



IBM Systems and Technology Group University 2005

Certification "New News" -- Topics of immediate interest to you!

Course #: CB92

Chuck Cooper
IBM PartnerWorld, Certification Programs



Certification "New News" -- Topics of immediate interest to you!

Session Abstract

This session will cover several new topics about IBM Certification and will inform you of actions you should be taking in 2005.

Agenda Topics will include:

- Part A**
 - 1. New news on the hardware platform certifications
 - 2. Recertification plans for iSeries and pSeries... with less than 6 months to go, this topic's going to become very important, very quickly
 - 3. Be an SME-- how you can participate in STG certification test development as a Subject Matter Expert
- Part B**
 - 4. New IBM Certified Infrastructure Systems Architect... advanced technical and architecture cert.. for Business Partners (you asked for it at SGU 2004, and here it is!)
- Part C**
 - 5. New certification resources at your disposal, including: the Certification e-Journal; a new Certification College on PartnerWorld University, with modules on certification Value and website use; certification Success stories; and more...
 - 6. New Certification Collaboration Centers-- especially for the STG brands, which provide significant value and community benefits for you
- Part D**
 - 7. 2005 Initiatives-- we'll share our top priorities for the coming year, for both the STG certification team, as well as the team that runs the Professional Certification Program from IBM and the PartnerWorld certification efforts

Objectives:

- a. Hear from the STG brand team on certification topics to focus on for the next 3-6 months, and over the coming year
- b. Become aware of new "community" tools that will enable you to leverage both your current certs as well as prepare for new ones
- c. Understand the work we continue to do on the Value Proposition for being Certified

Speaker: Chuck Cooper



IBM Systems and Technology Group University 2005

Part A

Hardware Platform Certification New News



Agenda

1. New news on the hardware platform certifications
2. Recertification requirements for iSeries and pSeries
3. Be an SME –
 - The role of the Subject Matter Expert in certification test development
 - How you can participate in certification test development as an SME

Learning Objectives

At the conclusion of this material, you should be able to:

- Summarize 2004 certification program changes, and 2005 requirements
- Explain iSeries and pSeries recertification guidelines and requirements
- Be aware of the role of Subject Matter Experts (SMEs) and certification test development
- Describe requirements and responsibilities of SMEs
- Take action to volunteer for an upcoming development project

1. 2004 Certification Highlights

- IBM @server i5 and p5 announcements drove release of 16 new certification exams
- zSeries introduced an entirely refreshed certification program
- xSeries released major updates to the core technical exams
- TotalStorage updated all exams in their portfolio

New in 2004 – IBM @server zSeries® Certification Program

New Sales Exam

- Test 424 – zSeries Sales Solutions

SALES TRACK

CS – zSeries
Sales V1

New Exams “Coming Soon”

- Test 324 – zSeries Technical Solutions

TECHNICAL TRACK

CS – zSeries
Technical Solutions

New in 2004 – IBM @server iSeries™ Certification Program

New Sales Exams

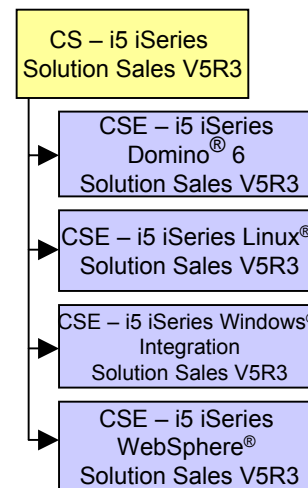
- Test 259 – i5 iSeries Solution Sales V5R3*
- Test 850 – i5 iSeries Domino 6 Solution Sales V5R3*
- Test 851 – i5 iSeries Linux Solution Sales V5R3*
- Test 852 – i5 iSeries Windows Integration Solution Sales V5R3*
- Test 853 – i5 iSeries WebSphere Solution Sales V5R3*

New Technical Exams

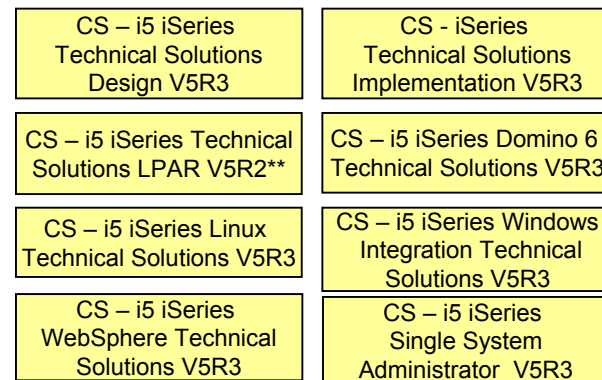
- Test 866 – i5 iSeries Technical Solutions Design V5R3*
- Test 867 – iSeries Technical Solutions Implementation V5R3*
- Test 855 -- Domino Technical Solutions V5R3*
- Test 856 – i5 iSeries Linux Technical Solutions V5R3*
- Test 857 – i5 iSeries Windows Integration Technical Solutions V5R3*
- Test 858 – i5 iSeries WebSphere Technical Solutions V5R3*
- Test 351 – i5 iSeries Single System Administrator V5R3
- **New Exams “Coming Soon”**
- Test 465 Replacement – LPAR V5R3
- RPG Developer and RPG Programmer will be combined into one RPG exam
- New Complex System Administration and System Operator exams

*Required for Recertification

SALES TRACK



TECHNICAL TRACK



**LPAR V5R3 exam coming soon

New in 2004 – IBM @server pSeries® Certification Program

New Sales Exam

- Test 239 – eServer p5 Solution Sales*

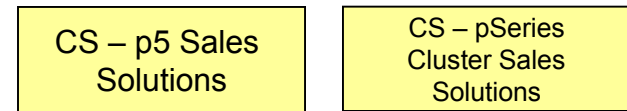
New Technical Exams

- Test 232 – pSeries Administration and Support AIX 5L V5.2
- Test 238 – eServer p5 and pSeries Technical Sales Support*
- Test 190 – AIX Basic Operations V5
- Test 237 – pSeries HACMP for AIX 5L

