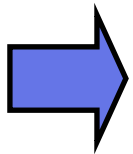# IBM Certified Infrastructure Systems Architect

for IBM Business Partners

DRAFT
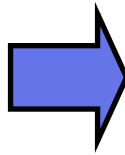**For Pilot Program Evaluation Only**

May   2004

v2.20

--- *TODAY* ---

- **The need for strong industry *Technical Leadership* has never been greater**
  - ►eBusiness on Demand
  - ►Grid
  - ►Linux
  - ►Websphere
  - ►Infrastructure Simplification

- **Client solutions require *complex IT Infrastructures* that include Integrated multiple platforms of Servers and Storage plus Services**

- **IBM Business Partner technical sales support teams are challenged to *maintain skills with rapidly changing technology***
  - ►Systems Integrators
  - ►Resellers
  - ►ISVs
  - ►Distributors

- **IBM Business Partners seek strong technical capability to help their clients *design or architect multiplatform solutions***

- **IBM Business Partners want help in increasing their competitiveness to provide the most advanced technical consulting services in the business**

REQUIREMENT

Develop strong system infrastructure and architectural skills in IBM's Business Partners to provide strategic technical leadership that will guide their clients into the future.
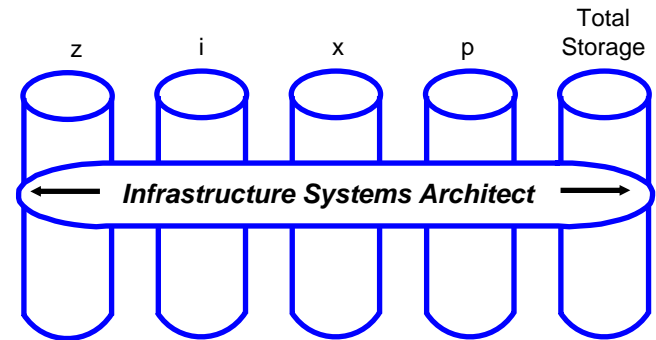
....Introducing

IBM Business Partner Infrastructure Systems Architect
- Team with IBM Systems Technology Group
- Align with the industry IT Architect Profession
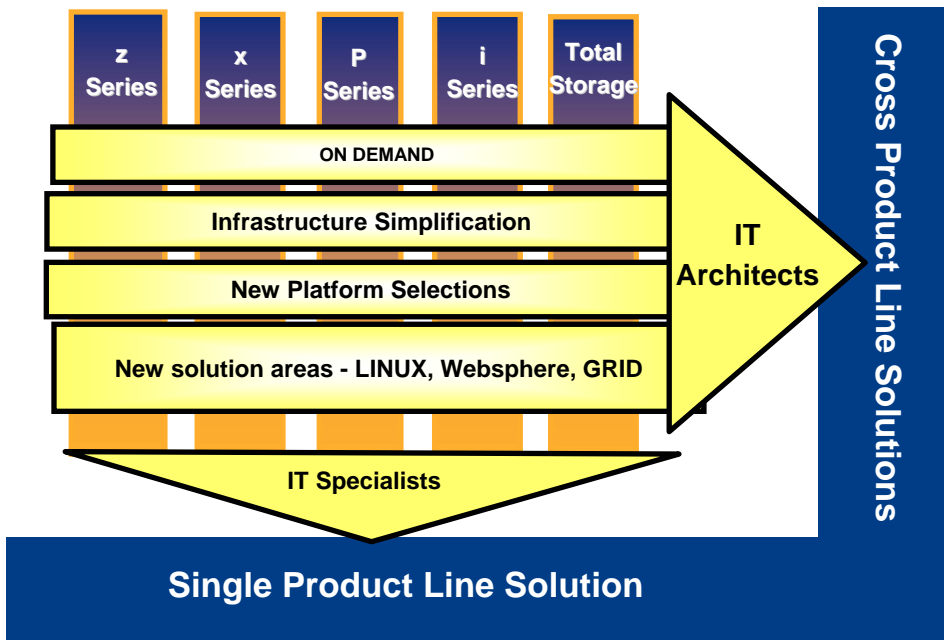
Infrastructure Systems Architect

Primary Responsibilities

► Represents IBM's Infrastructure "point of view" to the Client

► A "Technical Sales Support" resource who will work with clients to architect, design, present and propose Total Infrastructure Solutions that leverage IBM cross-platforms

► Build strong technical relationships with IBM and senior client technical influencers

