IBM

Valuing IBM Software Certifications
PartnerWorld for Software Enablement

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Agenda:
- Profitability of Training and Certification
- PWSW Enablement Benefits
- Getting Started
- Make the Most of PWSW Enablement

Do you want to INCREASE........

- Your revenue,
- Credibility with your customers,
- Your team's productivity,
- Your competitive advantage?

$1 invested in IBM software-related education, training and certification yields $345 in software and services revenue resulting from an IBM practice.*

*According to a 2002 "IBM Business Partner Profitability" study conducted by Reality Research

▸ You can't beat an ROI of 345%! Make plans to get trained and certified. The results are worth the investment.

Speed Up Your Sales Cycle

- Business Partners with 5 or more IBM-certified employees sell their first $100K of IBM middleware products and services into a new account in less than 7 months.*

- Business Partners selling a combination of 3 or more IBM Power Brands accelerate their sales cycles by 3 months for the first $200K of IBM-related products and services revenue over organizations focusing on only one IBM brand.*

*Averaged results, according to a 2002 "IBM Business Partner Profitability" study conducted by Reality Research
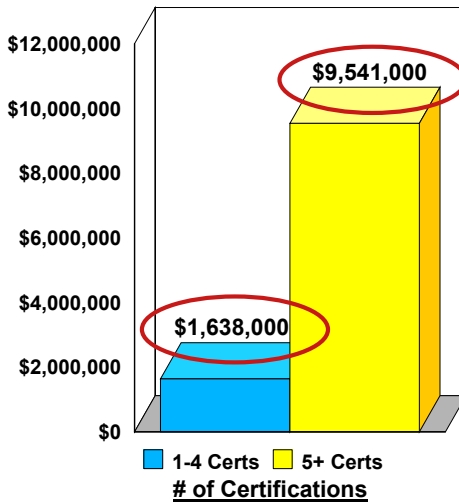
▸ Business Partners that have 4 or less IBM-certified employees sell their first $100K of IBM Middleware products and services in about 9 months. Adding additional IBM-certified employees to your team may speed up your sales cycle to close business 2 months sooner.
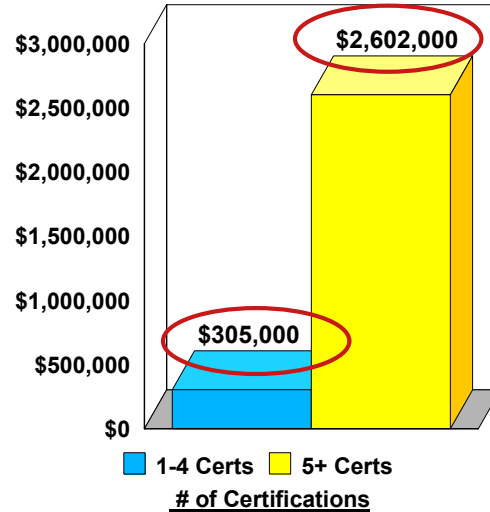
Profitability Relative to Skill

Organizations with 4 or less IBM certifications, report per-employee profits of $1,271. However, organizations with 5 or more IBM certifications report $5,163 in per-employee profit on IBM customer engagements built on IBM Middleware. That's a 75% increase in profit!

Profitability Relative to Solution Mix

Revenue*

$12,000,000	
$10,000,000	$9,879,000
$8,000,000	**89% Increase**
$6,000,000	
$4,000,000	
$2,000,000	$1,050,000 $2,171,000
$0	

■ 1 Brands   ■ 2 Brands   □ 3-4 Brands

Profits*

$2,500,000	$2,380,000
$2,000,000	**84% Increase**
$1,500,000	
$1,000,000	$573,000
$500,000	$387,000
$0	

