



IBM Software Group

WebSphere Business Process Lifecycle Management

Partner enablement roadmaps
Free of charge trainings & licenses

Dr. Julius PETER

WebSphere Sales Executive, IBM Software Group

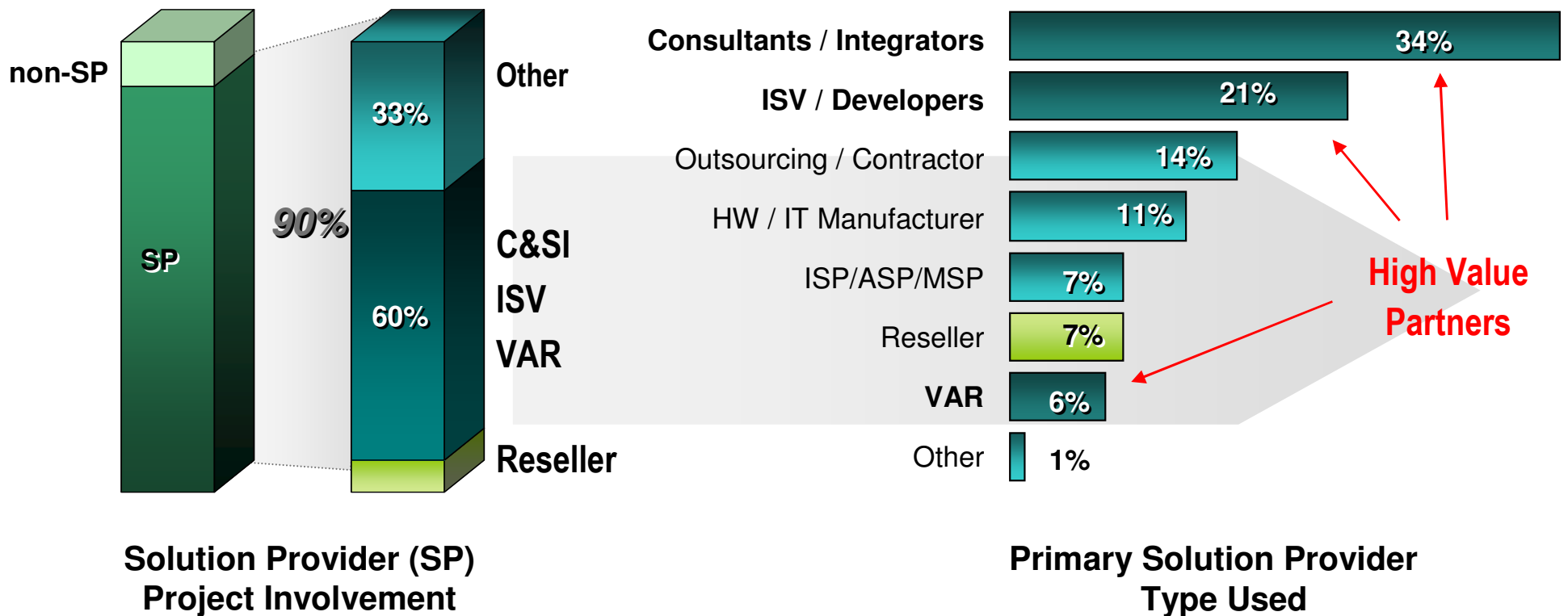
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Who Influences Customers SOA/BPM SW Selection?

■ Solution Providers:

- ▶ Engaged in 90% of SOA/BPM projects
- ▶ Influence SOA/BPM SW selection in over 50% of projects



... Balanced coverage & investment in *high value* partners is key

Source: SWG MI Geo Buyer Behavior Studies 2002-2004.

What IBM offers to Business Partners for SOA/BPM?