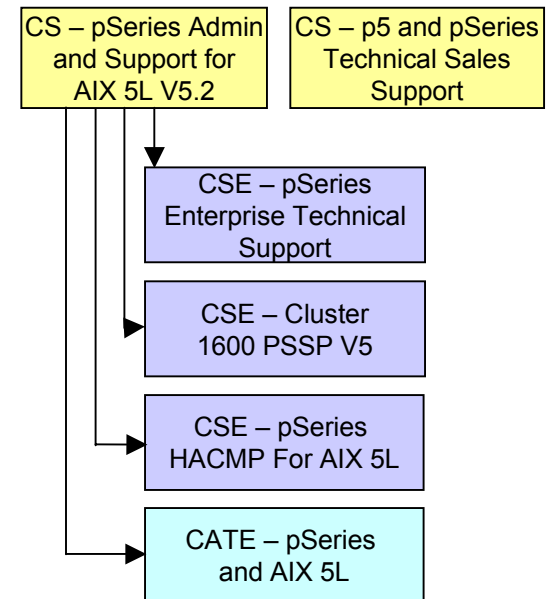
New Exams “Coming Soon”

- Test 197 – pSeries Enterprise Technical Support
- Updated tests 233, 234, 235, 236 – CATE electives

SALES TRACK



TECHNICAL TRACK



*Required for Recertification

New in 2004 – IBM @server xSeries® Certification Program

New Technical Exams

- Test 071 – xSeries Technical Principles V6
- Test 074 – xSeries with Microsoft Windows 2000/2003

New Exams “Coming Soon”

- Test 076 – xSeries with Linux
- Updated test 677 – xSeries Technical High Performance Servers
- New Test – BladeCenter Technical

SALES TRACK

CS - xSeries
Sales

TECHNICAL TRACK

CS - xSeries
Technical

CSE - xSeries
Windows 2000/
Windows 2003

CSE - xSeries
Linux

CATE - xSeries
Technical High
Performance Servers

New in 2004 – IBM TotalStorage® Certification Program

New Sales Exam

- Test 388 – Storage Sales, v6

SALES TRACK

CS – Storage Sales V6

New Technical Exams

- Test 385 – High-End Tape Solutions, v3
- Test 386 – High-End Disk Solutions, v3
- Test 387 – Open Systems Storage Solutions, v3
- Test 389 – IBM TotalStorage Networking and Virtualization Architecture, v2

TECHNICAL TRACK

CS – High-End
Disk Solutions V3

CS –Open
Systems Storage
Solutions V3

CS – High-End
Tape Solutions V3

CS – TotalStorage
Networking and
Virtualization Architecture V2

New Exams “Coming Soon”

- New Disk exam to support recent DR6000 and DR8000 Announcements

Strategic Growth Business Certifications

Grid

- Test 326 – Grid Computing Technical Sales

SALES TRACK

CS – Grid Computing
Technical Sales V2

Virtualization Engine

- Mastery test introduced November 2004
- Certification to be introduced in 2005

2. Recertification Requirements – iSeries and pSeries

- Significant technology announcements in eServer i5 and p5 required significant update of existing certifications
- New contractual requirements were introduced for Business Partners selling iSeries and pSeries servers to become certified at the i5 and p5 levels
 - Minimum of one new Sales and one new Technical certification required for each series
- Deadline for recertification is July 31, 2005 for both iSeries and pSeries partners

Additional Certification Considerations

- Firm level qualification to sell eServer i5 595 servers
- Firm level qualification to sell eServer p5 enterprise servers
- For Business Development Initiative (BDI) there are additional requirements (eServer i5 iSeries program)
- PartnerWorld Advanced/Premier levels have additional certification requirements

iSeries and pSeries Recertification Status Update - IBM North America Business Partners as of January 01, 2005

- Focus Now Required by Business Partners
- Significant % Not Yet Meeting Recertification Requirements
- For Those Business Partners not Meeting July 31, 2005 Deadline
 - IBM Authorization to Market will be Terminated
 - Business Partners will have to wait 12 months to reapply to market iSeries or pSeries products

iSeries Recertification Requirements

Business Partners Must Achieve and Report a Minimum of One of the Following Sales and Technical Certifications By July 31, 2005

Sales

- IBM eServer Certified Specialist – iSeries Solution Sales V5R3
 - Current Test # 259

Technical

- IBM Certified Specialist – eServer iSeries Technical Solutions Designer V5R3
 - Current Test # 866

Or

- IBM eServer Certified Specialist – iSeries Technical Solutions Implementer V5R3
 - Current Test 867

pSeries Recertification Requirements

Business Partners Must Achieve and Report a Minimum of One of the Following Sales and Technical Certifications By July 31, 2005

Sales

- IBM eServer Certified Specialist – pSeries p5 Solution Sales
 - Current Test # 239

Technical

- IBM Certified Specialist – p5 Technical Sales Support
 - Current Test # 238

Business Partner Recertification Resources

■ **PartnerWorld Web site**

- Access site at <http://www.ibm.com/certify/partner/mem/na/index.shtml> to understand and obtain:
- Current brand recertification requirements
- Certification test preparation resources

■ **PartnerWorld Profiling System (PPS)**

- Employee's certifications tied to firm via PPS
- Access PPS at <http://ibm.com/certify/partner/mem/na/srep.shtml>
- To understand employee candidate id reporting and how to access firm's records/status in PPS