■ 1 Brands   ■ 2 Brands   □ 3-4 Brands

*Partner Means Based on IBM Customer Engagements Built on IBM Middleware.
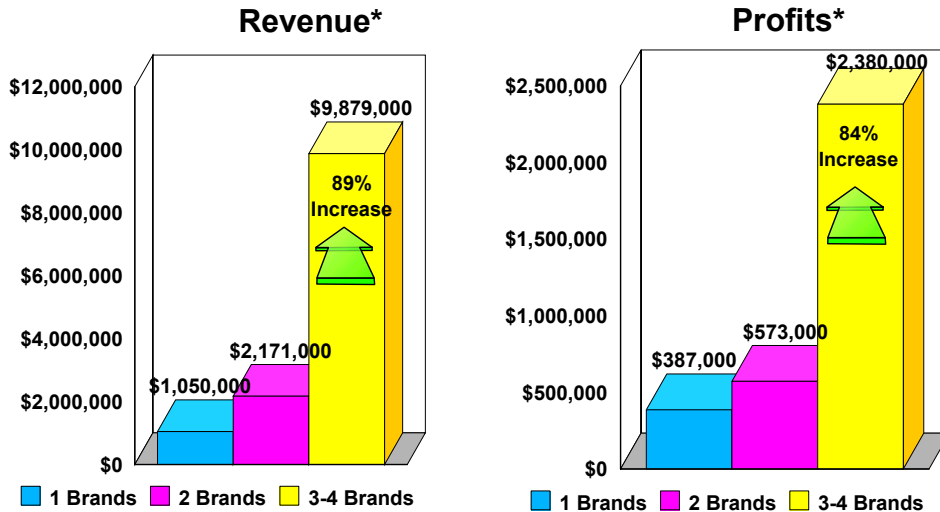
- ▸ IBM Software-related revenue and profits are highest for Business Partners who sell 3 or more IBM Software Power Brands.
- ▸ These cross-selling partners report an 89% increase in revenues and an 84% increase in profits over IBM Business Partners who focus on only 1 IBM brand.

IBM

Certification Benefits

- Confidence in your skills
- Increased billing rates
- Strengthen your proposals to customers
- Opportunity to reach the Advanced or Premier levels in PartnerWorld for Software
- Recognition of your expertise by management, peers, customers and IBM
- Increased productivity
- Enhanced career opportunities*

*A potential for higher salaries indicated on a 2002 "IBM SWG Technical Support Marketing Research on Education & Certification" study

▶ More than half of Solution Providers surveyed charge a premium for certified personnel. This is a great benefit - higher billing rates for certified employees.

▶ Individuals who are certified have the potential to command higher salaries, as companies tend to pay certified individuals better. One survey indicates that 58% of Solution Providers dealing in Middleware pay higher salaries to their technical professionals.

Get to Know Your PartnerWorld for Software Education Benefits

- We Pay Offerings
  Recoup some of your training expenses

- Sales education
  Increase your selling power - learn how to sell IBM software solutions

- Business / sales skill development
  - ▸ Business Partner Executive Institute (BPEI)
  - ▸ Signature Selling Methodology (SSM)

- Certification guides / Quick references

www.ibm.com/partnerworld/software/zone
User ID & password > *Education and certification*

We Pay Offerings

- **You Pass, We Pay and You Test, We Pay**
  - ► Class and certification test fee reimbursements
  - ► 60 day testing and claiming deadlines
  - ► Full year program
- **Publication / CBT reimbursements**
  - ► IBM Publications
- **Business Partner Executive Institute (BPEI) and Signature Selling Method (SSM) class reimbursements under You Attend, We Pay**
- **Online claiming coming 4Q**

Business Partner Zone
Education and certification > We Pay Offerings

► Be sure you are aware of the terms and conditions of the We Pay Offerings. There are specific deadlines you must meet to be eligible for reimbursement. You also need the Value Package.
► Examples of some of the current certifications covered under the We Pay Offerings:
  - IBM Certified Specialist - IBM WebSphere Studio Application Developer for Windows, V4.0.3
  - IBM Certified Solutions Expert - Business Intelligence
  - IBM Certified Solutions Expert - Informix Dynamic Server V9 System Administrator
  - Lotus Certified Professional - Collaborative Solutions System Administrator
  - Tivoli Certified Consultant - Tivoli Storage Manager V4.1

We Pay Tables
Enablement "Quick Reference"

