rich product training and certification programs currently offered by IBM
- Accelerate your delivery of integrated IBM solutions
- Expand your services practice to deliver an improved client experience

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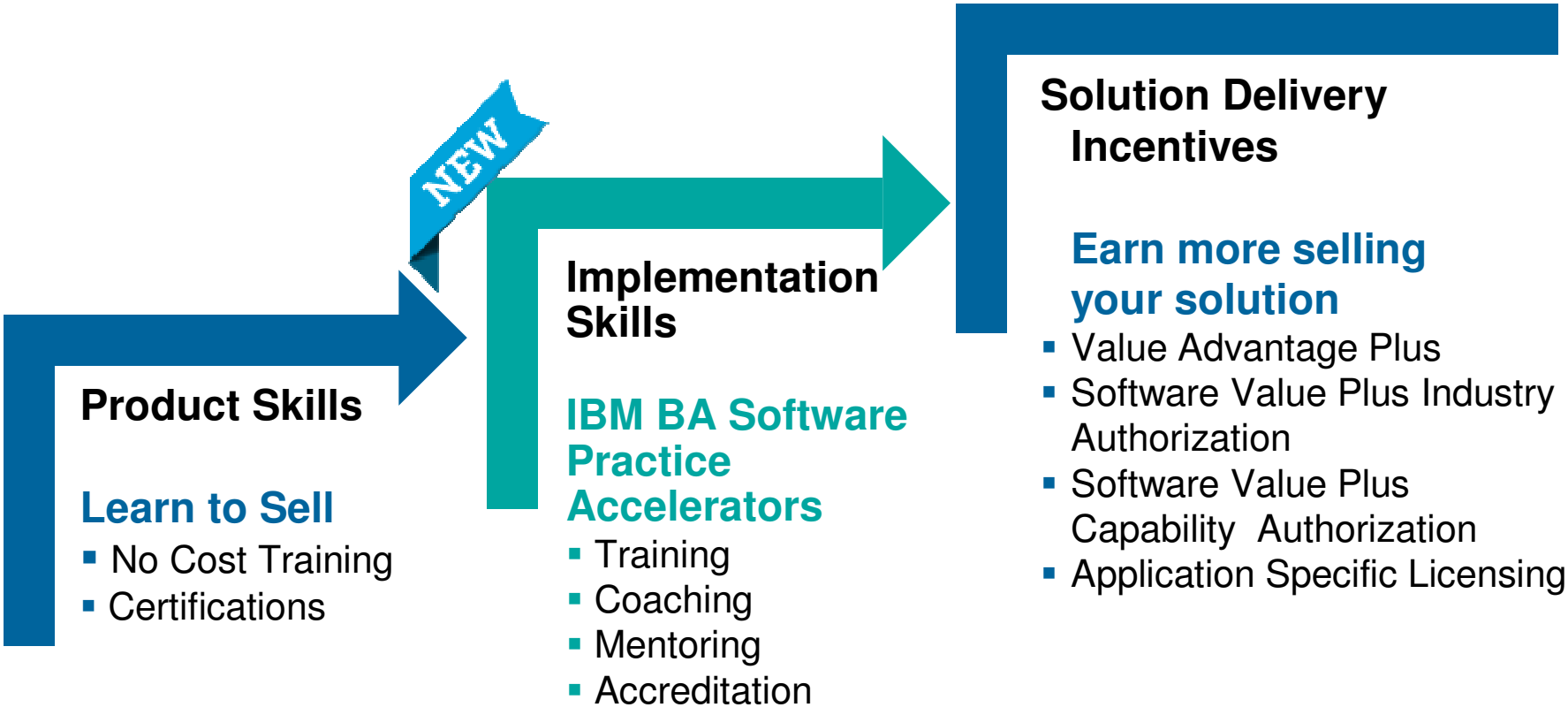
Skills Roadmap to Accelerate Your Success



When clients get value from IBM BA Software, everyone wins:
The client, Business Partner and IBM!

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Extend your Solutions & Service Offerings with **New IBM BA Software Practice Accelerators**

Implementation Training

- Case study based boot camps & workshops
- Classroom, online delivery
- Knowledge repositories

Mentoring

- Hands-on experience with IBM experts
- IBM or Business Partner led projects

Accreditation

- Recognizes expert deployment practices
- Bronze / Silver / Gold
- Qualify with skills & successful deployments

Coaching

- Remote access to IBM delivery experts
- Expert advice available when needed
- Pay per engagement or subscription pricing

Learn more at

www.ibm.com/partnerworld/software/practiceaccelerator

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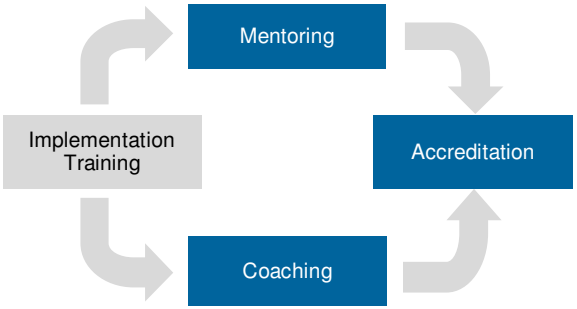
IBM BA Software Practice Accelerator Training