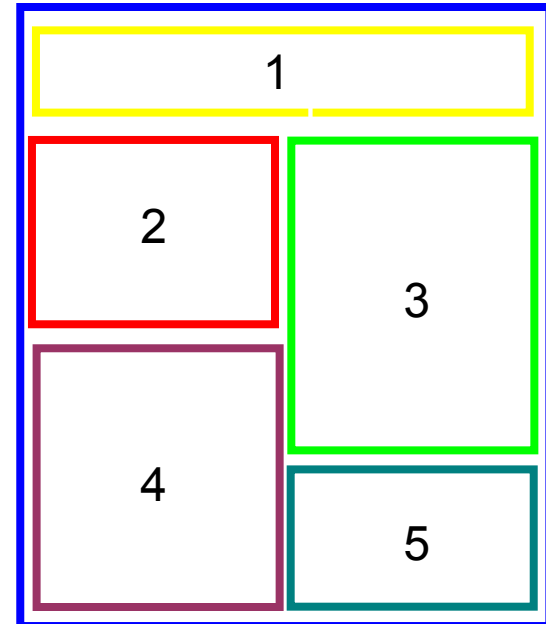
■ **PartnerWorld Contact Services (PWCS)**

- Contact PWCS at 1-800-426-9990, option 4 or certify@us.ibm.com with any questions:
 - Recertification requirements
 - Business Partner firm status towards meeting requirements
 - PPS access

3. Becoming a Subject Matter Expert

Test Development Process

- **Certification test development follows a rigorous process. The process is comprised of questions that are valid for the job role, and are perceived the same way by a diverse group of candidates.**
 - Job Role Definition
 - Job Task Analysis
 - Examination “Blueprint” Development
 - Item (Question) Development
 - Item Review
 - Test Review
 - Standard Setting
 - Test Publication
 - Test Statistical Analysis and Revision
- **Subject Matter Experts drive all phases of development**



The involvement of SMEs is key to a sound certification program

- **SMEs bring a number of critical elements to the development process**
 - Work Experience
 - Technical Expertise
 - Job Knowledge
 - Willingness to learn and contribute
- **With guidance from a measurement consultant, SMEs help create a high-quality certification program**
- **Both Business Partner and IBM Internal SMEs from around the world are involved in the development of exams**
- **SMEs earn exam credit for participating in development; expenses reimbursed by IBM in accordance with IBM's guidelines for travel to workshops... IBM recognition for participation**

What do we look for in SME candidates?

- **Experience relevant to the job role being tested**
 - Are you performing these tasks, or some of these tasks, today?
 - Do you interface with people performing the job?

- **Do you have other certifications that relate to the job role being tested?**
 - Certifications from companies or organizations such as Linux, Microsoft, Lotus, Comptia, VMware, other IBM

- **Worldwide viewpoint**

- **Trustworthy**

- **Willing to invest time and effort**

Contact the Program Manager to get involved in an upcoming project

- **iSeries Certification Program**

Don Heller

dheller@us.ibm.com

(507) 253-5355

- **xSeries Certification Program**

Kathy Powers

kspowers@us.ibm.com

(919) 543-7862

- **pSeries Certification Program**

Darin Hartman

dhartman@us.ibm.com

(512) 469-8361

- **Grid Certification Program**

Kirsten Schmidt

kirstens@us.ibm.com

(877) 518-7675

- **zSeries and TotalStorage Certification Programs**

Celeste Tesoro

ctesoro@us.ibm.com

(845) 433-8570



IBM Systems and Technology Group University 2005

Part B

Infrastructure Systems Architect

A new IBM Certification for IBM Business Partners



Agenda

4. New IBM Certified Infrastructure Systems Architect...

- **advanced technical and architecture cert.. for Business Partners**
- **...you asked for it at SGU 2004, and here it is!**

Learning Objectives

At the conclusion of this material, you should be able to:

- Know that this new certification is *now available*
- Describe the *requirements* for obtaining the I-SA Certification
- Understand the *benefits* of pursuing and achieving the certification— personal and firm

IBM Certified Infrastructure Systems Architect

for *IBM Business Partners*

Oct. 22, 2004

New IBM Certification:

IBM Certified Infrastructure Systems Architect

In response to requests from IBM Business Partners, the IBM Systems and Technology Group (STG) is pleased to announce effective 10/22/04 a new certification for IBM Business Partners -- the *IBM Certified Infrastructure Systems Architect(I-SA)*.

The new certification is open to all Business Partners -- Systems Integrators, Distributors, Solution Providers, Resellers, ISVs, and IT Consultants -- and recognizes a new certified job role for technical individuals that encompasses technical sales support and becomes part of the worldwide IT Architect profession.

The *IBM Certified Infrastructure Systems Architect* certification is designed to enhance the technical sales and solution design skills of an individual within the Business Partner firm to be better able to define and develop comprehensive client solutions. These client solutions can help generate greater financial results to the firm while clients can benefit by implementing leading-edge solutions that pay off faster. I-SAs will develop and validate strong technical leadership skills enabling them to architect and design complex IT infrastructure solutions that include integrated multiple server platforms, software middleware, storage, and services. All of which can translate into increased customer satisfaction and loyalty.

Strategic Leadership

Individuals attaining the new I-SA certification will be in a better position to provide strategic technical leadership to clients, guiding them in resolving complex business needs today and into the future. This individual could well become the firm's lead person on a team set up to address the customer's requirements with the Business Partner solution.



Infrastructure Systems Architect

Architect Relationship consists of two key elements:

- ✓ Technical Relationship with IBM
- ✓ IT Architecture Professional Skills and Credentials

Technical Relationship with IBM

- Alignment with IBM strategic technologies with ability to communicate and support
- Technical understanding of IBM's on demand initiatives
- Education provided on IBM System Group offerings and strategies
- IBM System and Software Group Product certification
- Development of an IBM I-SA

IT Architecture Professional Skills and Credentials

- IT Architecture methodology knowledge and skills
- Proven experience and leadership
- IT Architecture Professional Certification
 - The Open Group Architecture Framework Certification
- Industry experience and expertise

IBM Certified Infrastructure Systems Architect (I-SA)

Establishing the Infrastructure SA Requirements

Prerequisite-- completed I-SA *Application*; guidelines...