- Partnerworld Industry Networks
- Virtual Innovation Centers
- On-Line Education & Training
 - ▶ Optimized for Specific Roles
- Access to SOA/BPM Workshops
- Training to perform Rapid Value Assessment Workshops
- WebSphere Business Modeler Sales Acceleration Initiative
- Subject Matter Expert (SME) Program for WebSphere



- IBM PartnerWorld
- Marketing
- Selling
- Technical
- Training and certification
- Collaboration
- Products
- Solutions
- Services
- Industries
- IBM strategies
- Order and track products
- Events
- News and announcements
- Forms and agreements
- PartnerWorld program
- Contact PartnerWorld

IBM PartnerWorld > Solutions

PartnerWorld Industry Networks



Service Oriented Architecture

[Overview](#) | [Learn more](#) | [Get started](#) | [Benefits](#)

IBM SOA Rapid Value Assessment Toolkit

IBM SOA Rapid Value Assessment Tool

Use this tool to create a ROI business case within 1-2 days of initiating the customer meeting to establish funding and executive sponsorship for a project. This tool offers a framework for a structured interview to help IBM sales teams and Business Partners quickly identify the customer's business problems.

- [Download the WebSphere version](#)
 ↓ [Tool](#) (80MB)
 [User's guide](#) (665KB)
 Includes user ID and password setup information.
- [Download the Tivoli version from the Tivoli Knowledge Center](#)
-  [Industry-specific models in WebSphere Business Modeler V6](#) (62KB)

Business Value Optimizer for IBM WebSphere Business Modeler

For different industries and models, access the Business Value Optimizer for IBM WebSphere Business Modeler Versions 5 and 6.

Industry	Model	V5	V6
Finance	Mortgage application	zip (0.6MB)	zip (0.6MB)
Insurance	New business life	zip (1.2MB)	zip (1.0MB)
Manufacturing	Supplier management	zip (0.8MB)	zip (1.2MB)
Retail	Accounting	zip (0.6MB)	zip (0.6MB)
Telecommunications	DSL provisioning	zip (0.9MB)	zip (0.9MB)

- [Request participation in WebSphere Business Modeler sales acceleration](#)
 Develop skills to visualize the customer's business processes, simulate process improvements, and secure valuable service engagements by leveraging WebSphere Business Modeler.

In response to your request, you will receive information on how you can qualify for no-charge training and a limited number of no-charge licenses of WebSphere Business Modeler for the 12 months following your training.

IBM Solutions Consultant Express Tool

-  [Access the IBM Solutions Consultant Express Tool](#)
 The Solutions Consultant Express Tool simplifies the design of solutions for IBM Business Partners. This tool incorporates a SOA maturity assessment, as well as product and architectural guidance for key SOA business requirements.

With an easy-to-use interface, the tool guides you through an interview process where your business and IT requirements are mapped to the appropriate solution definition based on the SOA maturity assessment.

Membership

- [Join PartnerWorld](#)
- Participate in the industry networks
- Become an Advanced level member





Industries

- [Networks overview](#)

Industry network resources

- [Benefits](#)
- [Membership](#)
- [News](#)
- [Events, webcasts, and podcasts](#)
- [RSS industry updates](#)

We're here to help

-  [Chat live](#)
-  [Contact us](#)
- [FAQs](#)
-  [Benefits quick guide](#) (727KB)
-  [Advanced benefits guide](#) (1.48MB)

Other opportunities

- [ISVs](#)
- [Resellers](#)
- [Consultants and integrators](#)

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Virtual Innovation Center

Goal: Provide technical & sales resources that allow Business Partners to quickly access support, so you can focus on your customers!



- Skill-building Resources
 - ▶ Skills roadmaps
 - ▶ Introduction and Certification preparation courses
 - ▶ Personalized
- Resources for the Real World
 - ▶ Simulations, Case studies
 - ▶ Job aids
- Across the IBM Portfolio
- Support You Need, When You Need
 - ▶ Online tools including FAQs, How Do I?, Tips, Tricks and Traps
 - ▶ Fast answers via 24/7 live chat
 - ▶ Email tech support
 - ▶ Porting and migration assistance

