

Why partner with IBM?

IBM is the partner to help put your aspirations into action



Watson



Cloud



IBM Solutions



Analytics



Security



Industries

We offer you a business relevant wide range of innovative solutions and technology you can leverage.

Whatever your industry, you are faced with ever-increasing expectations. Access industry expertise to outthink your future customer needs.

BUSINESS DEVELOPMENT

Face-to-face Business Development

We can provide one of our IBM Subject Matter Experts, which can add value and help illustrate the healthy and productive partnership with IBM.



Business Planning & Marketing

We can help you better define your marketplace and go-to-market model, alongside offering sales and marketing support.

IBM PartnerWorld Programme

IBM PartnerWorld is an award-winning global program, reinvented for the cognitive era, designed to help you increase demand; grow your business; accelerate time to value and improve profitability.



Global Entrepreneur Programme

IBM Global Entrepreneur equips you with the go-to-market support, business mentorship, services, discounts, technical guidance and networking opportunities needed to quickly bring your solution to market on the industry leading Cloud platform.

Embedded Solutions

Enhancing the value of your solutions won't affect the profitability of your products, processes or services. IBM's innovative program lets you retain your competitive pricing and margins. We're ready to help develop distinct business models to align with your go-to-market pricing strategy.

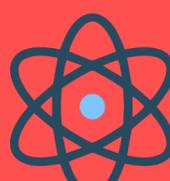


INNOVATION & TECHNOLOGY



Business Partner Solution Hub

The perfect entry point to design, develop, test and market applications leveraging IBM Technology. Our highly-trained experts are on hand to offer face-to-face solutions for the issues and strategies specific to your individual business needs. We provide all our facilities, technology, consultants and expertise free of charge.



Lab & Client Centers

On a more detailed technical level, through access to IBM's development labs, our Client Centers offer customers and business partners dedicated workshops.



Blockchain Design Workshops

We offer a free one-day Blockchain workshop to help you gain a greater understanding of the workings and future direction of this specialised area of development.



Accelerate your Development

Drive profits through our Bluemix Business Partner Services, and easily build Cloud solutions. Accelerate solution development, co-brand your solution and receive enablement to help grow your Cloud competencies.

FAST TRACK TO ENABLEMENT



Webinars

Learn how IBM offerings and services can support you in building enhanced data, cognitive & cloud platforms for your business.



IBM PartnerWorld University

Technology is constantly changing. Let us help you keep up with developments in your field via tailored learning opportunities.



Learning Labs

Get the knowledge you need to solve the problems you're working on today.

GO TO MARKET



Partner Ecosystem

A large network of partners to develop potential business relationships, including matchmaking services.

Co-Marketing

Leverage Co-Marketing funds and campaign tools to grow your business. Gain easy access to marketing tools and resources you need to generate demand.



KNOWLEDGE TANK



Digital Hub

An online resource centre offering whitepapers, infographics and videos to give you instant information and education on the key issues of development as and when you need it.

Global Solutions Directory

Promote your business and showcase the innovative solutions that you bring to the marketplace.



Developer Works

Everything developers need to solve real problems: Architecture diagrams and one-click deployment git repos, alongside tutorials, tools, and communities for developers.