



Critical

Building a portfolio of skills for today's growing global marketplace.

Individuals and businesses that don't keep ahead of the curve get left behind.

Mission

Demonstrate your expertise to the world.

Create your own space.

Expand your boundaries.

Blaze new trails.

Mission-critical knowledge

You know where you're going.

Your skills and proficiency will take you there.

Professional Certification Program from IBM

Certification lays the groundwork for your personal journey to becoming a world-class resource to your customers, colleagues, and company.

Your potential is out of this world.

We can get you there

The IBM Professional Certification Program is a business solution for skilled IT professionals. With each certification you earn, you can:

- Validate your skills.
- Demonstrate your expertise and proficiency in the latest IBM technology and solutions.
- Demonstrate that you're capable of performing role-related activities at a specified level of competence.
- Add value to your company.
- Engage with your certified peers in the private collaboration center for IBM Certified Professionals.

We can get you there.
ibm.com/certify



Sometimes, it really is about you

IBM Professional Certifications are associated with you. In addition, your company benefits and so do your customers. Your certification adds value to the entire enterprise.

The target audience for IBM Professional Certification includes:

- Employees of IBM Business Partner firms
- IBM customers
- Independent consultants who sell, support, and/or service IBM products
- Employees of IBM

The countdown begins

IBM Professional Certification isn't easy. What would be the point in that? But it's not rocket science either. It's a rigorous process that differentiates you from everyone else.

We've provided an electronic package to help you learn more about IBM Professional Certification and how it will benefit you.

You're ready for lift off!

We can get you there.
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Stay ahead of the curve

Today's marketplace is both crowded and complex. Individuals and businesses that don't stay ahead of the curve risk being left behind. To develop a solid, competitive advantage—and to remain ahead of that curve—technology specialists are turning to Professional Certification from IBM.

Our extensive portfolio of integrated certifications includes servers, software, application and solution skills. The certification process is designed to prepare you and your company to meet e-business initiatives with real solutions.

The only name that counts

IBM means excellence. It stands to reason that our certification requirements are tough, but it's not rocket science. It's a rigorous process that is designed to differentiate you from everyone else. By keeping our standards high, we've created a distinction universally respected by customers, businesses and coworkers across most industries.

The IBM Professional Certification Program is a true measure of your expertise. Courseware and real-world experience are designed to prepare you for the rigorous exams that are required to earn this prestigious distinction.

The right stuff

Companies with employees certified by IBM report impressive results. Certification can win business in competitive situations. Knowledgeable sales staff employees have the potential to close more sales more quickly. Perhaps that's because customers prefer doing business with IBM-certified consultants rather than those without the stamp of certification.

Although corporate profits may rise with certified staff, many companies state that improved customer satisfaction alone justifies a positive return on investment for certification costs.

Certified professionals often make better employees. They tend to exhibit higher productivity, reduced learning curves, increased technical competencies, make fewer errors, and enjoy more job satisfaction.

For IT specialists and companies forging ahead into the wide-open realm of e-business, IBM Professional Certification really is the right stuff. It helps build a portfolio of skills for today's growing global marketplace.

You're ready for lift off!

We can get you there.
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Professional Certification and e-business on demand

The on demand journey can be tough. It requires know-how to compete in an on demand world.

Companies need to have a well designed IT infrastructure in order to claim the productivity benefits, cost savings and competitive advantage that on demand business brings.

As an IBM Certified Professional, you can provide your on demand customers with real solutions. The broad range of product and e-business solution certifications are designed to enable you to develop the e-business strategy and deliver comprehensive solutions to address the on demand business need.

- Leverage information on demand with IBM DB2 Information Management
- Optimize operations and reduce business risks with IBM WebSphere
- Improve organizational efficiency and collaboration with Lotus software
- Manage the on demand computing environment with Tivoli software.

- Take your customer to the next stage in the Internet revolution with Grid Computing.
- Provide complete & protected IBM TotalStorage solutions based on open standards
- Select the best IBM @server that will meet the immediate needs of today, and also take your customer boldly into the future.





1. What is the purpose of the IBM Professional Certification program?

The program offers a business solution for skilled IT professionals who seek to demonstrate their expertise to the world. It's designed to validate your skills and demonstrate your proficiency in the latest IBM technology and solutions. It helps to make certain that you have the capability to perform role-related tasks and activities at a specified level of competence. The program is beneficial for individuals who wish to validate their skills, as well as for companies that wish to ensure certain performance levels of their employees.

2. Who is the target audience for IBM certification?

IBM Professional Certifications are associated with an individual—not a company or organization. The target audience for certification includes employees of Business Partner firms, customers, IBM employees, and independent consultants who sell, support or service IBM products.

3. Where can I find general information regarding certification requirements or test information?

A description of each certification and its requirements is provided by both product and role on [ibm.com/certify](https://www.ibm.com/certify). Information about each individual test is also available and listed by test number can be found there as well.