<http://www.ibm.com/partnerworld/vic>

Extract of WebSphere online courses available through the VIC

- Assessment Assets for Service Oriented Architecture
- Service-Oriented Architecture Design Patterns
- Implementation Technologies for Service-Oriented Designs
- The Value of Service-Oriented Architecture
- IBM Business Value Analyst Tool Introduction Training 101
- IBM Business Value Analyst Tool Advanced Training 201
- WebSphere Business Modeler
- WebSphere ESB V6.0.1
- WebSphere Integration Developer V6
- Power Your SOA with an Enterprise Service Bus
- WebSphere Business Integration Express Solution Implementation
- WebSphere Business Integration Server Express Product Architecture
- WebSphere JCA Adapter
- WebSphere Commerce Professional Edition
- WebSphere Application Server V6.0
- WebSphere MQ V6.0
- WebSphere Partner Gateway Express v6.0

1. Enter VIC
2. Add/Select Product
3. Choose Technical Resources in Navigator
4. Go to Education Tab
5. Select Course

VIC: Sample course structure

The screenshot displays the IBM Lotus Learning Management System interface within a Microsoft Internet Explorer browser. The top navigation bar includes the IBM logo and the user name 'Urula Bosch'. The main content area is divided into a left-hand navigation pane and a right-hand content pane.

Navigation Pane (Left):

- Lesson 1: Enterprise Service Bus (ESB) Overview
- Lesson 2: WebSphere ESB and the WebSphere Product Family
 - Objectives
 - IBM WebSphere Product Family
 - WebSphere ESB and WebSphere Message
 - WebSphere ESB and WebSphere Application
 - WebSphere ESB and WebSphere Process
 - Check Your Understanding
- Lesson 3: WebSphere ESB Concepts and User Roles
 - Objectives
 - ESB Concepts: Mediation Module
 - ESB Concepts: Export and Import Bindings
 - ESB Concepts: Mediation Flow Composer
 - ESB Users: Roles and their Tasks
 - WebSphere ESB User Roles: Integration
 - WebSphere ESB User Roles: Solution Administration
 - Check Your Understanding

Content Pane (Right):

Check Your Understanding [Close and Save Progress] [Continue] [Previous]

Lesson 4: WebSphere ESB Integration Model

Check Your Understanding

Please select the correct answer(s).

Which of the following describes the role of the mediation module

- 1. Specifies how a subset of WebSphere ESB's service requesters and service providers interact
- 2. Manages interactions with external service endpoints
- 3. Can be rewired by the administrator to other modules
- 4. All of the above

[Check Answer]

Course Tools (Bottom Left):

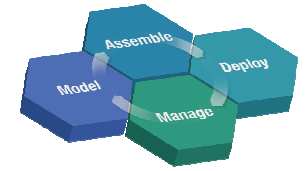
- Progress Report
- Calendar

The interface also features a decorative graphic of three interlocking gears (one large grey, one medium green, one small blue) on the right side of the content area.

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SOA General– Recommended Online Education



■ SOA technical online training

These courses are designed to enable IBM Business Partner IT Architects to win and execute service-oriented architecture (SOA) engagements for their clients. For maximum benefit, it is recommended that the courses be taken in this sequence:

- ▶ For Business Partners: The Value of Service-Oriented Architecture (SW706)
- ▶ For Business Partners: Assessment Assets for Service-Oriented Architecture (SW707)
- ▶ For Business Partners: Service-Oriented Architecture Design Patterns (SW708)
- ▶ For Business Partners: Implementation Technologies for Service-Oriented Designs (SW709)

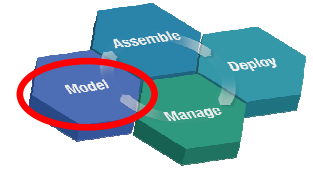
■ WebSphere Education online trainings: Concepts on WebSphere Business Integration products

- BI860: Overview of IBM Products for Process Integration,
- BI861 Understanding WebSphere Process Server and Integration Developer,
- BI862 Business Driven Development Basics for Process Integration on an SOA Platform

■ Other

- ▶ Attend technical briefings or replays of webcasts:
http://www.ibm.com/developerworks/offers/techbriefings/?S_TACT=105AGX01&S_CMP=HP
- ▶ SOA on developerWorks: <http://www-128.ibm.com/developerworks/webservices>
- ▶ [Sales Education](#): IBM Business Value Analyst Tool Introduction and Advanced Training

