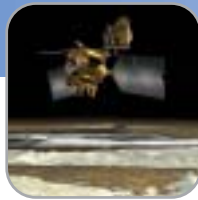


Certification *today*



Your resource for news and information about IBM Professional Certification

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*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 Certifications 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 test development, training, and upcoming certification events and conferences.

Our aim 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, helpful, 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-Kit 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.
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We can get you there.

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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

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Certification today



Map it out

Get from point A to point B in your Professional Certification journey

If IBM Professional Certification is a journey, then it stands to reason that you need a roadmap to reach your destination. Not only do you need to know where you are going, but how you're going to get there, too. There are many different career paths the IT professional may travel. Whichever direction you may choose, you want be able to support today's IT business requirements.

Businesses need integrated processes and a well designed IT infrastructure that enables them to respond with speed to customer demands, market opportunities, and external threats—to respond: "on demand".

The broad IBM product line provides many certification opportunities that help you to meet the on demand business challenges IT professionals face today. Once you determine the product or solution area you're interested in, you need to develop the skill.

To help guide you, each of the IBM brands has developed a roadmap to help you prepare for certification exams. The methods vary—study guides, classroom instruction, even boot camp. Here are some of the resources available to help you prepare:



IBM DB2 Information Management

Data management is about getting the maximum value from information assets. With DB2 information management software, the on demand business can leverage information. The certifications available span IBM DB2 Universal Database, Content Management, Business Intelligence, IBM Informix and IBM U2.

The DB2 information management certification team has created a series of certification roadmaps to help you define and map out your certification path. We offer a variety of job-related certifications for our DB2 information management software products. Our roadmaps are designed to provide a comprehensive, concise view of all the exams and roles available as well as provide you with the most efficient path to achieve the various levels of certification. To view, [click here](#).

Once you have chosen your path to certification, there are a variety of resources available to help you prepare. There are several complimentary tutorials available, assessment exams as well as exam preparation documents. To find out more, [click here](#).

Another great way to prepare for certification is to purchase our recommended books and certification guides available through the DB2 information management bookstore. The latest study guide, hot off the press, is: *DB2 UDB V8.1 Certification Exams 701 and 706 Study Guide*, by Roger E. Sanders—one of the world's leading DB2 experts and an active participant in IBM's DB2 exam-development process. In 352 pages, Sanders covers everything you need to know to master the skills that will help you prepare for Certification Exams 701 and 706. He covers every aspect of DB2 UDB v8.1 in clear, concise and well-ordered chapters that give you the information you need to maximize your effectiveness come exam time. Sanders outlines every facet of DB2 UDB v8.1 that will be featured on the exams and does so in an in-depth, professional manner. For more information, or to order your copy, [click here](#).



Lotus

Lotus software can improve organizational efficiency with collaboration and information management, and tailor interactive Web experiences for employees, suppliers and customers. There are Lotus certifications for application developer and system administrator tracks for Lotus Notes and Domino, Collaborative Solutions, and Lotus Workplace.

IBM Certified for Lotus Software—Choosing Your Path, Preparing for Exams uses easy-to-read graphics to help you select the certification title that is most appropriate for you. It also helps you determine which exams are required for that title. Exam links take you to individual exam preparation pages that list all available resources for that exam. [click here](#).

New roadmaps for Notes and Domino 6.5 have been posted to the Lotus training website. These skills roadmaps will help you match skills to training and certification. All roadmaps are interactive and allow you to link to specific course descriptions and certification information with a simple click of your mouse. We'll take you there if you [click here](#).

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Boot camp for IBM Lotus Workplace—System Administration. This four-day boot camp is comprised of both self-paced e-Learning and classroom-based instructor-led courses designed to help system administrators support the IBM Lotus Workplace infrastructure. For more information, [click here](#).



Tivoli

Tivoli systems management software helps to intelligently monitor, control, optimize and orchestrate the customer computing environment. Certifications

in this product category cover the full range of availability, business service management, provisioning and orchestration, resilience and storage management, as well as identity, access and security management solutions. The Tivoli Web site contains information about exam preparation. [Click here](#).