► Lead the IT Industry in proposing and implementing the most competitive and technologically advanced on demand solutions

z   i   x   p   Total Storage

Infrastructure Systems Architect

I-SA Guidelines

- *Strong IT infrastructure and system skills* demonstrated by depth of experience

- *Proven technical project leadership* skills demonstrated by customer face to face experience

- Ability and desire to *maintain technical skills* on the most advanced technologies

- Experience and knowledge in one or more Industries

- Knowledge of *Architectural Methodologies*

- IT Professional *Certification as an IT Architect.*

z Series   x Series   P Series   i Series   Total Storage

ON DEMAND

Infrastructure Simplification

New Platform Selections

New solution areas - LINUX, Websphere, GRID

IT Architects

IT Specialists

Cross Product Line Solutions

Single Product Line Solution

Infrastructure Systems Architect: *A Partnership*

Architect Relationship consists of two key elements:

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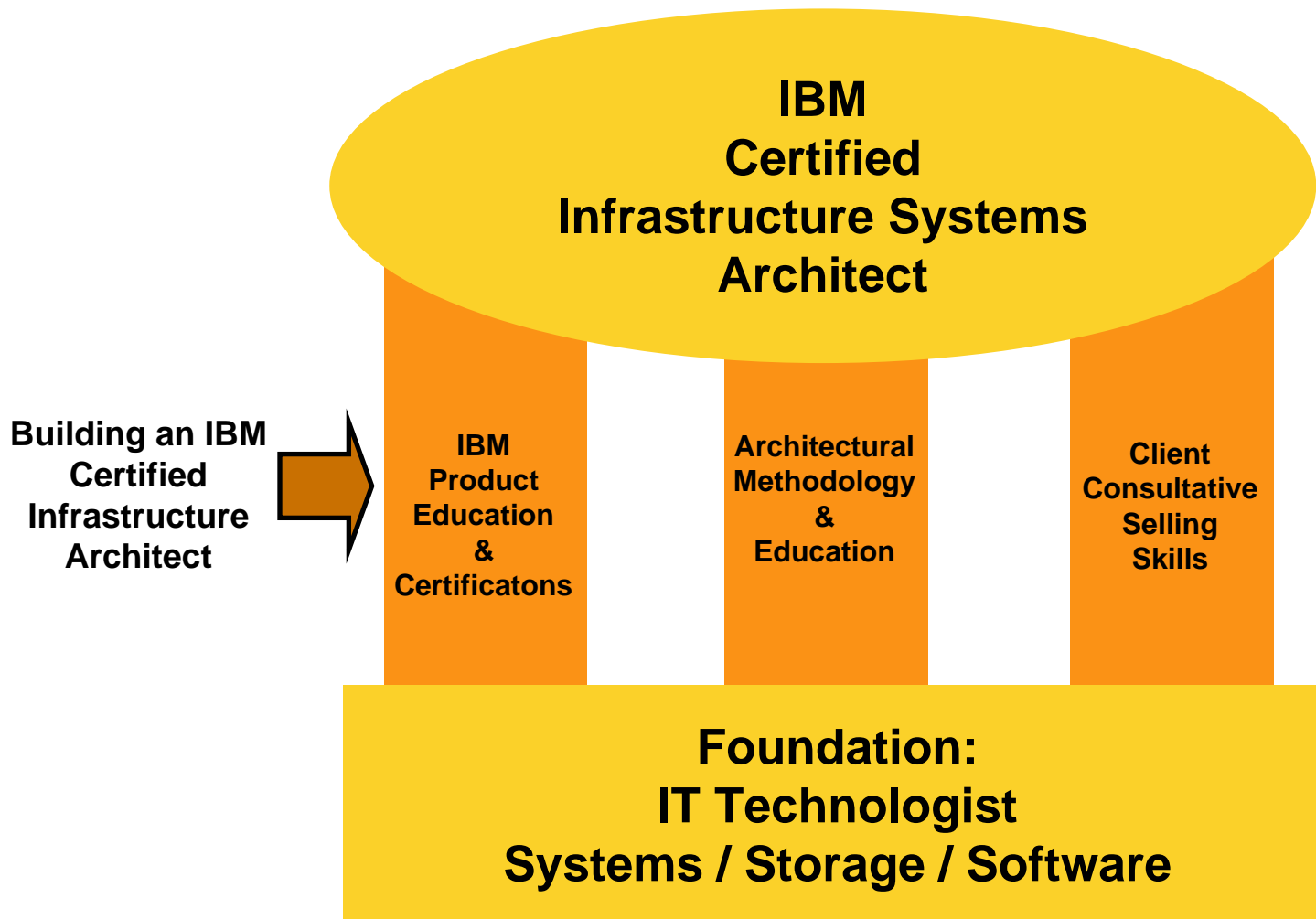
Technical Relationship
with IBM