- ▶ Minimum of 5 Years of IT Specialist Experience
- ▶ One year in an IT Architectural Role
- ▶ Some Industry focus

Three Proven Components to "Certified" Systems Architect.

- ▶ IBM Product Certifications
- ▶ IT Architectural Knowledge and Skills
- ▶ IBM Consultative Selling Skills

IBM Product Certifications:

- ▶ **IBM eBusiness on demand** -- Certification Test Required
 - IBM Certified for On Demand Business - Solution Designer #815
- ▶ **IBM Systems & Solutions -- 2 Product Certifications;** at least one must be a Systems Technical specialist
 - Choose from these areas:

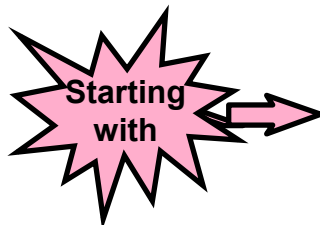
<ul style="list-style-type: none"> • Total Storage • iSeries • xSeries • pSeries • zSeries** 	<ul style="list-style-type: none"> -Software/Solutions • Websphere • Tivoli Manager • Data Management • Lotus
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▶ IT Architectural Knowledge and Skills

- The Open Group Architecture Framework Certification: TOGAF V8 Enterprise Edition "Architecting the Enterprise"

▶ IBM Consultative Selling Skills

- Discovery Series



A Business Partner SA candidate may apply for a one year "pre-certified" status and will have one year to complete the requirements for an Infrastructure Systems Architect

I-SA Candidate Program Potential Benefits

- **Benefits that begin upon submission and review of application**
 - Discounts on selected certifications and TOGAF education through June 30, 2005.
 - Membership to I-SA Collaboration Center which includes: educational presentations / learning paths, opportunity to participate in forums, discussion threads, and frequently asked questions.
 - Monthly I-SA Conference Calls featuring important updates, key education, experience sharing
 - Priority access to classroom education

- **Benefits that begin upon successful Certification completion**
 - IBM resource identified for technical support assistance.
 - Early Education and announcement conference call notification
 - Engagement and opportunity consultative assistance on a limited basis.
 - This certification will count as a technical skill towards Advanced or Premier status with PartnerWorld for the firm employing the certified I-SA
 - Individuals may use the IBM Certified logo and title, IBM Certified Infrastructure Systems Architect on their business cards and resumes.

<http://www.ibm.com/servers/eserver/education/isaprogram.html>

The screenshot shows the IBM eServer website. At the top, there is a navigation bar with the IBM logo and a "Country/region" dropdown menu. Below the navigation bar are links for "Home", "Products", "Services & solutions", "Support & downloads", and "My account". The main content area is titled "Infrastructure Systems Architect overview" and features a yellow starburst graphic with the word "NEW!". The text below the graphic reads: "IBM announces the 'IBM Certified Infrastructure Systems Architect' for Business Partners. In response to requests from IBM Business Partners, the IBM Systems and Technology (STG) is pleased to announce effective immediately a new certification for IBM Business Partner IBM Certified Infrastructure Systems Architect (I-SA). The new certification is open to all Business Partners -- Systems Integrators, Distributors, Resellers, ISVs, and IT Consultants -- and recognizes a certified job role for technical individuals that encompasses technical support and becomes part of the worldwide IT Architect profession. Customers who also decide to have in-house professional architect staff are also eligible to participate. The program is available now. The IBM Certified Infrastructure Systems Architect certification is designed to enhance the technical sales and solution design skills of an individual within the Business Partner firm to be better able to define, develop, and implement comprehensive client solutions. More comprehensive client solutions can generate greater financial results to the firm while clients can benefit from implementing leading-edge solutions that pay off faster. I-SAs will develop and validate strong technical leadership skills enabling them to architect and design complex IT infrastructure solutions that include integrated multi-server platforms, software middleware, storage, and services. All of these solutions can translate into increased customer satisfaction and loyalty."

On the left side of the page, there is a sidebar with the following sections:

- IBM eServer**
 - Blade servers
 - Mainframe servers
 - Intel-processor-based servers
 - Midrange servers
 - UNIX servers
 - AMD processor-based servers
 - Cluster servers
- IBM TotalStorage**
- Contact us**
- Related links**
 - The Campus for IBM Business Partners (IBM ID required)
 - The Campus for IBM Employees
 - IBM Training
 - Support for IBM eServer
 - IBM TotalStorage

Getting started

- **Q1. What are the steps I take to get started?** [Go](#)

Important information

- **Q2. What is an IBM Certified Infrastructure Systems Architect (I-SA)?** [Go](#)
- **Q3. What are the key I-SA job responsibilities?** [Go](#)
- **Q4. What are the qualifications to become a candidate in the I-SA Program?** [Go](#)
- **Q5. What requirements must an I-SA candidate fulfill to become certified?** [Go](#)
- **Q6. By becoming an I-SA candidate for certification, what benefits may I expect?** [Go](#)
- **Q7. Key Links to additional resources** [Go](#)
- **Q8. Who can I contact in IBM?** [Go](#)

Q1 What steps do I take to get started?

Here are the recommended steps to take to get started:

1. Read the content on this web page
2. Complete and submit a short application with resume or CV. This application, which is essentially a self assessment against the recommended pre-requisites, can be obtained in either of the following two ways:

Contact: Teresa Walter
Program Manager
twalter@us.ibm.com
507-286-6662



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Part C

New Resources for the IBM Certified Community



Agenda

5. New certification resources at your disposal, including:

- **the Certification e-Journal;**
- **a new Certification College on PartnerWorld University, with modules on certification Value and website use;**
- **certification Success stories; and more...**

6. New Certification Collaboration Centers—

- **especially for the STG brands, which provide significant value and community benefits for you**