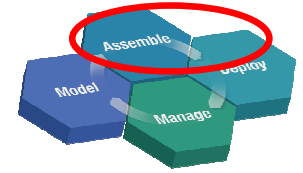
Business Analyst – Recommended Online Education



- Concepts
 - ▶ VIC: WebSphere Business Modeler
- Technical Online Training from WebSphere Education
 - ▶ Online courses that combines instructor interactions and lab exercises with self-paced remote training. Participants in this course complete 2-3 days of material over three weeks time at their own pace.
 - ▶ BI818: Fundamentals of IBM WebSphere Business Modeler V6 (Self-paced) – equivalent to 3 days classroom course
 - ▶ BI819: Advanced Features of IBM WebSphere Business Modeler V6 (Self-paced) – equivalent to 2 days classroom course
- Optional skills
 - ▶ WebSphere Education online training: BI861 Understanding WebSphere Process Server and Integration Developer

Ask your IBM account manager about the Modeler Sales Acceleration program to get access to the online training BI818

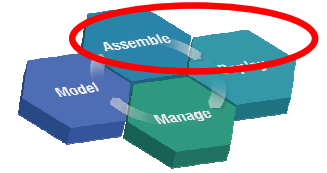
Integration Developer (WID/WPS) – Recommended Online Education



- Concepts and Introduction:
 - ▶ WebSphere Education online training:
 - BI861 Understanding WebSphere Process Server and Integration Developer,
 - BI862 Business Driven Development Basics for Process Integration on an SOA Platform
- Technical Online Training from WebSphere Education
 - ▶ BI863 Integrating using WebSphere Integration Developer and Process Server
5 days distance learning course : combination of online learning tools, live online meetings for the delivery of the presentations and to ask questions, remote lab access
- Optional Skills
 - ▶ WebSphere Education online training: BI824 WebSphere BI Adapter Development – Introduction
 - ▶ VIC: WebSphere Business Integration Adapters

BI863 scheduled as part of Business Partner Technical Enablement.

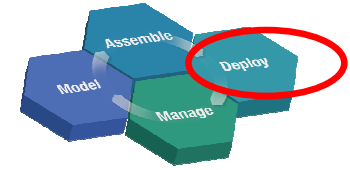
Integration Developer (WID + WESB) – Recommended Online Education



- Concepts and Introduction:
 - ▶ VIC: Power Your SOA with an Enterprise Service Bus
 - ▶ WebSphere Education online training:
 - SW861 WESB Introduction and Overview
 - BI861 Understanding WebSphere Process Server and Integration Developer
- Optional Skills:
 - ▶ WebSphere Education online training: BI824 WebSphere BI Adapter Development – Introduction
 - ▶ VIC: WebSphere Business Integration Adapters

For deeper technical education: Attend classroom courses BI131 WESB – Implementing and ESB and/or SW343 WESB Mediation Development

Solution Deployer – Recommended Online Education



- Concepts and Introduction:
 - ▶ WebSphere Education online trainings:
 - BI860: Overview of IBM Products for Process Integration,
 - BI861 Understanding WebSphere Process Server and Integration Developer,
 - BI862 Business Driven Development Basics for Process Integration on an SOA Platform
 - WF387 Administration of WebSphere Application Server
 - ▶ Technical Online Training from WebSphere Education:
 - ▶ BI863 Integrating using WebSphere Integration Developer and Process Server
5 days distance learning course : combination of online learning tools, live online meetings for the delivery of the presentations and to ask questions, remote lab access
- Optional Skills
 - ▶ WebSphere Education online training: BI830 WebSphere Partner Gateway Introduction

BI863 scheduled as free Business Partner Technical Enablement. For deeper technical education on Process Server Administration: Attend classroom course SW428 Installation & Admin. of WebSphere Process Server

Additional education resources

- **Links and resources**

Education roadmap:

<http://www.ibm.com/software/sw-training>

WebSphere role based roadmaps:

<http://www.ibm.com/developerworks/websphere/education/enablement/roadmaps/>

SOA role roadmaps :

<http://www.ibm.com/developerworks/websphere/education/enablement/roadmaps/#soa>

Virtual Innovation Center and Subject Matter Expert Programme:

www.ibm.com/partnerworld/vic → choose SME in the Navigator

- **Contact WebSphere Education if you need help to:**

- ▶ Select the right roadmap or delivery format for you
- ▶ Define a customized skill transfer for your organization
- ▶ Access to online education

