

IBM PartnerWorld Program

2019 Cloud Marketplace Reseller Partner Benefits

PartnerWorld is the IBM Business Partner Program from which all Business Partner relationships are incubated, developed, and maintained regardless of partner activity, type, or location. PartnerWorld members gain access to benefits that help grow their business.

Maintain profitable relationships with the opportunity to sell more.

- Quickly satisfy client demand while keeping control
- Clients get their orders faster at a highly attractive price
- Leverage IBM resources to accelerate time to revenue

Access one of the worlds largest IT ecosystems to connect with firms who may complement your global go to market strategy.

IBM's Cloud Marketplace Reseller Agreement is designed to enable you to sell subscriptions for IBM's cutting-edge technologies through digital marketplaces. Select the Cloud Aggregator that's right for you and gain immediate, personalized and always on access to a portfolio and platform designed to help you accelerate your business growth.



Membership level	Registered	Silver	Gold	Platinum
Requirements to participate	PartnerWorld is open to any firm. Simply join at www.ibm.com/partnerworld	Any firm who has signed an IBM Cloud Marketplace Reseller Agreement with: – Sales success USD 10K-50K	Any firm who has signed an IBM Cloud Marketplace Reseller Agreement with*: – Skills, resources, and revenue required for 1 Competency – Client Sat Survey and 1 Reference – Sales success USD 100K-500K	Any firm who has signed an IBM Cloud Marketplace Reseller Agreement with*: – Skills, resources, and revenue required for 2 Competencies (1 Expert) – Client Sat Survey and 2 References – Sales success USD 1M-10M
XaaS sales revenue will receive a x 5.0 multiplier toward PartnerWorld Program sales success				

Benefits

Networking Opportunities

In person and virtual events	✓	✓	✓	✓
IBM Business Partner Connect	✓	✓	✓	✓

Learn and Build

Catalog of on-line and in person training options	✓	✓	✓	✓
Education discount vouchers for events and certification tests	2 test vouchers**	4 test & 1 event voucher	6 test & 2 event vouchers	8 test & 3 event vouchers
IBM Cloud credits (2X with IBM Value Package subscription)	USD 1,500** USD 3,000 with VP	USD 3,000 USD 6,000 with VP	USD 4,500 USD 9,000 with VP	USD 6000 USD 12,000 with VP
IBM Value Package 2.0	2,500 USD	2,500 USD	2,500 USD	2,500 USD

Market and Sell

Digital Content Marketing	✓	✓	✓	✓
Seismic@IBM	✓	✓	✓	✓
Co-Marketing	If eligibility criteria met	If eligibility criteria met	If eligibility criteria met	If eligibility criteria met
IBM Business Partner mark	Registered**	Silver	Gold	Platinum
Client Success Stories	1 every other year**	1 every other year	1 per year	2 per year
Market and competitive intelligence	✓**	✓	✓	✓
Competitive sales support	✓**	✓	✓	✓
Promotional merchandise	✓	✓	✓	✓
IBM event sponsorship discounts	✗	✗	5% off, up to \$3,500	10% off, up to \$5,000

Support and Advocacy

PartnerWorld Contact Services	✓	✓	✓	✓
Global Solutions Directory	✓	✓	✓	✓
Business Partner Locator	4th priority**	3rd priority	2nd priority	1st priority
Third Party discounts	✓	✓	✓	✓

* Skills, resources, and revenue requirements vary based upon geography and PartnerWorld Competency solution area. ** Available when capability requirements are met, including a signed Cloud Marketplace Reseller Agreement. Note: Some benefits identified above may require achievement of specific criteria and the participant may be required to agree to additional terms and conditions. Not all PartnerWorld benefits are available in all countries.

How to Get Started

To become an IBM PartnerWorld Program member go to ibm.com/partnerworld

Learn about our Cloud Marketplace Reseller Agreement at ibm.biz/BeCloudReseller