



IBM Professional Certification

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

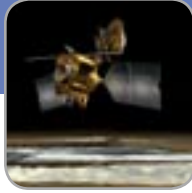
question. The client was surprised I knew the answer (it was a development question) until I told him I was a Certified Lotus Professional in Development. Having that technical certification bought me more credibility with the client.

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

We need to stay "in the know" on products and technologies so that we can be the best we can be to our customers who insist upon excellence and quality. Certifications and the training that leads up to them are a good methodology for ensuring this. [IBM Professional Certification] is not only a requirement of being a Premier IBM Partner but it's a necessity as IBM technologies represent best of breed.

—Darren T. Waldrep, Vice President of Business Development and Manager of Strategic Alliances, Datatrend Technologies, Inc (Minnetonka, Minnesota)

We can get you there.
ibm.com/certify



“[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 required by my job role because I enjoy what I do and enjoy the feeling of self accomplishment whenever I achieve my personal goals.

—Paulo Neto, Software Support Services, IBM (Portugal)

Chouinard & 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 CRO/400 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 60 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, Chouinard & Myhre, Inc. (Cotati, California)

We can get you there.
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