IBM WebSphere

WebSphere is IBM's world class software platform for on demand business, delivering a proven, secure and reliable software platform.

Providing a full range of middleware software and support offerings, WebSphere is Internet infrastructure software that helps enable companies to deploy and integrate next-generation on demand business applications from simple Web publishing to enterprise-scale transaction processing. The WebSphere brand certifications cover the extensive WebSphere product line including Application Server, Business Integration, Commerce, Portal, Studio, Transaction Servers & Tools and Web services. For information about preparing for WebSphere certification exams, visit the Web site. [Click here](#).

IBM @server and TotalStorage

IBM provides application flexibility, solution choice and innovative technology. This line of servers delivers extreme performance, outstanding scalability, reliability and security: IBM systems offer the tools you need to help transform your organization into an on demand business. The Professional Certification Program from IBM is available for iSeries, pSeries, and xSeries @servers. The IBM TotalStorage family of products provides complete and protected storage solutions based on open standards. There is a wide selection of certifications to choose from. Each program offers a sales certification track and a technical track. This group recommends a variety of education tools for training prior to taking exams. Connect to the Web site by [clicking here](#).

Point-of-sale

IBM offers a full range of point-of-sale hardware and software solutions to help retailers compete with an on demand business in the Retail environment. Certifications are offered for both sales and technical roles. To check out the educational resources offered for Retail [click here](#).

No matter where you begin your certification journey, you aren't traveling alone. IBM brands provide the tools and resources you need to help you reach your destination.

Get test-ready with training from IBM

IBM IT Education Services can help you prepare for certification exams. We conduct certification training in dozens of product areas, using traditional classroom and flexible e-learning offerings.

Here's how it works:

- Classes are taught by training experts who are also subject matter experts in the areas they teach.
- Course developers work closely with product development, ensuring that classes contain current information and key tips and techniques.
- Blended learning options mean you can purchase training in the format that makes the most sense for your schedule and individual learning style.
- Hands-on teaching style can boost learning speed and depth of understanding.
- Certification prep is available for IBM—and many hardware and software products from other vendors—including Cisco, Microsoft, Siebel and others. (For example: the Cisco hands-on experience.)
- IBM also offers certification prep for the Project Management Professional (PMP) certification and PMP certification maintenance.

Visit the IBM IT Education Services Web site by [clicking here](#).

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Certification Success Solutions II

Certifications are important to Solutions II, because they help differentiate us from our competition, they ensure quality work for our customer, and ultimately it increases customer satisfaction.

Our business environment today demands that we have expertise in our core competencies. Having certifications allows us to present that to the customer successfully, and prepares us for success in the future. It's important for them to have the confidence that we can deliver and implement the solutions that we have proposed.

We believe there's a direct correlation to customer satisfaction and the number of IBM certifications that we hold. An increase in customer satisfaction means an increase in the Bottom Line for Solutions II.

In 2003, we grew our technical certifications in excess of 20 percent. That was the single highest increase in any one year period for Solutions II. We also saw, as a result of that, the highest Customer Sat rating we have ever had—at 95 percent. I think there's a success story right there.

Todd Bowling
President and CEO

Tivoli Announces 3 New Certifications



IBM Tivoli Software just announced the 2004 Advanced Deployment Professional level certifications that recognize expertise in an entire solutions area of IBM Tivoli Software. The three new certifications are:

- IBM Certified Advanced Deployment Professional—*Tivoli Enterprise Management Solutions 2004*
- IBM Certified Advanced Deployment Professional—*Tivoli Storage Management Solutions 2004*
- IBM Certified Advanced Deployment Professional—*Tivoli Security Management Solutions 2004*

The certification role designations are for those deployment professionals who want to distinguish themselves as having breadth and depth expertise in an entire domain of IBM Tivoli Software solutions. This includes objectively demonstrating industry as well as product-specific skills and knowledge.

If you possess any of the IBM Certified Advanced Deployment Professional 2003 certifications, don't worry—your certification will not expire. For detailed information about the three new certifications, [click here](#).