Eligible Certifications and Courses - Sales

Solution (Sales)	Certification	US Course Codes	Canadian Course Codes	Certification Test
e-business	IBM Certified for e-business - Solution Advisor	SSMBPUS1 and B3005	SSM4SC and B3005E	#814

→ Certification Objectives

Eligible Certifications and Courses - Technical

POWER BRAND / *Solution*	Certification	US Course Codes	Canadian Course Codes	Certification Test
WebSphere				
VisualAge for Java	IBM Certified Specialist - IBM VisualAge for Java, Professional Ed, V4.0	OB75A	OB75C	#283
	IBM Certified Solution Developer - IBM VisualAge for Java, Professional Ed, V4.0	Test #283 OB75A	Test #283 OB75C	#486 and #283
WebSphere	IBM Certified Solutions Expert -	N4420 or	N4420E	#487

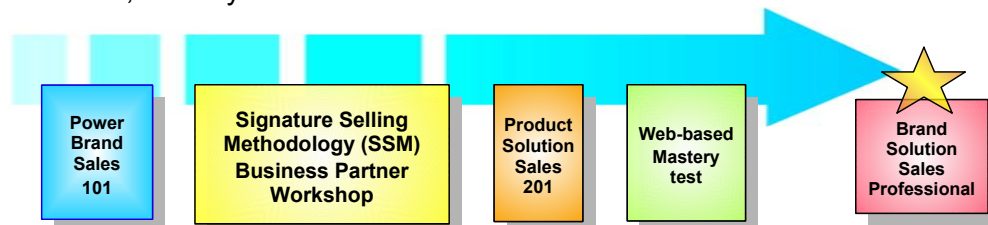→ Course Overviews

→ Certification Description

Check the We Pay Offerings web sites for the details of each offering. You must be aware of the terms and conditions and the deadlines before you participate. It's your responsibility to be aware of your eligibility and the details of the program before you participate.

Power Brand Sales Education

- Power Brand Sales 101
  - ▸ Training on strategy, product and competitive selling skills
  - ▸ Free, 1-2 days
  - ▸ Online / classroom

Business Partner Zone
Education and certification
> Sales education

- Power Brand Sales 201
  - ▸ Training on product solution selling skills
  - ▸ Leads to sales skill via online Mastery test
  - ▸ 101 and Signature Selling Method (SSM) Workshop prerequisites
  - ▸ Free, 1-2 days

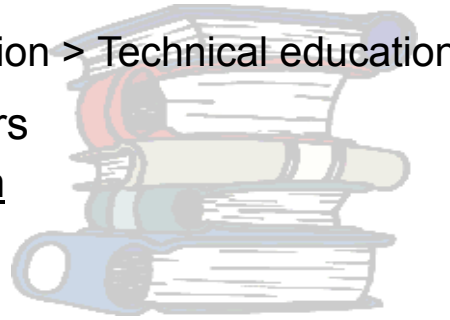| Power Brand Sales 101	Signature Selling Methodology (SSM) Business Partner Workshop	Product Solution Sales 201	Web-based Mastery test	Brand Solution Sales Professional

▸ The new Power Brand sales education roadmap is an excellent addition to the PWSW portfolio of sales education. Whereas the Signature Selling Method (SSM) delivers superior selling skills, SSM combined with the specifics of an IBM Power Brand give you the opportunity to learn how to sell a specific software.

▸ So far, we have 258 individuals who have passed the sales Mastery tests and are now Solution Sales Professionals.

Quick References & Publications

- Certification Quick Reference
  - ► Education and certification > Skills and certification > *Certification quick reference guide for Business Partners*

- IBM Learning Services Technical Course Schedule
  - ► Education and certification > Technical education

