



# Key benefits for embedded solution partners

PartnerWorld® is the IBM® 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.

## Resources:

- [Explore the Build Track](#)
- [Get started with IBM Partner Packages](#)
- [Need personalized Guidance? Contact our support desk](#)

## Focus on building high client value

- **Build** solutions and capabilities with IBM as the cornerstone for delivering value
- **Leverage** IBM resources to accelerate time to revenue

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

IBM's Embedded Solution Agreement (ESA) allows you to combine IBM's cutting-edge technologies with your intellectual property (your value add)—so you can deliver a total solution to your clients under your brand, your terms, and your conditions.

ESA helps technology partners reduce development costs and increase profits with flexible pricing.



Membership level	Member	Silver	Gold	Platinum
Requirements to participate	PartnerWorld is open to any firm. Simply join at <a href="http://www.ibm.com/partnerworld">www.ibm.com/partnerworld</a>	Any firm who has signed an Embedded Solution Agreement (ESA) with*: – Verified Solution – Revenue USD 10K–50K	Any firm who has signed an ESA with*: – Verified Solution(s) – Registered resources – Revenue USD 100K–500K	Any firm who has signed an ESA with*: – Verified Solution(s) – Registered resources – Revenue USD 1M–10M

## Benefits

### Networking opportunities

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

### Learn

Catalog of on-line and in person training options	●	●	●	●
Education discount vouchers (selected events, certification tests)	X	4 test and 1 event voucher	6 test and 2 event vouchers	8 test and 3 event vouchers

### Build

Technical expert consult	X	X	X	●
IBM Cloud credits <sup>1</sup>	USD 2500–unlimited with PP	USD 3000 USD 2500–unlimited with PP	USD 4500 USD 2500–unlimited with PP	USD 6000 USD 2500–unlimited with PP
IBM solution validations	●	●	●	●
Demo and development systems	●	●	●	●
IBM Connections Cloud demo account	●	●	●	●

## Market and sell

	eligible criteria may vary by geo	eligible criteria may vary by geo	eligible criteria may vary by geo	eligible criteria may vary by geo
ESA Growth funds				
Built on IBM Cloud solution mark	X	●	●	●
Global Solutions Directory	●	●	●	●
Client success stories	●	●	●	●
Promotional merchandise	●	●	●	●
IBM event sponsorship discounts	X	X	●	●

## Support and advocacy

PartnerWorld Support Desk	●	●	●	●
Third-party discounts	●	●	●	●

1 For information on the IBM Partner Packages (PP) go to [ibm.com/partnerworld/program/benefits/partner-package](https://ibm.com/partnerworld/program/benefits/partner-package)

# How to get started

To become an IBM PartnerWorld Program member go to [ibm.com/partnerworld](https://ibm.com/partnerworld)

[Learn more](#) →