Objective

Deep implementation training that prepares students for billable services engagements



- Classroom based or instructor led on-line
- Simulated implementations using a proven approach
- Pre-requisite: software technical certifications
- Assessments upon completion of training

Develop hands-on implementation knowledge & skills

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Current Implementation Training Available (February 2013)

IBM Information Management
InfoSphere Big Insights
InfoSphere Streams
MDM Standard Edition

IBM Industry Solutions
Sterling Order Management
WebSphere Commerce
Smarter Cities – Operations
Smarter Cities – Policing
Smarter Cities – Intelligence
IBM Financial Operations – Financial Transaction Manager

IBM Business Analytics
Cognos FSR
SPSS Modeler
Cognos ICM (Varicent)

IBM Collaboration Solutions
IBM Connections
IBM SmartCloud for Social Business

IBM WebSphere
Business Process Management
Decision Management
Worklight
PureApplication Systems

IBM Rational
Rational Test Workbench

IBM Tivoli
IBM Tivoli Automation - IBM Endpoint Manager for Patch
IBM Tivoli Storage - Tivoli Storage Manager for Virtual Environments
IBM Tivoli Storage - Tivoli Storage Manager
IBM Tivoli EAM - Maximo Asset Manager

IBM Security Systems
IBM Security - Identity and Access Management
IBM Security IAM - Access Manager for E-Business
IBM Security IAM - Access Manager for Enterprise Single Sign On
IBM Security IAM - Directory Server
IBM Security IAM - Directory Integrator
IBM Security - Security Intelligence

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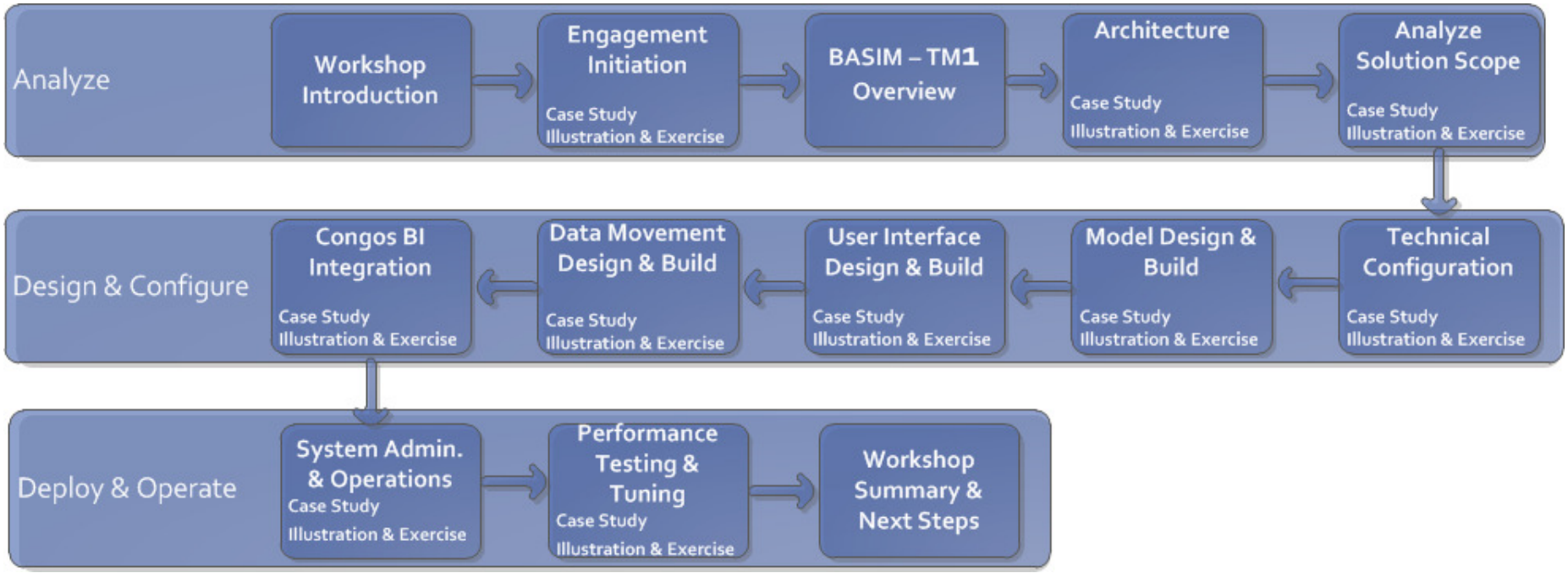
Implementation Training Workshop Model – TM1 Example



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Implementation Training Development: 2013 Launch Plans

Q1	Q2	Q3
Cognos ICM (Varicent) SPSS Modeler Cognos FSR	TM1 Open Pages - Fast Track FSR/CDM	Cognos BI Controller Social Media Analytics Analytic Answers SygmaPlex