Learning Objectives

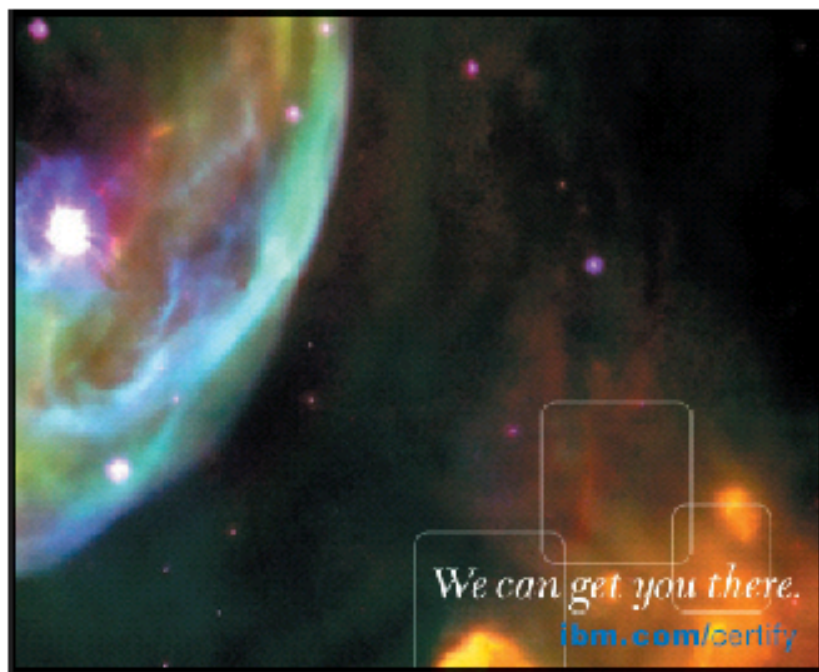
At the conclusion of this material, you should be able to:

- Recognize the components of IBM's Certification Value Campaign
- Know about the two new Certification learning modules in PartnerWorld University
- Understand about the new Certification Collaboration Centers, which ones might be of value to you, and how to get registered to begin using them

5. New certification resources at your disposal

IBM Professional Certification: *We can get you there...*

Consistent theme and value messaging integrated with marketing tactics throughout the campaign to drive awareness, promote value, and develop relationship



ibm.com/certify

Campaign Components

- **Certification video...** introduces the theme and contains a partner testimonial on certification
- **Certification e-Brochure...** Customizable brochure designed to promote your IBM certified skills to potential and existing clients.
- **Certification e-Kit...** value messaging, success stories, FAQs and resource links
- **Certification Success Stories...** testimonials on the value/benefit of certifications
- **Certification e-Journal...** interactive PDF, full of certification news and items of interest
- **Certification Collaboration Center...** discussion forums, download documents, web links and community instant messaging



5. New certification resources at your disposal

IBM Professional Certification Value Campaign

Consistent theme & messaging, integrated with marketing tactics to:
Drive Awareness, Promote Value, and Develop Relationship

Professional Certification Program from IBM

Professional Certification Program from IBM

Critical **Mission** **Mission-critical knowledge**

Your potential is out of this world.

IBM Professional Certification
Lay the groundwork for your personal journey to become a world-class resource in your customers, colleagues, and company.

We can get you there.

- Ⓜ **Certifications by product** - list of certification product categories
- Ⓜ **Certifications by test number** - list of all certifications, by test number
- Ⓜ **Test information** - test facts (# questions, passing score) & links to preparation materials
- Ⓜ **Test preparation** - description of test preparation materials available
- Ⓜ **Certification updates and revisions** - certification addition and removal news

CERTIFICATION
Check it Out! Feature Article!
IBM Professional Certification

IBM Certification: A Success Story

Play video:
300k | 125k | 94k | Audio
[Media Player help](#)

IBM Certification e-Kit

Flash | PDF (100KB)
[Get the Flash Player](#)

Certification e-Journal

Certification Today

Trade Publication

- Magazine Article

Video

- About 4 mins
- Title Intro
- BP Success Story

e-Kit

- Success Stories
- Certification Value-sheets
- FAQ's
- Resources

e-Journal

- Interactive PDF
- Certification news and information

plus...

- Collaboration Center
- e-Brochure
- Fulfillment Kit
- Collateral / Mkt'ing Piece

New certification resources at your disposal

Certification today

Your resource for news and information about IBM Professional Certification

This IPO* is for you!
 *Initial Publication Offering

Welcome to our inaugural edition of Certification Today—a quarterly e-Journal for IT professionals seeking in-depth information about IBM Professional Certification. Achieving IBM Professional Certification is both a journey and a destination. It's a way for IT professionals to validate their skills and demonstrate their proficiency in the latest IBM technology and solutions. Those of you with IBM Professional Certification are well positioned to sell and support the comprehensive solutions needed in today's global marketplace.

And we're well positioned to assist you. Certification Today is your source for information about IBM Professional Certification—whether you have several under your belt already, or you're considering how to get started. Each issue features articles that highlight different aspects of IBM professional certification—IBM brand-specific certification, announcements, news, certification tool development, training, and upcoming certification events and conferences.

Our site is to accompany you on your certification journey—to help you take your career to the next level. We think of this publication as a way to have an ongoing dialogue with our readers. We welcome your feedback along with your certification success stories. Who knows? Your story may be featured in one of our upcoming issues! (To submit your certification success story refer to the instructions that follow this issue's success story on page 4.)

IBM Professional Certification can help you meet the demands of today's business environment. The requirements are tough, but it's not rocket science. It's a journey that has an achievable destination—and we're here to help you every step of the way.

We Can Get You There
 New tools for IBM Professional Certification

We call it a value campaign. You'll call it handy help! Just what you needed—and more! To assist you in your certification journey, the **IBM Certification Web site** has a new look with improved navigation, and we are introducing several new benefits to the certification program.