→ ursula.bosch@de.ibm.com for partner enablement

→ Or your regional Education representative

Extract of courses offered for free for Business Partners

- BI810 WBI Modeler Workbench - Introduction
- BI820 Introduction to InterChange Server and Toolset
- BI825 WebSphere BI Adapters w/ WebSphere MQ Integrator Broker
- BI826 WebSphere BI Adapter for mySAP.com Introduction
- BI830 WebSphere Partner Gateway - Introduction
- BI831 WebSphere Partner Gateway Express - Introduction
- BI843 Overview of WebSphere Product Center and Global Data Synchronization
- BI860 Overview of IBM Products for Process Integration
- BI861 Understanding WebSphere Process Server and Integration Developer
- BI862 Business Driven Development Basics for Process Integration on an SOA Platform
- WF387 Administration of WebSphere Application Server
- SW706 The Value of Service-Oriented Architecture
- SW707 Assessment Assets for Service-Oriented Architecture
- SW708 Service-Oriented Design Patterns
- SW709 Implementation Technologies for Service-Oriented Designs
- SW717 Introduction to Value and Governance Model of Service-Oriented Architecture
- SW718 Design SOA Solutions and Apply Project, Technical and Operational Governance
- SW719 Technologies and Standards for Service-Oriented Architecture Project Implementation
- SW810 What's New in IBM WebSphere Commerce V5.6.1
- SW866: Overview of IBM WebSphere Commerce and Introduction to V6 Features
- SW867: Introduction to IBM WebSphere Commerce V6 System Administration
- SW861 Introduction to WebSphere Enterprise Service Bus

Check here for course descriptions: <http://www-128.ibm.com/developerworks/websphere/education/enablement/wbt/>

What IBM offers to Business Partners for SOA/BPM?

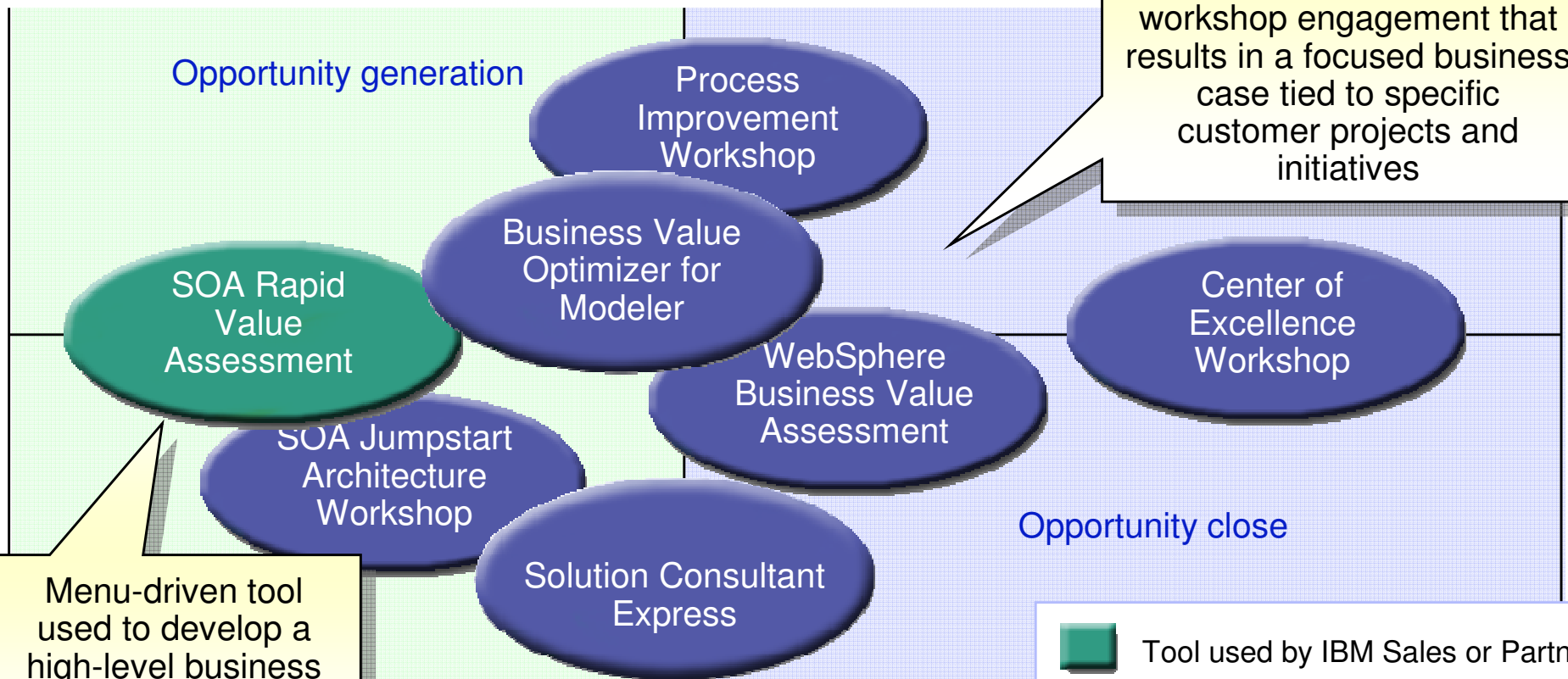
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Business