Get WebSphere Certified!

The Professional Certification Program from IBM offers a variety of certifications for the WebSphere software products. The certifications are organized around job roles at varying levels of skill difficulty—entry, intermediate, and advanced.

By taking the WebSphere certification tests, you can demonstrate your capability to perform role-related activities at a specified level of competence. Then, once certified, include the "IBM Certified for WebSphere e-business" mark on your business card.

After showing positive growth in 2003, with 19 certification tests developed and deployed worldwide, the WebSphere certification program continues to

grow in 2004. Two new WebSphere Portal certification tests are now available. Many more new tests will become available in the second half of 2004.

WebSphere tests will be offered at several upcoming conferences. The tests will be available free of charge or at a discounted rate. Take advantage of these certification testing opportunities, including the *Web Services at Sea Conference*—cruising the Caribbean. See the complete conference list in the *Events Calendar* of this *Certification Today*.

Also, be sure to look often for new posting on the IBM WebSphere Certification News site. All WebSphere certification announcements and conference testing details are provided on this site. To check out the WebSphere certification news: [Click here](#).

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Tell us about your certification success story. Your anecdote may be the featured success story in a future issue of *Certification Today!* Let us know how IBM Professional Certification has helped your business and/or your career. Email us at: cert2day@us.ibm.com

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Psychometricians Stand Behind IBM's Professional Certification Program

Unique consultant group specializes in human performance measurement

by Vicki L. Flaherty, Ph.D.

What do you get when you combine the fields of psychology and performance measurement? A unique specialty populated by psychometricians—professionals who are expert in both fields. In general, their objective is to help organizations get more from their people. Given the current emphasis on human capital as a key corporate asset, many companies are interested in a broad spectrum of solutions that address employee performance.

An IBM internal consulting team of psychometricians assists certification program managers in developing tests. A core competency for performance measurement consultants is expertise in developing measurement tools such as certifications, surveys, competency management systems, and other forms of skills assessment.

These consultants address the multitude of causes that contribute to gaps in human performance—gaps that can dramatically impact an organization's ability to achieve business results. The process involves consideration of a business' vision, mission, goals, and other strategic considerations to ensure that recommended solutions drive business results. They assist organizations with overall workforce management. The IBM team provides end-to-end capabilities that include identifying, designing, implementing, evaluating and refining appropriate human resource programs. Often the approach involves conducting interviews and facilitating focus groups or other workshops with strategic content or subject matter experts.

The demand for methods that validate employee and Business Partner capabilities has grown dramatically.

Because any assessment that is used to make decisions about employees must be valid and fair, the IBM psychometricians have defined a test development process which follows professionally accepted measurement practices. They created a set of test development guidelines for IBM that is based on the following standards: Standards for Educational and Psychological Testing created by the American Educational Research Association, the American Psychological Association, and the National Council on Measurement in Education.

- Principles for the Validation and Use of Personnel Selection Procedures developed by the Society for Industrial and Organizational Psychology.
- Uniform Guidelines on Employee Selection Procedures, Federal Register.

The test development process is also reliant on subject matter experts (SME). They are critical to designing a job-related test. They contribute to development of relevant test objectives, they write and validate test questions, they conduct a technical review of the final test forms, and they make recommendations regarding the required passing score for tests.

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Performance Improvement and Measurement Consultants:

- Identify the sources of performance gaps.
- Design jobs that are aligned with business processes.
- Create reward systems that are consistent with business strategy and goals.
- Integrate learning and knowledge management systems into the workplace.
- Develop measurement tools such as surveys, competency management systems, certifications and other forms of skill assessment.
- Assist with change management and communications to drive culture change.
- Evaluate program effectiveness (e.g., return on investment studies).