- Download the new success story video. You'll hear what IBM Professional Certification can do for you, and how one CEO regards the value IBM certification has brought his company.
- Download the IBM Certification e-Kits and get details on certification, FAQs, success stories, and a resource listing.
- We are piloting a new collaboration center, called Certification Central. This private Web site for IBM Certified Professionals promotes your skill development through collaboration. Share your knowledge and learn from others, and even download documents from the private library. IBM uses this site to interact with our certified community. Following the completion of the pilot, we'll roll out the program to everyone who has achieved an IBM certification. Read Certification Today for updates on this new feature.
- Receive this quarterly e-Journal, Certification Today, and keep up-to-date on IBM certification information.

You're not alone. IBM Professional Certification. We can get you there.

We can get you there.
ibm.com/certify



Inside The...
 M...
 Get Test...
 Certification Success...
 New from Trivoli...
 WebSphere Certified?
 Performance Assessment
 Advance Your Career
 Certification Calendar

Visit us at:
ibm.com/certify

For suggestions or any information regarding the program, Contact:
certify@us.ibm.com

For comments, suggestions, and success story submissions, for the Certification Today e-Journal, Contact:
cert2day@us.ibm.com

This issue of Certification Today is brought to you by: The Professional Certification Program from IBM.
 your professional certification team

New certification resources at your disposal

IBM Distance Learning for IBM Business Partners - Professional Certification College - Microsoft Internet Explorer provided by

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address <http://www.ibmweblectureservices.ihost.com/services/weblectures/dlv/Gate.wss?handler=Default&action=toc&customer=partnerworld&offerin>

Search for Web Search Rank: 15,714

IBM Search

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

→ Select a country

Distance Learning for IBM Business Partners >

Table of contents

This site is divided into 'colleges' to assist in categorizing the content. Click on any 'college' to see the presentations included.

- [Accessibility College](#)
- [Business Management College](#)
- [eServer and TotalStorage Solutions College](#)
 - [iSeries College](#)
 - i. [Sales](#)
 - ii. [Technical](#)
 - [pSeries College](#)
 - [xSeries College](#)
 - [zSeries College](#)
 - [TotalStorage College](#)
 - [Cross-Platform College](#)
 - [Consultative Selling Framework](#)
- [Healthcare and Life Sciences College](#)
- [On Demand Business College](#)
- [PartnerWorld Offerings College](#)
- [Professional Certification College](#)
- [Sales and Marketing College](#)

IBM PartnerWorld University

Table of contents

- Professional Certification College

Web lecture library

Profile

Bookmarks

Help

Prepare your system

What e-learning solution is used?

Related links:



New certification resources at your disposal

IBM Distance Learning for IBM Business Partners - Professional Certification College - Microsoft Internet Explorer provided by

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address <http://www.ibmweblectureservices.ihost.com/services/weblectures/dlv/Gate.wss?handler=Default&action=toc&customer=partnerworld&offerin>

Search for Web Search Rank: 15,714

IBM Search

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

→ Select a country

IBM PartnerWorld University

Table of contents

- Professional Certification College
- Web lecture library
- Profile
- Bookmarks
- Help
- Prepare your system
- What e-learning solution is used?

Related links:

The legend above is used to indicate your current status for each presentation.

- This icon represents a Folder. Click the icon to see related presentations.
- This icon represents a Presentation. Click the icon to see the presentation.



New certification resources at your disposal

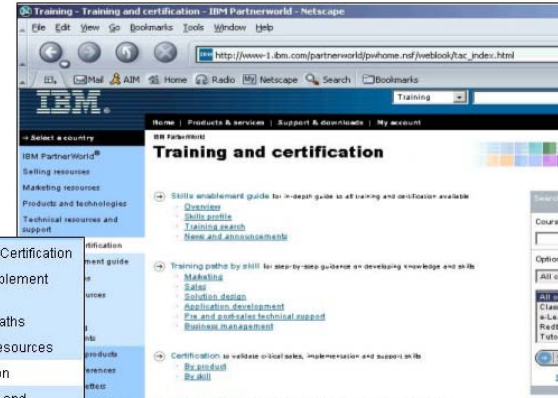
Getting Started with IBM Certifications

IBM Certification

PartnerWorld Training and Certification Web Site Tour

Getting Started

- From the PartnerWorld Training and Certification Home Page, simply choose **Certification**



Objectives

- Setting the Stage
- Overview
- Web site Tour
- Summary of Key Messages

Professional Certification Program Web Site Tour

- From the Professional Certification Home Page, choose **"Certifications"**



New certification resources at your disposal

The Professional Certification Program from IBM

The Value of Professional Certification

.... We can get you there

The Professional Certification Program from IBM

... because, *Certification Brings Value*

To Individuals ...	To Employers ...	To Customers ...
<ul style="list-style-type: none"> Portable credential - skill validation Technical achievement Peer recognition Employer recognition (selection, bonuses, advancement, pay) Industry recognition of skill set 	<ul style="list-style-type: none"> Lower personnel turnover Increased productivity Improved workforce management Competitive advantage Better hiring decisions 	<ul style="list-style-type: none"> Right person performing tasks/ job Skill set based on validated performance objectives Individual commitment to being skilled and current

The Professional Certification Program from IBM

Objectives of this Presentation

- Define what Certification means- in general and to the IT professional
- Help you focus on several *value elements* associated with the attainment of professional certifications
- Make sense of the *Value Proposition* for certification: your costs of achieving weighed against the benefits you can achieve
- Understand the *Professional Certification Program from IBM*
- Be clear on where and *how to get started*

PartnerWorld Training and Certification © 2004 IBM Corporation

The Professional Certification Program from IBM

The ROI of IBM Certifications ... *some gems*

- For every \$1 invested in IBM Training and Certification...
 - BP generated \$345 in related products and services revenue
 - NA BPs averaged \$5000 median investment (T&C) yielding on average \$1.73million in IBM-related software/services
- More IBM Certifications lead to 2-4x Higher Revenue and Profits...
 - BPs with 5+ certifications (vs. BPs with fewer than 4 certifications)...
 - = 177% increase in *revenue per employee* (\$18,931 vs. \$6,825)
 - = 306% increase in *profits per employee* (\$5,163 vs. \$1,271)
- Sales Cycle Acceleration leads to faster ROI
 - BPs with 5+ certifications (vs. BPs with fewer than 4 certifications)...
 - sell their first \$100,000 in IBM product and related services 23% faster (7 months vs. 9 months)