4. How are the tests developed?

The process for developing IBM certification exams ensures that the most important role-related knowledge and skills are tested. Professionals who specialize in test development and measurement facilitate the exams. Subject matter experts experienced in the role are involved throughout the process. The steps of test development include:

- Defining the role to be certified
- Identifying the specific content to be covered
- Developing test questions that map to important job tasks and activities associated with the role
- Assembling examination forms that cover the defined role
- Setting passing scores that ensure the proper level of performance

5. What is the price to take a certification test?

Prices vary depending on the exam. The testing center can provide you with the current price.

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6. How do I become an IBM Certified Professional?

Follow this checklist. It guides you through the certification process:

- Select the certification you would like to pursue.
- Determine which tests are required by reading the certification role description.
- Prepare for the test.
- Register to take a test by contacting one of our worldwide testing vendors (see item #8).
- Take the test.
- Repeat steps 3 through 5 until all required tests are successfully completed for the desired certification role.
- If additional requirements are needed, such as an “other vendor” certification or exam, follow the instructions on the certification description page to submit these requirements to IBM.

7. How do I update/change my demographic information (e.g., address, phone number, etc.)?

View the Update Profile page on the ibm.com/certify Web site.

8. How do I determine the location of test centers and the registration process?

For information on test centers and registration, please visit the Web site for each test vendor where IBM tests are offered:

- Thomson Prometric—www.2test.com
- Pearson Virtual University Enterprises (VUE)—www.vue.com

9. How often may I take a test?

If a certification exam is not completed successfully on the first attempt, there is no wait requirement before taking the test a second time. However, on subsequent attempts, you will not be permitted to take the same test more than twice within a 30-day period.

Upon successful completion of the exam, you may not take the test again unless there has been an announced update to the exam.

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10. How many questions are on the test?

The number of questions varies depending on the test. Check out the test information page at ibm.com/certify for the number of questions and duration of each exam.

11. Is there a Website where my “personal” information can be viewed?

A candidate’s certification and demographic data are confidential. There is no public site for such a listing. Please contact the Professional Certification Customer Support Helpdesk at certify@us.ibm.com should you require further assistance.

12. How do I determine the recommended courses, and how to prepare for an exam?

To assist you in test preparation, each test’s objectives, sample or assessment tests, and recommended educational resources are provided on the test information page at ibm.com/certify.

13. How quickly should I expect to receive my certificate?

Please allow 4 to 5 business days to receive your certificate by e-mail. Postal delivery may take 2 to 6 weeks, depending on your location.

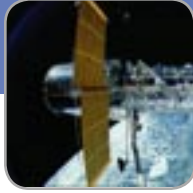
14. What should I do to receive my certificate?

Upon completion of the certification requirements, you will be sent an e-mail note regarding the IBM Certification Agreement. Upon acceptance of the terms, your certificate will be e-mailed to you as a PDF. If you don’t have an e-mail address on file, the agreement and certificate will be sent via postal mail.

15. How do I receive the “IBM Certified” mark (logo) in electronic form?

An electronic form of the IBM Certified mark is included in the e-mail containing your certificate. If you aren’t able to receive a certificate via e-mail, and you still lack the electronic format of your IBM Certified mark, you can request it from the IBM Professional Certification Support Helpdesk at certify@us.ibm.com. Please provide your candidate testing ID to aid us in correctly identifying you in our system.

We can get you there.
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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.
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“[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.
ibm.com/certify



You're not out there alone

We realize you may still have some questions about IBM Professional Certification, need help with the process, or assistance with test preparation. You may be blazing new trails and creating your own space, but you don't have to go it alone. Check out these links:

The official Web site of IBM Professional Certification:
www.ibm.com/certify

To register for a certification test, or to locate the test center nearest to you, contact one of the following:

Thomson Prometric
www.2test.com

Pearson VUE
www.vue.com

To find IBM Education & Training offerings:
<http://www.ibm.com/services/learning>

IBM PartnerWorld University
online education and Training:
www.ibmweblectureservices.ihost.com/pwu

Additional information about Training and Certification
for IBM Business Partners:
http://www.ibm.com/partnerworld/pwhome.nsf/weblook/tac_index.html

Tutorials, courses and roadmaps (library includes over 300 free tutorials):
<http://www.ibm.com/developerworks/training>

Courses for IBM software offered by approved Business Partners:
www.ibm.com/software/partners/educationcenters/schedule.html

Courses offered by Business Partner Executive Institute:
www.ibm.com/ibm/palisades/bpei

IBM Redbooks can help prepare for certification:
www.ibm.com/redbooks

Stay current by visiting the IBM publication center:
www.elink.ibm.com/public/applications/publications/cgibin/pbi.cgi

To learn more about conferences offered by IBM IT Education (Certification testing is often offered at these conferences):
www.ibm.com/services/conf

Information and offerings for IBM Business Partners:
www.ibm.com/partnerworld

Interested in becoming an IBM Certified Instructor:
www.ibm.com/software/partners/educationcenters/instructor.html

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