Technical

WebSphere BVA is a workshop engagement that results in a focused business case tied to specific customer projects and initiatives



Menu-driven tool used to develop a high-level business case for SOA and WebSphere

Note: use *only* if needed to win!

Tool used by IBM Sales or Partner
 Workshop delivered by specialists

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Rapid Value Assessment Training

- Virtual Innovation Center
 - ▶ <http://www-304.ibm.com/jct09002c/isv/welcome/vic.html>
 - ▶ Self paced RVA 101/201 training available now for BP & IBM
 - RVA 101 Introductory Training 1.5 Hrs
 - RVA 201 Advanced Training 1.5 Hrs

The screenshot shows the IBM Virtual Innovation Center website. The address bar displays: http://www-03.ibm.com/partnerworld/vic/wps/myportal/.cmd/ad/.ar/sa.education/.c/201/.ce/603/.p/503?PC_503_feat. The page features the IBM logo, a search bar, and navigation links for Home, Products & services, Supports & downloads, and My account. A sidebar on the left includes a 'Select a country' dropdown and a menu with options like 'Virtual Innovation Center', 'Selling resources', 'Technical resources', 'SME Zone', 'News and announcements', 'Product selections', 'Projects', and 'Using the VIC'. The main content area is titled 'Service-Oriented Architecture sales focus' and includes tabs for Overview, Support, Resources, and Education. Under the Education tab, a 'Course list' is displayed with several links, including 'IBM Services Oriented Architecture Sales Enablement' and 'SOA ROI Value Assessment Tool Advanced Training 201 - SOA-109S-EN'. On the right side, there is a 'Select a language' dropdown set to 'Simplified Chinese', a 'We're here to help' section with links for 'Online text chat', 'E-mail support', 'Problems & support', and 'Discussion forums', and an 'Advanced membership' section with a 'Learn more' link.

RVA 101 – Introduction to Using RVA Tool

After the introductory session, you should be able to

- Create a Financial ROI based on WebSphere Products and SOA
- Determine when to bring the ROI tool into the sales cycle
- Understand key financial terms and the 5 top ROI calculations
- Learn about the Methodology behind the tool (Risk Adjusted ROI)
- Find and use the resources, online help and Glossary
- Print a Questionnaire from the resources
- Use the Sample Templates and Create Generic Business Cases
- Navigate the Tool to Enter Data, Review Benefits, and Enter Costs
- Use Basic Features and Functions
- Generate a ROI Report Using Industry Defaults

RVA 201 – Advanced Training

- Show how to add Other products
- Show how to add new Cost categories
- Show Risk Adjustment
- Show how to analyze and adjust the questions
- Use of leasing/financing
- Review and Show how to use the SOA Maturity Model
- Show how to add benefits categories
- Show how to add "Other" LOB/ Process
- Change Benefits by Stakeholder
- Show how to export and import project analysis
- Common objection handling