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Your Professional Certification Team

Laura Adams

Program Manager, IBM Professional Certification

Scott Bergquist

Program Manager, IGS BP Certification

Barbara Bowen

Program Manager, Lotus Certification

Ben Briggs

Program Manager, Tivoli Certification

Chuck Cooper

Program Director, IBM Professional Certification

Vinita Cordeiro

Program Manager,
WebSphere Business Integration Certification

Dawn Douglas

Certification Database Administrator

Andre Gilyard

Program Manager, IBM Professional Certification

Becky Gonzalez

Program Manager, IBM Professional Certification

Darin Hartman

Program Manager, pSeries Certification

Don Heller

Program Manager, iSeries Certification

Alan Hutchinson

Program Manager, Retail Certification

Sandra Jolla

Program Manager, e-business Certification

Ruth Lipscomb

Manager, PW Training and Certification Programs

Pam McCall

Certification Fulfillment Coordinator

Melissa Montoya

Program Manager, DB2 Certification

Kathy Powers

Program Manager, xSeries Certification

Christine Sikorski

Program Manager, Rational Certification

Celeste Tesoro

Program Manager, TotalStorage Certification

Helene Untch

Program Manager, WebSphere Certification

Tony White

Program Manager, Grid Computing Certification

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IBM performance measurement consultants work with the SMEs and the certification program managers to help ensure that certifications developed for each brand are valid, fair, and are aligned with specified business goals, which might include increasing revenue, improving customer satisfaction, advancing mindshare in the marketplace, etc. To this end, all IBM professional certifications are developed according to this rigorous process:

- Business case development and planning
- Role delineation, job analysis
- Test design specifications/"blueprinting"
- Question writing
- Question review and validation
- Test form assembly
- Technical review
- Standard setting (cut score development)
- Testing and data analysis
- Monitoring and maintenance

The next time you earn an IBM Professional Certification, think about the team of psychometricians behind the scenes who help ensure the exams provide an accurate assessment of skills and capabilities.

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Two types of IBM assessments are:

- Certification—Validates an individual's breadth of skills, knowledge and experience required to perform a defined job role, through one or more high-stakes tests in a formal proctored environment.
- Mastery Test—A low-stakes (non-proctored) test used to evaluate a limited set of defined skills. Measures the individual's mastery of a body of knowledge.

Look for more detailed information in future editions of *Certification Today* to learn more about the types of assessments and steps in the development process.

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Certification Calendar

June 7-9, 2004
WebSphere Advisor Live
Las Vegas

For the complete announcement, refer to the WebSphere Certification News.

June 13-18, 2004
Transaction and Messaging
Technical Conference
Las Vegas, NV

WebSphere certification tests will be offered free of charge to registered attendees of the 2004 Transaction and Messaging Technical Conference. Each test is valued at \$75 to \$175 (USD). Attendees are welcome to register for and take—on a first-come, first-serve basis—one or more of the WebSphere certification tests. For more information, [click here](#).

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Advance Your Career with @server and TotalStorage Certification Programs

Let IBM's vast portfolio enhance yours

If your career path takes you into the server and storage arenas, you will find that the comprehensive portfolio of IBM @server and TotalStorage certifications provides a great opportunity for you to advance. You can focus on any of the IBM product line for servers and storage devices—or go for them all.

IBM TotalStorage

The IBM TotalStorage™ family of products is designed to deliver quality and performance, while leading the industry in open storage networking. IBM TotalStorage provides solutions that are based on open standards, and are interoperable in today's on demand business environment. There are TotalStorage solution certifications for Open Systems, High-End Disk, High-End Tape, Networking Virtualization, as well as Storage Sales Roles. The certified professional can effectively leverage these IBM TotalStorage solutions.

xSeries

Becoming an on demand business means finding new ways to grow, adapt, and respond in a dynamic business environment while managing costs. IBM @server xSeries systems provide outstanding availability and system management for a responsive IT environment that can grow with the business. Those who are certified can capitalize on xSeries flexibility. Some of the xSeries certifications encompass xSeries skill as well as the industry NOS software that runs on the platform. These certifications include Systems Experts in xSeries Linux and xSeries Windows. In addition to other technical certifications, the xSeries also certifies the sales role.