- **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 Community**

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)

IBM Certified Infrastructure Systems Architect
- *the Framework*

IBM Certified Infrastructure Systems Architect

Building an IBM Certified Infrastructure Architect →

IBM Product Education & Certificatons

Architectural Methodology & Education

Client Consultative Selling Skills

**Foundation:
IT Technologist
Systems / Storage / Software**

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 eBusiness Solution Designer #811

- ► **IBM Systems & Solutions -- 2 Product Certifications**; at least one must be a <u>Systems Technical</u> specialist
  - – Choose from these areas:
  - – Systems:
    - • Total Storage
    - • iSeries
    - • xSeries
    - • pSeries
    - • zSeries**
  - – Software/Solutions
    - • Websphere
    - • Tivoli Manager
    - • Data Management
    - • Lotus

  ** Under Development

- ► **IT Architectural Knowledge and Skills**
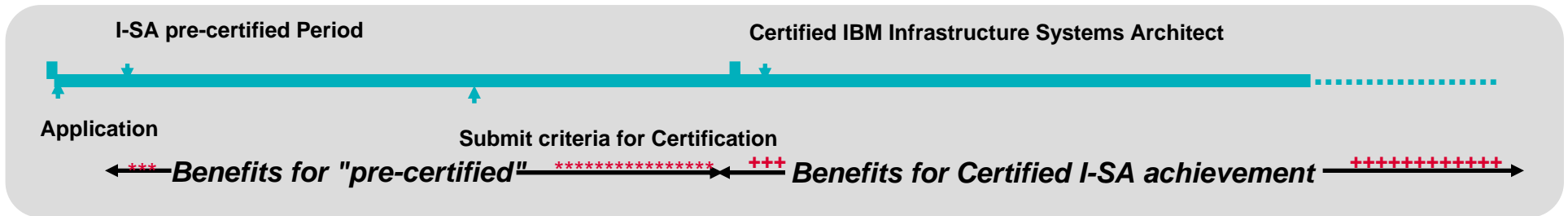 - – The Open Group Architecture Framework Certification: TOGAF V8 Enterprise Edition "Architecting the Enterprise"

- ► **IBM Consultative Selling Skills**
  - – Discovery Series

Starting with

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

Business Partner Infrastructure Systems Architect:
......Proposed Benefits

I-SA pre-certified Period

Certified IBM Infrastructure Systems Architect

Application

Submit criteria for Certification

—*Benefits for "pre-certified"**—************—+++ *Benefits for Certified I-SA achievement*—+++++++++++

Client Benefits
- ► Proven Technical Expertise
- ► Cost Effective Architectures
- ► Simplified IT Infrastructures
- ► Minimize TCO
- ► Confidence in IT Solution

BP Firm Benefits
- ► Client Confidence in Skills
- ► IT Professional Recognition
- ► Increased Project Opportunities
- ► Higher billing rate potential
- ► Access to advanced strategy discussions

IBM Benefits
- ► Customer Satisfaction
- ► Increased IBM System Placements
- ► Increased Customer Loyalty
- ► Increased Breadth of IBM Solutions

I-SA Individual Benefits:

► SA Education
- –Priority access to classroom education*
- –TOGAF 8 Certification fees paid ($1348)*
- –xx% off the Technical Certification cost*
- –Replay access to strategic STG presentations+
- –IBM technology advocate assigned from devt+
- –Some limited Engagement consulting+
- –Announcement T3s+

► SA Community
- –I-SA Collaboration Centers for discussions
  - ◆for pre-certified I-SAs*
  - ◆separate one for Certified I-SAs+
- –I-SA pre-certified Conference Calls (monthly)*
- –I-SA Certified Conference Calls+
- –IT Professional Recognition-- OG Architect Certification+

* "pre-certified" period benefit
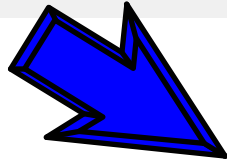
+ Certified I-SA benefit