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WebSphere Business Modeler Sales Acceleration Initiative

- IBM Investment
 - ▶ No-charge Modeler training (approx \$2.000 value/stud.)
 - ▶ Modeler licenses (approx \$9.500 value)
 - ▶ For customer engagements in 12 months following training
- Business Partner commitment
 - ▶ Executive sponsor for Modeler deployment
 - ▶ Joint Business Plan to drive and monitor Modeler deployment
 - ▶ Identification of consultants to be trained (minimum 5 to maximum 25)
 - ▶ Train agreed-to number of consultants
 - ▶ Establish WebSphere Business Modeler as the preferred BPM tool
 - ▶ Drive new opportunities with Modeler based Client engagements

WebSphere Business Modeler Sales Acceleration - Enablement Training

- BI818 is a self-paced, distance learning course containing the same material as the instructor-led course (3 days)
 - ▶ Benefit from instructor interaction and support via e-mail
 - ▶ Participate in 2 scheduled conference calls per week for live interaction with instructor
 - ▶ Use online tools for delivery
 - ▶ View recorded Presentations
 - ▶ Learn through lab exercises and testing for each module (approx 12 modules)
 - ▶ Learn at your own pace: 3 days of material over 3 weeks



IBM WebSphere Business Modeler sales acceleration initiative

Submit this form to request participation in the WebSphere Business Modeler sales acceleration initiative.

The fields indicated with an asterisk (*) are required to complete this transaction; other fields are optional. If you do not want to provide us with browser session that is displaying this page.

Name: Milan Spalevic
IBM ID: milan.spalevic@si.ibm.com
Mailing address: Trg republike 3
None
Slovenia
E-mail address: milan.spalevic@si.ibm.com
Telephone: 386-1 479 x6687
Fax: 386-1 479 x6601

If this information is not accurate or you would like to change it, please [update](#) your profile before continuing.

Select a company:

Your IBM sales representative:

Click **Submit** to request participation in the WebSphere Business Modeler sales acceleration initiative.

Submit



IBM WebSphere Business Modeler sales acceleration initiative

Thank you for your request. Within three business days, you will receive information on how you can qualify for no-charge training and a limited

Return to the [SOA business value assessment toolkit](#) benefit page.

Getting Started

What do you need to get started?

To Join the Modeler Acceleration Program:

1. Visit:

https://www-04.ibm.com/jct09002c/isv/marketing/member/industrynetworks/soa_value_toolkit_request.html

2. Click On and Submit:

[Request participation in WebSphere Business Modeler sales acceleration](#)

For any questions or comments, please contact Modeler Acceleration Program Manager Kimberly Madia at:

kmadia@us.ibm.com

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Subject Matter Expert (SME) Program for WebSphere

- Objective:
 - ▶ Build a strong community of WebSphere skilled practitioners across all our partners
 - ▶ Enable you to effectively recommend, use, and implement WebSphere software on client engagements
 - ▶ Increase your WebSphere solution and services revenue

- Skills Enablement Navigator consisting of:
 - ▶ Access to training (fee/no fee) on all WebSphere products
 - Sales & Technical Enablement
 - Organized by Product and WebSphere Capabilities
 - Supported by skills-based Roadmaps
 - ▶ Access to technical documentation databases and Redbooks
 - ▶ Ongoing Updates and Communication, with access to:
 - WebSphere Tech Tuesday
 - WebSphere Think Thursday
 - Other key sites for WebSphere information

Access SME Program via VIC at <http://www.ibm.com/partnerworld/vic>

Address http://www-03.ibm.com/partnerworld/vic/wps/myportal/.cmd/ad/.ar/sa.focus/.c/201/.ce/602/.p/502?PC_502_nhlv_id

[Home](#) | [Products & services](#) | [Supports & downloads](#) | [My account](#)

→ **Select a country**

Virtual Innovation Center

Delivering solutions

[Selling resources](#)

[Technical resources](#)

SME Zone

[News and announcements](#)

[Product selections](#)

[Projects](#)

[Using the VIC](#)

Related links

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[IBM Software e-Catalog](#)

[developerWorks](#)

[Global Solutions Directory](#)

[IBM technical validations](#)

Virtual Innovation Center >

SME Zone

2006 Subject Matter Expert(SME) Program

Thank you for registering for the IBM Middleware Subject Matter Expert Program. The program was designed to better serve our Business Partner community as it relates to enablement/skills building.

