

IBM PartnerWorld Program

2019 Featured 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.

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
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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	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 Embedded Solution Agreement with*: <ul style="list-style-type: none"> - Verified Solution - Revenue USD 10K-50K 	Any firm who has signed an Embedded Solution Agreement with*: <ul style="list-style-type: none"> - Verified Solution(s) - Registered resources - Revenue USD 100K-500K 	Any firm who has signed an Embedded Solution Agreement with*: <ul style="list-style-type: none"> - 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 (events, on-line Design Thinking, and certification tests)	2 test vouchers**	4 test & 1 event voucher	6 test & 2 event vouchers	8 test & 3 event vouchers

Build

Technical expert consult	✗	✗	✗	✓
IBM Cloud credits (2X with IBM Value Package subscription ¹)	USD 1500** USD 3000 with VP	USD 3000 USD 6000 with VP	USD 4500 USD 9000 with VP	USD 6000 USD 12,000 with VP
IBM solution validations	✓	✓	✓	✓
Demo and development systems	✓	✓	✓	✓
IBM Connections Cloud demo account	✓	✓	✓	✓

Market and Sell

ESA Growth Funds	eligible criteria may vary by geo	eligible criteria may vary by geo	eligible criteria may vary by geo	eligible criteria may vary by geo
Built on IBM Cloud solution mark	✓**	✓	✓	✓
Global Solutions Directory	✓	✓	✓	✓
Client success stories	✓**	✓	✓	✓
Promotional merchandise	✓	✓	✓	✓
IBM event sponsorship discounts	✗	✗	5% off, up to USD 3500	10% off, up to USD 5000

Support and Advocacy

PartnerWorld Contact Services	✓	✓	✓	✓
Third-party discounts	✓	✓	✓	✓

* Verified solutions, resources, and revenue requirements may vary based upon geography and PartnerWorld Competency solution area. **Available for Registered BPs with a proven capability (verified solution/service or resale/ESA agreement).
¹ For information on the IBM Value Package go to ibm.com/partnerworld/valuepack

How to Get Started

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

Learn more about our Embedded Solution Agreement at ibm.com/partnerworld/public/embedded-solution-agreement

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