TOGAF
The Open Group Architecture Framework

> *"Enterprise Architecture provides the strategic context to enable organizations to move from innovation to assembly line production information products, and still meet the constantly changing needs of the business environment."*
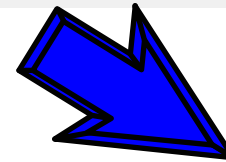
The TOGAF Enterprise Edition is...
- an *Architectural Framework* consisting of....
- *a method* and a set of supporting tools....
- for developing a *broad range of Enterprise Architectures.*

The TOGAF Enterprise Edition...
- is developed and endorsed by the Architecture Forum of *The Open Group*
- represents an *industry consensus framework* and method for Enterprise Architecture

The TOGAF Enterprise Edition enables...
- the business and IT community together...
- *to d*esign, evaluate and build the right architecture
- reduce the Cost of planning, designing and implementing architectures based on Open Systems solutions
- *develop an Enterprise Architecture*

Education Proposal for Architecting-the-Enterprise:
TOGAF for IBM Infrastructure Systems Architects

$1348
CD+Workbook
Optional Webinar
Certification

Business Objective:

To Train IBM Business Partners on TOGAF 8 such that he or she qualifies to achieve IT Architect TOGAF 8 Certification provided the individual satisfactorily completes the course and workbook.

The Training Approach:

- Personal Mentoring and Distance learning over a 5 -10 week period on TOGAF 8 using the personal mentoring service, CDROM course materials and workbook
- Optional Web learning session on a weekly basis for direct mentor questions and answers sessions -- this option is available for up to five hours for a one hour session
- Webinar course over 4 days for 4 hours per day plus a workbook option for those wishing to become TOGAF 8 certified by The Open Group

Distance Learning

- Each student will undertake to learn a section every 2 weeks. There are 10 modules / section
- 5 Workbook Sections for TOGAF 8 including a case study exercise section
- A mentor is available for the course by eMail
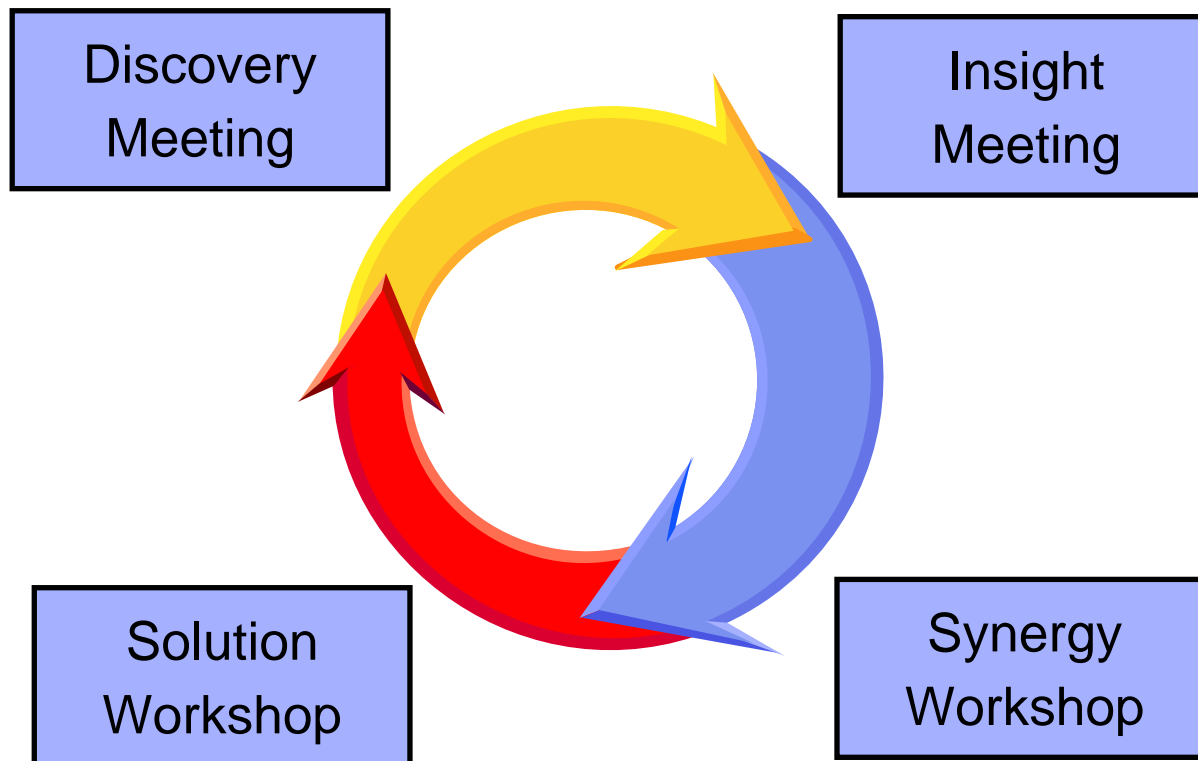
Optional Web Learning Sessions

- One hour Webinar for each section
- Supported by a mentor for each Webinar
- Answers questions directly

Webinar

- 4 hour session on the Web with a live instructor each day for four days

Discovery Series: A Model for SUCCESS!