The program is a compilation of education material, roadmaps, and classes in one easy to navigate knowledge portal. The program makes it easier for you to get to the information or classes in an efficient manner. The program includes both a Sales Training path and a Technical Training path. We highlight the Virtual Innovation Centers free courses with live support and other resources, free tutorials on developerWorks, fee based classes and other IBM online courses.

We have built a program that has the importance of your education time as a core driver of what we are offering to you. We will continue to build and offer more online courses as the program moves forward.

WebSphere Software

- [Accelerators](#)
- [Application Infrastructure](#)
- [Application Integration](#)
- [Information Integration \(WebSphere\)](#)
- [People Integration](#)
- [Process Integration](#)
- [SOA](#)

Select a language

Simplified Chinese ▼

We're here to help

Easy ways to get the answers you need.

- [Online text chat](#)
- [E-mail support](#)
- [Problems & support](#)
- [Discussion forums](#)

Advanced membership

Use PartnerWorld Industry Networks to help you move to Advanced level membership.

[→ Learn more](#)

Competitions

Compete against other VIC members!

Test your knowledge against other members of the VIC and win prizes.

[→ Learn more](#)

Address http://www-03.ibm.com/partnerworld/vic/wps/myportal/.cmd/ad/.ar/sa.education/.c/201/.ce/603/.p/503?PC_503_feat

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Accelerators

Overview
Sales enablement
Technical enablement
Education

Course list

Education

- [WebSphere Business Integration Adapters](#)
- [WebSphere Business Integration Adapters Sales Education](#)
- [WebSphere Business Integration Express Solution Implementation](#)
- [WebSphere Business Integration Server Express Product Architecture](#)

WebSphere software

Select a language

Simplified Chinese

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Search

[Home](#) | [Products & services](#) | [Supports & downloads](#) | [My account](#)

→ **Select a country**

Virtual Innovation Center > SME Zone >

Virtual Innovation Center

Application Integration

WebSphere. software

Delivering solutions
Selling resources
Technical resources

[Overview](#) | [Sales enablement](#) | [Technical enablement](#) | **Education**

Select a language

Simplified Chinese

Go

SME Zone

Course list

News and

Education

announcements

- [IBM WebSphere ESB V6.0.1](#)
- [Test 994: IBM WebSphere MQ V6.0 System Administration - Certification Preparation Course](#)
- [Test 994: IBM WebSphere MQ V6.0 System Administration - Certification Preparation Practice Test](#)
- [Test 994: WebSphere MQ V6.0 System Administration - Certification Preparation Course \(Chinese\) - WAI-134T-ZH](#)
- [WebSphere Business Integration Adapters](#)
- [WebSphere Business Integration Adapters Sales Education](#)
- [WebSphere Business Integration Connect - Express \(for iSeries\)](#)
- [WebSphere Business Integration Express Solution Implementation](#)
- [WebSphere Business Integration Modeler](#)
- [WebSphere Business Integration Server Express Product Architecture](#)
- [WebSphere Business Integration Server Express Sales Education](#)
- [WebSphere Business Integration Server Foundation Sales Education](#)
- [WebSphere Business Modeler - Technical Sales Test](#)
- [WebSphere Business Modeler V6](#)
- [WebSphere MQ - Technical Sales Test](#)
- [WebSphere MQ 6.0 Transition](#)
- [WebSphere MQ Education](#)
- [WebSphere MQ Express Education](#)
- [WebSphere MQ V6](#)
- [WebSphere Partner Gateway - Express V 6.0](#)
- [WebSphere Partner Gateway Express v6.0 Formerly WebSphere Business Integration Connect Express](#)
- [WebSphere Partner Gateway Express v6.0 for iSeries](#)

Product selections

Projects

Using the VIC

We're here to help



Easy ways to get the answers you need.



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