- Redbooks / White papers
  - ► www.redbooks.ibm.com

DB2 - DATA Management	
Content Management	IBM Content Management - Certified Specialist
	IBM Certified Solutions Expert - IBM Content Management OnDemand Multiplatform
	IBM Certified Solutions Expert - IBM Content Management OnDemand iSeries
	IBM Certified Solutions Expert - Content Manager V8 - Planned availability 4Q2002
Data	IBM Certified Specialist - DB2 UDB V6/V7 User
	IBM Certified Solutions Expert - DB2 UDB V6.1 Database Administration for UNIX, Windows and OS/2 WARP*
	IBM Certified Solutions Expert - DB2 UDB V7.1 Database Administration for UNIX, Windows and OS/2
	IBM Certified Solutions Expert - DB2 UDB V7.1 Database Administration for OS/390
	Note: The above V6.1 certification in this section is being replaced by the V7.1 section. V6.1 will no longer attainment as of December
	IBM Certified Solutions Exp... Application Development f... OS/2 WARP*
	IBM Certified Solutions Expert - DB2 UDB V7.1 Family Application Development
	Note: The above V6.1 certification in this section is

Link to the certification description

www.ibm.com/partnerworld/software
*BP Zone > Education and certification >
Skills and certifications > Partnerworld
for Software Accepted Certifications*

► The PartnerWorld for Software(PWSW) Accepted Certification List is your reference to the key software certifications. This list reflects the solutions on which the IBM Power Brands are focusing.
► This list is also your guide to the certifications that count towards the PWSW benefit levels.

► What is the focus of your business? Choose first to certify in your main solution offering.
► Begin by defining your certification goal. What certification will you pursue?

PartnerWorld
Software

IBM Professional Certification Program

www.ibm.com/certify

► The IBM Professional Certification Program web site is another excellent resource. It gives an overview of each IBM certification. Select a software product, then browse that section to become more familiar with the certifications offered for that Power Brand.
► Some certifications have multiple layers of certification skills. Begin with a foundation certification.

Choose a Certification

Home | Products & services | Support & downloads | My account

Professional Certification > Certifications

→ Select a country

Professional Certification

About the program

Certifications
· by category
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Related Sites:

IBM Learning Services

jCert Initiative

Lotus Certification

PartnerCertification

Select a Certification

Certification Navigator   Select a Test Number ▾ and Select a Topic ▾

Certifications by Brand Category

DB2 Universal Database

IBM Certified Specialist

→ IBM Certified Specialist - DB2 V6.1/V7.1 User

IBM Certified Solutions Expert

→ IBM Certified Solutions Expert - Business Intelligence
→ IBM Certified Solutions Expert - DB2 UDB V7.1 Database
   Administration for UNIX, Linux, Windows and OS/2
→ IBM Certified Solutions Expert - DB2 UDB V7.1 Family
   Application Development
→ IBM Certified Solutions Expert - DB2 UDB V7.1 Database
   Administration for OS/390
→ IBM Certified Solutions Expert - DB2 UDB V6.1 Database
   Administration for UNIX, Windows and OS/2
→ IBM Certified Solutions Expert - DB2 UDB V6.1 Application

Begin w/ a fundamental cert

Example:
- ► Build your DB2 skills with the fundamental certification: IBM Certified Specialist - DB2 V6.1/7.1 User
- ► As you acquire advanced skills, achieve the DB2 UDB V7.1 Family Application Development or DB2 UDB V7.1 Database Administration certifications.

Target Your Expertise

Certification Roles

IBM Certified......

Level 1

Level 2

Level 3

Role	Description
Specialist	Performs basic operational services such as basic planning, configuration, installation, support, management, and maintenance with limited assistance.
Developer	Demonstrates working product and environment knowledge, and can code to design.
Solution / Systems Expert	Demonstrates depth of advanced operational services skills such as customizing, integrating, migrating and tuning in one, or more than one, environment.
Solution Developer	Demonstrates the capability to plan and design an application requirement and build a prototype.
Advanced Technical Expert	Demonstrates multiple skills, such as expert advice and leadership in understanding and use of IBM solutions without assistance.
Enterprise Developer	Works with a team to develop distributed enterprise software components that model an organizations practice. S/he understands application assembly of specific enterprise software components within the business domain across a multi-tier architecture, and has the system administration skills required to tune the application to meet performance requirements.

▶ As you are planning the level of skill your team needs, be aware of the certification roles. Each role is designed to indicate a specific level of expertise.