Discovery Meeting

Insight Meeting

Solution Workshop

Synergy Workshop

- **A holistic, consultative approach to a client's business issues, not a product centric approach**

- **A strategic insight into the business solutions and Infrastructure technology required to satisfy a client's business requirements**

- **Enables an IBM Business Partner to provide a client significant added value through a quality consultative engagement**

Education and Training: Time Required and Investment

- *TOGAF (The Open Group Architectural Framework)*

  – Architecting the Enterprise education plus certification: 28 hours (over 10 -12

  weeks)

  – Investment for training and certification: $1348 ...

  waived in 2004

- *Discovery Series*

  – Education and mastery test: 15 - 17 Hours

  – Investment for training and certification: No charge in

  2004

Key Dates

- **Pilot Program: June thru August , 2004**
- **Announce Certified Infrastructure Systems Architect: September, 2004**

Key Resources

- **TOGAF Website: http://www.opengroup.org/architecture/togaf8/index8.htm**
- **Discovery Series Website: (under development)**
- **IBM Professional Certification Website: http://www-1.ibm.com/certify/index2.shtml**
- **IBM PartnerWorld: https://www-1.ibm.com/partnerworld/sales/systems/portal/.scr/Login**
  - PartnerWorld Login User ID and Password required
- **IBM Certified Infrastructure Systems Architect White Paper**
  - Contact: Gary Brun   (Brun@us.ibm.com)

SUMMARY

- ***The Infrastructure Systems Architect job role*** provides an IBM Business Partner the opportunity to *increase value to a client's business*

- ***The Infrastructure Systems Architect job role*** provides the *potential* for a positive *impact* to an IBM Business Partner's *bottom line*

- ***The Infrastructure Systems Architect job role*** provides positive benefits to IBM through *increased eServer revenue, improved customer satisfaction, and stronger client loyalty*

BACKUP

Discovery Series Training

Offering	Estimated Time
▪Discovery Series Overview	...
–CD and Web Lecture	
▪Discovery Meeting Training	... 2 hours
–Web Lecture	
▪Solution Workshop Training	... 3-4 hours
–Web Lecture	
▪Synergy Workshop Training	... 8 hours
–2 - 4 hour Training Modules	
–Taught via DL / Instructor Led	
▪Mastery Completion Test	... 1 1/2 hours
▪*Total Time Required*	*...* *15 -17 hours*

Discovery Meeting	Insight Meeting
Solution Workshop	Synergy Workshop

▪All *Discovery Series* Partner education for the *Infrastructure System Architect* will be available through the web site *"The Campus"*   on the Systems Sales portal
 –Business Partner / System Integrator site
▪Students must enroll and complete training over a four(4) week period including completing the mastery exam
 –15 -17 hours of training spread across 4 weeks
▪During four week period Q&A and an instructor will be available via email
▪Synergy Workshop Training will be scheduled for each Geo
 –3 / Qtr (AG and EMEA) (dependent on demand)
 –1 / Qtr (AP) (dependent on demand)
▪Authors of Discovery Series will provide T3 for Synergy Workshop additional instructors
 –Architect Instructors: Kris Neely and Kelly Lee
 –2 Additional Instructors / Geo
 –Potential Instructors:
 ◆Geo SAs (Giveback to the Profession)
 ◆Briefing Center (cost recovery)

Discovery Series: *Why?*

- **Discovery Meeting -** Help them DISCOVER the business 'dollars and sense' of working with IBM and IBM BPs.
    - ► Show them *the money*... show them *results.*

- **Insight Meeting -** Give new INSIGHT into IBM's offerings
    - ► Show them our Solutions, IBM's GTO, *AND* F.U.D....

- **Synergy Workshop -** Show the SYNERGY of our "Big Picture" technical and business approach.
    - ► Get -- and show -- the Big Picture; Fill in the blanks...