Development Partnership
Lab Services Practices, Sales Enablement,
Channels Management and Product Development

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Upcoming Training Events – Americas (NA & LATAM)

- SPSS Modeler
  - March 26-28
  - August 27-29
- Cognos FSR
  - July 9-11
- Cognos ICM (Varicent)
  - April 15-19
  - May 13-17
  - June 17-21

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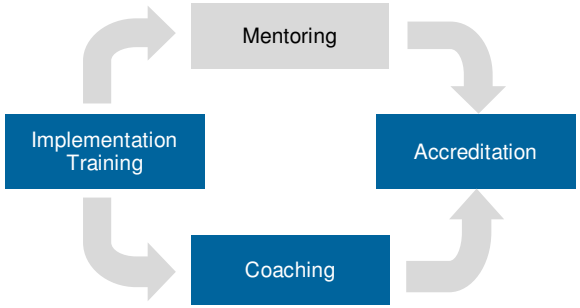
IBM BA Software Practice Accelerator Mentoring

Objective

Acquire implementation experience by shadowing IBM BA experts



IBM Led Engagements

- Business Partner receives cost recovery rates
- Work with experienced IBM consultants
- Prerequisite: Product certifications and implementation training

Business Partner Led Engagements

- Co-sell statement-of-work based projects with IBM software services
- Embed experienced IBM implementation consultants into your projects
- Prerequisite: Product certifications and implementation training

Gain hands-on experience during full life-cycle implementation projects

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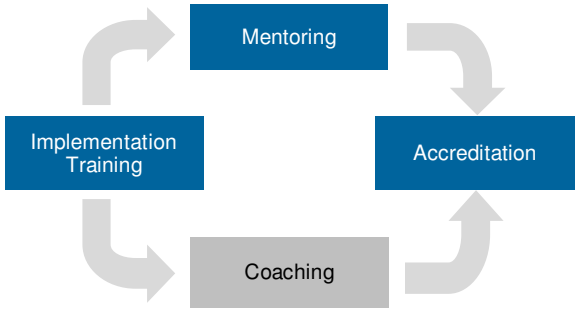
IBM BA Software Practice Accelerator Coaching

Objective

Remote on-demand implementation advice



- Implementation advice for proposals and projects
- Remote service delivery, quick response
- Use during sales or delivery phases
- Pay per engagement or subscription pricing

Accelerate Enablement and Success

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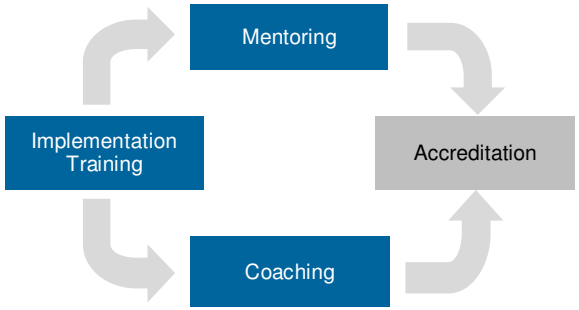
IBM BA Software Practice Accelerator Accreditation

Objective

Recognize skilled IBM software implementation expertise



	Bronze	Silver	Gold
Benefits	▪ Inclusion in Business Partner Locator ▪ Access to mentoring and coaching Services (fee) ▪ Printable certificate	▪ Inclusion in Business Partner Locator ▪ Access to mentoring and coaching Services (fee) ▪ Printable certificate	▪ Inclusion in Business Partner Locator ▪ Expedited level 2 support ▪ Access to mentoring and coaching Services (fee) ▪ Printable certificate
Criteria Skills Criteria	▪ Number & type of certifications determined by brand	▪ Number & type of certifications determined by brand	▪ Number & type of certifications determined by brand
Implementation Criteria	▪ 1 validated implementation or ▪ 1 deployment certification	▪ 2 validated implementations	▪ 3 validated implementations

Recognize your Success

Note: Current accredited Business Partners will be migrated to Bronze/Silver/Gold

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How to Purchase

Business Partners can purchase hours in minimum increments of 40 hours. A Statement of Work (SOW) is established between the Business Partner and IBM Software Services agreeing to an allotted number of hours and associated hourly fees during a defined contractual period. If a Partner uses all of their hours in a given SOW, an update to that SOW can be made to add additional hours.

Program Contact Information

To learn more about the program, please contact your local IBM Business Analytics Channel Representative or via email at:

Training	baimpt@us.ibm.com
Mentoring	baimpm@us.ibm.com
Coaching	baimpc@us.ibm.com
Accreditation	baimpa@us.ibm.com

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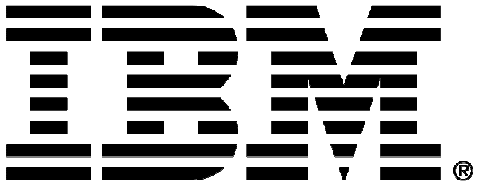

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