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Sales Track

CS – Storage Sales
test 383

Technical Track

CS – High-End Disk Solutions
test 381

CS – Open Systems Storage Solutions
test 382

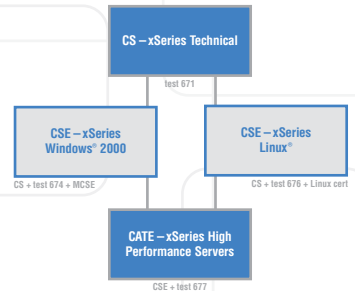
CS – High-End Tape Solutions
test 380

CS – TotalStorage Networking and Virtualization Architecture
test 384

Sales Track

CS – xSeries Sales
test 670

Technical Track



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June 14-18, 2004
 IBM @server iSeries
 Technical Conference
 New Orleans, LA

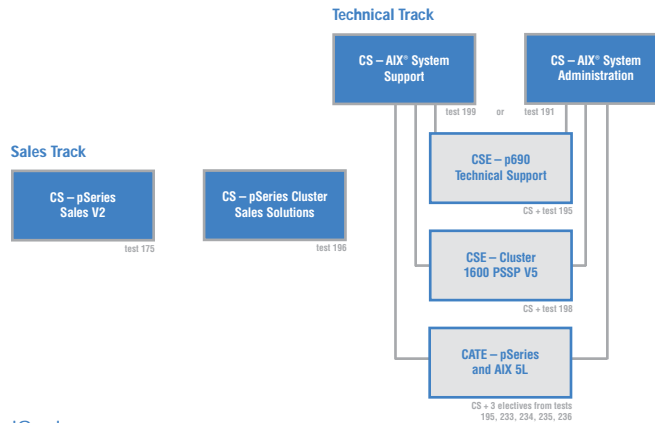
IBM's top technical education event for iSeries managers, technical experts and programmers. Certification testing is offered. For more information, [click here](#).

IBM IT Education Services delivers more than 30 technical conferences worldwide each year. Certification testing is frequently offered at these conferences. For a complete list and detailed information, [click here](#).

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pSeries

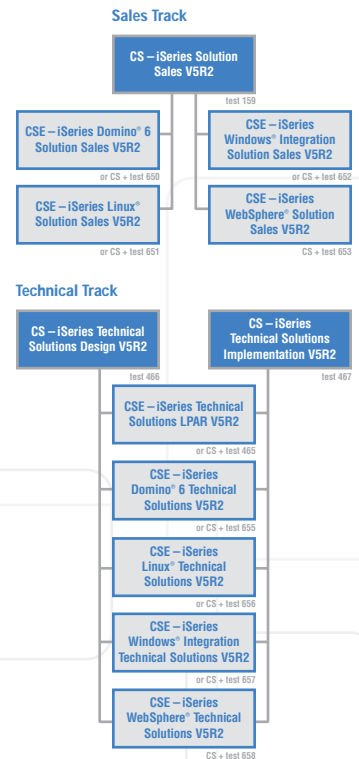
World-class UNIX and Linux implementations from IBM pSeries are the result of leading-edge IBM technologies including POWER4+ processors and autonomic computing features. Through high-performance and flexibility between AIX 5L and Linux operating environments, pSeries servers deliver reliable, cost-effective solutions. The pSeries certified professional can deliver high-powered solutions with this product. The pSeries certifications, which range from entry level to advanced, include System Administration, System Support, Solution Sales, and more.



iSeries

The IBM @server iSeries servers are also based on open standards. The iSeries servers are highly integrated, highly reliable, and run multiple operating systems and applications simultaneously. Its capacity on demand and workload management capabilities adjust to ever-changing business needs—just like you'll be able to do with an iSeries certification. There are a variety of iSeries certifications covering both the iSeries platform and a range of solutions supported by the server.

Each certification is developed to address the skills of a defined job role. The job role, plus the specific requirements to earn each certification, can be found in the certification role description on the Web site, [click here](#). Requirements may include required or recommended classroom attendance, passing prerequisite exams, or proof of other industry certifications. Recommended education is available to provide training prior to testing at The Campus for @server and TotalStorage Education Web site, [click here](#).



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