- **Solution Workshop -** Demonstrate commitment to a SOLUTION.
    - ► Show understanding -- and <u>a detailed solution to SELL!</u>

Discovery Series: Endorsement

"Both our customer and CMI have found Discovery Series to be an extremely valuable process for creating credibility. The framework allows us to move the "sales discussion" to an entirely different level.

The best way to illustrate this point is that without your workshop CMI and IBM would have realized $100K worth of business with this customer, this year. Due to the Discovery Series Workshop, we have uncovered most likely two years worth of work, which will include the following projects, disaster recovery, server and storage consolidation, Websphere MQ Workflow, data base standardization, consulting on package software solutions, standardization on IBM for desktop use, a PCD employee purchase program at the customer, and various network projects. We are fully engaged and expect that we could realize $1M+ in revenue with this customer.

Discovery Series moved us into a whole new role level as a trusted advisor. CMI cannot begin to thank you enough for helping to create this opportunity. My hope is that IBM will learn from your work and adopt this methodology."

Mike Zeppegno

Senior Vice President / Marketing -- Chouinard & Myhre, Inc.

TOGAF: Infrastructure Systems Architect Training

The Training Approach   Estimated Time

- Personal Mentoring and Distance Learning   ... 5 - 10 week period
  - CD Deliverable and Workbook
  - 5 Sections with case study exercises
  - 10 modules / section ... one section / two weeks
  - Workbook sections submitted to a TOGAF mentor
- Optional web learning session on a weekly basis
  - One hour / workbook section
  - Direct mentor provides live Q&As
- Webinar course plus a workbook
  - Required for TOGAF Certification by The Open Group   ... 16 hours
  - Live instructor via web
  - 4 days / 4 hours per day
             ... 16 hours
  - Workbook must be completed for certification   ... 8 - 12 hours
  - Mentor assistance available via email

- *Total elapsed time for TOGAF Certification:*   *10 - 12 Weeks*
  - TOGAF with Certification training should be completed with 10 weeks of commencement
    - A two week extension can be granted for a total of 12 weeks
  - Satisfactory completion of the TOGAF training including the Workbook "Architecting-the-Enterprise" positions the student to apply for TOGAF Certification
    - Student must provide a CV (resume)
- **Total Cost for TOGAF training & certification: $1348 ... waived by STG in 2004**
  - TOGAF Accreditation for Practitioners Personal eLearning   ... $999
  - TOGAF Q&A 1 hour Webinar   ...   249
  - TOGAF Certification by The Open Group   ...   100

IBM

Architecting-the-Enterprise
--- TOGAF (The Open Group Architecture Framework

Enterprise Architecture provides the strategic context to enable organizations to move from innovation to assembly line production information products, and still meet the constantly changing needs of the business environment.

- The TOGAF Enterprise Edition is an architectural framework consisting of detailed method and a set of supporting tools for developing a broad range of Enterprise Architectures.

- The Enterprise Edition enables the business and IT community together to:
  - Design, evaluate and build the right architecture for their organization
  - Reduce the Cost of planning, designing and implementing architectures based on Open Systems solutions
  - Develop an Enterprise Architecture; by providing a generic method with which specific sets of deliverables, reference models, and architectural assets can be integrated

- Developed and endorsed by the Architecture Forum of The Open Group, to TOGAF 8 Enterprise Edition represents an industry consensus framework and method for Enterprise Architecture that is available for use internally by any organization around the world

- TOGAF provides education that describes a method for designing an information system in terms of a set building blocks and shows how the building blocks fit together. TOGAF contains education, a set of tools, provides a common vocabulary and includes a list of recommended standards which can be used to implement the building blocks
- Learning Objectives:
  - The approach and deliverables required to define the process for developing the Enterprise Architecture and managing the lifecycle
  - How to use Architecture Views, Viewpoints and Business Scenarios for Requirements Engineering and Management
  - Create workable Architecture Governance with customers to ensure a successful Enterprise Architecture lifecycle
  - Ensure continuing alignment of the Enterprise Architecture with the business as it evolves
- To be able to design and implement Business, Data, Applications, and Technology Architectures by:
  - Populating the Enterprise Architecture with business requirements, architectural and solution building blocks, principles and patterns
  - Applying architectural views to describe the architecture from different perspectives and viewpoints
  - Defining the Enterprise Continuum including the Foundation, Commons Systems, Solutions and Industry architectures