Source: Reality Research and Consulting: IBM Business Partner Profitability, 2002

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Resources

- Salary Calculator
- Search Cert Information
- Cert Information Admin
- CertMag's Study Hall
- CertMag's Career Center
- Job Board
- Web-Only Content
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- Register Free

July 2004



Industry Publication *Certification Magazine*

- Feature article about IBM Certification

http://www.certmag.com/articles/templates/cmag_department_ic.asp?articleid=786&zoneid=47

Departments - *Inside Certification*

IBM Professional Certification: A Solutions-Oriented Approach

July 2004 - Becky Gonzalez

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When you're the world's largest information technology cor with 80 years of leadership in helping businesses innovate, know as much about the IT journey as the destination. In t was about mainframe capacity. Later it was about PCs, sp connectivity. Today, it's all about end-to-end solutions and e-business on demand—and IBM is leading the charge.


What Is an On-Demand Business?

Sam Palmisano, IBM chairman and CEO, defines an on-de business as, "An enterprise whose business processes—ir

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http://www.certmag.com/articles/templates/cmag_feature.asp?articleid=981&zoneid=8

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Features

The Big Payoff


December 2004 - Tim Sosbe [Email This Article To A Friend](#) - [Print This Article](#)

There's no doubt that certified professionals can earn more-than-respectable salaries. Even at the entry level, pay in the knowledge-heavy, education-driven IT marketplace floats above averages for other industries.

But if you're really looking to score, certifying yourself in certain specialties within the IT world offers bigger payoffs and better long-term career solutions. Based on salary figures from the 2004

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■ Industry Results

- 21,000+ IT Professionals
- Average certified salary = \$67,000
- Salary increases averaged 14.1%
- 41% received raises in 1st year, etc

■ IBM Specific Results

- **9 IBM certs** with 200+ respondents each
- Average IBM certified Salary = **\$75,176**
- **12% higher than the Industry average**



New certification resources at your disposal

Success Stories

Professional Certification Program from IBM - Microsoft Internet Explorer provided by Comcast High-speed Internet

Overview | Value Sheets | Success Stories | e - Brochure | FAQ | Contact Info

IBM Professional Certification — Success Stories

Choulard & Myhre, Inc. sells IBM midrange systems exclusively (Value Add reseller). We have been an IBM Premier Business Partner for 13 years. We also sell our own iSeries software packages, including CROW400 Central Reservations, Order-Pro order entry and production software, and complete financial software systems that we have developed in our 27 years in business.

IBM certifications help set CMI apart from our competitors. Our employees hold over 50 certifications that allow us to tell our customers that we can bring real value to them and that CMI is committed to their IT needs.

The initial reason for this interest [in Professional Certification] was the new IBM requirements for the certifications necessary for the Value Adds, Premier Status, and brand requirements. We now understand the importance of ongoing training that will result in new IBM certifications.

In order to encourage our employees to become better trained, we started a Certification Incentive program in the last half of 2003. Each certification that an employee received was worth a \$100 Williams Sonoma gift certificate. Due to this program, our employees received 30 new IBM certifications in just six months.

John Bussi, Choulard & Myhre, Inc. (Cotati, California)

Professional Certification Program from IBM - Microsoft Internet Explorer provided by Comcast High-speed Internet

Overview | Value Sheets | **Success Stories** | e - Brochure | FAQ | Contact Info

IBM Professional Certification — Success Stories

[IBM Professional Certification] improves the theory background for me and enhances my skills.

Amer Al-Atrash, Large Account Manager, United Business Machines (Jordan)

.....

Certifications are important to be recognized by my company and customers. IBM service proposals include participants' CVs (resumes), which help win business and open opportunities. I think that this adds value to the proposal, and customers become aware of the level of skill for which they are contracting.

I'm an IBM services specialist and, therefore, am of the opinion that we should have the correct credentials to prove our level of expertise in what we do and to represent IBM at the highest possible level.

My employer (IBM) encourages me to pursue professional certifications. I have achieved additional certifications than those

Professional Certification Program from IBM - Microsoft Internet Explorer provided by Comcast High-speed Internet

Overview | Value Sheets | Success Stories | e - Brochure | Contact Info

IBM Professional Certification — Success Stories

Okay, so you're demonstrating your expertise to the world. Does the world really care? You bet they do! And don't just take our word for it. Here's what some IBM certified professionals say.

In addition to the program benefits that IBM certification offers, I want my clients to know that I'm qualified to recommend and design their solutions. My certification lets them know that I've invested the time and effort to remain at the top of my field. They know that my recommendations are based on industry-accepted methodologies. We stress the importance of certified resources with our clients.

Certifications ensure that I'm up to speed on the most recent technologies and solutions available to my clients. Sales certifications allow me to speak intelligently about the solutions while technical certifications allow me to dig deeper during the sales cycle. I'm equally adept at speaking with line of business managers, C-level executives and IT managers.

While dealing with a client regarding a Web-based solution we were discussing, someone came into the client's office with a Lotus Notes related technical question. Without skipping a beat, I answered the question. The client was surprised I knew the answer (it was a development question) until I told him I was a Certified Lotus Professional in Development. Having that technical certification bought me more credibility with the client.

Jeff Krueger, Client Executive, Associated Computer Systems Ltd.
IBM Premier Business Partner specializing in iSeries, xSeries, and IBM software (Omaha, Nebraska)

< Next >

Photo courtesy of [unreadable]



6. New Certification Collaboration Centers

Advanced Se



- Welcome
- Terms of Use
- Genl Cert Discussion**
- Library
- Feedback
- Customize
- Members

Genl Cert Discussion

Title	Author
AIX Support Specialist	Jessie G
I am interested in the AIX System Support Certification. Any Advice?	