Certification Objectives & Education Preparation

Test 512: DB2 UDB V7.1 Fundamentals
- Test 512 Objectives
- Test 512 Sample Test
- Recommended educational resources

Ed Roadmap

Note: Test 718 is the same as Test 512. Test 718 is part of the developerWorks Skills Offer.

To register for a test, contact:

IBM Learning Services (testing outside USA):
http://www.ibm.com/services/learning/global/itprod/certify.html

Also available in EMEA / AP at VUE:
http://www.vue.com/ibm

Prometric, Inc. – *formerly Sylvan Prometric* (testing worldwide):
http://www.2test.com

Education roadmaps identify the training resources that help prepare for a test

Pre-requisites:
➢ Work experience
➢ Classroom training
➢ Self-study
➢ Hands-on experience

▸ Before you certify, be aware of the knowledge you'll need to pass the certification test. You may need to attend class, complete some self-study or spend a few weeks in the field using a product. Check out a certification's education resources to get a good idea of what experience you'll need under your belt to pass the test.

How to Register for a Certification Test

- IBM Software Certification tests are administered through Prometric.

- To register with Prometric:
  1. www.2test.com or 1-800-909-EXAM
  2. Select *Information Technology Certifications* from the pull-down list.
  3. Login using your **Candidate ID**, or registration number. Use the same ID each time you test.
  4. When asked which certification program you are registering for, select IBM/Tivoli from the pull-down list.
  5. Read the Tivoli or IBM certification agreement and go to the next page.
  6. Choose your country, certification test number and state, your language, your testing location, and the date and time you would like to test.
  7. If you have a certification testing voucher number, enter it at the Voucher or Promotion screen. Otherwise go to the next page to enter your credit card payment information.

► Most IBM software certification tests cost between $120 - $200 USD.

Making the Most of PWSW Enablement
What can YOU do?

- Develop an education plan:
  - ‣ What certifications are you targeting?
  - ‣ What education is recommended to prepare for certification?
  - ‣ Do you need to enhance your sales skills?
- Attend class.
- Take and pass a certification test.
- Attend a sales class and test your skills with a Mastery test.
- Update your **Candidate ID** in your PartnerWorld of Software Business Partner profile.

Updating Your Candidate ID

1. PWSW Business Partner Zone
   **Membership Centre > Profile administration >
   Update your Business Partner Profile**

2. **Employee Information**
   Select employee from drop down list.

3. Scroll-down to **Employee Candidate ID(s).**

4. Click **Add a Candidate ID.**

5. Enter the employee's Candidate ID number in the
   Candidate ID for Certifications field.

6. Follow steps 2-5 for all employees you need to add.

7. Click **Submit.**

What Your Collegues are Saying....

"*What I find <u>most beneficial</u> with being an IBM Business Partner... it allows us to have our <u>people certified</u> on an ongoing basis and <u>IBM funds us</u>...*

This relationship is like any other...You get out of it what you put into it. IBM brings an awful lot to bear in helping to make a partner successful, but <u>the partner needs to make the commitment to leverage these resources.</u>

The certification and training programs IBM offers are top notch... allows us to <u>demand higher rates.</u> I would look at what we've been able to do as a BP over the last year and say that it's <u>contributed about 20-25% growth</u> ... certification on more than one IBM brand allows us to bring together more of a <u>total enterprise solution</u> for a client. That's really a big advantage"

Chuck Zwicker, Convergent Solutions Inc.
PWSW BP, Pennsylvania

Education & Certification
Contact Information

- PartnerWorld for Software
  - ► Business Partner Zone > Education and certification
- IBM Learning Services
  - ► US - www.ibm.com/services/learning/us or 1-800-426-TEAC
  - ► Canada - www.ibm.com/services/learning/ca or 1-800-426-TEAC
- Lotus Education Helpline
  - ► www.lotus.com/education
  - ► 1-800-346-6409
- IBM Certification Program
  - ► www.ibm.com/certify

Backup

- Resources:
  - ► Reality Research & Consulting White Paper "IBM Business Partners Profitability", 2002
  - ► IBM SWG Technical Support Marketing Research on Education & Certification, 2002