Collaboration Center


Private Site for Certified Professionals

- Discussion Fomums
- Library
- Links

New Page New... Clea

Library

Title	Author
1. Value Campaign Announcement	Cert Admin



- Welcome
- Terms of Use
- Genl Cert Discussion
- Library**
- Feedback
- Customize
- Members




Certified for


Calendar

September 2004

20 Monday



- Welcome
- Term
- Discu
- Libra
- Calendar**
- Task
- Index
- Cust
- Mem

Tasks

Days	Weeks	Assigned To	All Tasks	Milestor
✓	Review Current Design of Tivoli Collab Center	Ben Briggs		May
!	Establish Tivoli Study Group Activities over the next 6 weeks	Ben Briggs		
!	Discuss New Tivoli Announcement	Ben Briggs		
	Next Steps - Tivoli CCenter Study Group Planning & Checkpoint Discussion	Andre Gilyard		

go to top

New Task Page New... Cleanup Fol



6. New Certification Collaboration Centers

Home

Cert Admin | Sign Out | Work Offline | Notify | Print | Help

What's New Advanced Search



- Welcome
- Calendar
- Discussion
- Library
- Tasks
- Index
- Customize
- Members

New... Edit Check Out...

Welcome to the site for Infrastructure Systems Architects



Critical



Mission



**Mission-Critical
Knowledge**

Chart a course for skill development
IBM Professional Certification

We can get you there!

For Global Certification Support, send all inquiries to Certify@us.ibm.com
Refer to the Certification Central Room for **Terms of Use** associated with the use of the Collaboration Center

[go to top](#)

[new...](#) | [edit](#) | [check out...](#) | [copy](#) | [move](#) | [delete](#)



Part D

Where are we going in 2005?



Agenda

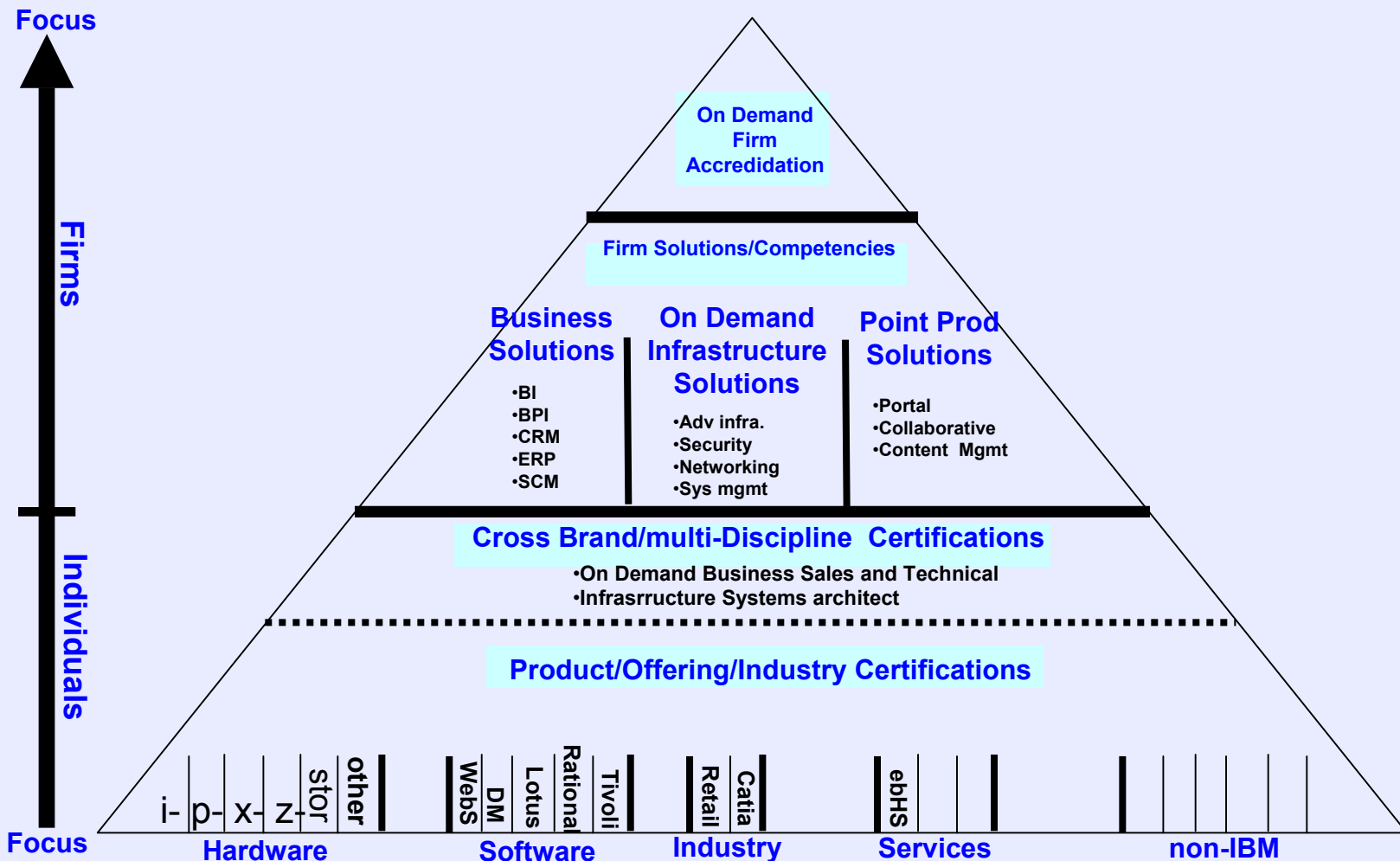
7. 2005 Initiatives–

- **STG certification team**
- **Professional Certification Program from IBM and the PartnerWorld**

2005 Key Initiatives and Strategies for....

- Professional Certification Program from IBM
- PartnerWorld Certification program

IBM's Certifications— a Tiered View



End Of Presentation

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