2013 IBM Industry Solutions Business Partner Enablement Workshops

IBM INDUSTRY SOLUTIONS HAS SCHEDULED THE FOLLOWING ENABLEMENT WORKSHOPS AT IBM TEC FACILITIES FOR THE BUSINESS PARTNER COMMUNITY. IBM OFFERS THESE WORKSHOPS AT NO CHARGE TO OUR BUSINESS PARTNERS. PLEASE SEE THE WORKSHOP DESCRIPTION LISTING THE CERTIFICATION EXAM(S) THE ATTENDEE CAN TAKE DURING THE WORKSHOP FOR NO CHARGE. REGISTRATION IN ADVANCE IS REQUIRED TO ATTEND. REGISTER EARLY AS SEATING IS LIMITED.

TO REGISTER FOR ANY WORKSHOP – PLEASE SEND EMAIL TO lsomogyi@us.ibm.com. INDICATE WORKSHOP LOCATION/TITLE AND DATE ALONG WITH NAME, TITLE, EMAIL, AND PHONE FOR EACH ATTENDEE.

NOTE: Many of these workshops offer a self-registration link. If your company would like to send multiple attendees or attend multiple workshops, please request the 2013 IBM Enablement Workshop Self Registration document.

EMM - Tealeaf/Coremetrics

SF BAY AREA: EMM Digital Marketing Optimization Sales Mastery (Tealeaf, Coremetrics, Marketing Center)
March 7, Foster City, CA
Introductory Tealeaf, Coremetrics & Marketing Center Training for sellers. Attendees will be expected to take the following EMM Sales Mastery exam onsite: the New EMM Digital Marketing Optimization Sales Mastery #M663

NEW YORK CITY: EMM Digital Marketing Optimization Sales Mastery (Tealeaf, Coremetrics, Marketing Center)
April 18, New York, NY - registration coming
Introductory Tealeaf, Coremetrics & Marketing Center Training for sellers. Attendees will be expected to take the following EMM Sales Mastery exam onsite: the New EMM Digital Marketing Optimization Sales Mastery #M663

B2B/MFT

DALLAS: IBM B2B Integrator - Technical Pre-Sales Proof of Technology Workshop
March 7th - Dallas, Texas
Technical Overview plus a hands on series of lab exercises for IBM B2B Integrator will enable you to work with the products directly and gain in-depth knowledge of the suite's capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the B2B Integrator Technical Sales Mastery Exam.

DALLAS: IBM Managed File Transfer - Technical Pre-Sales Proof of Technology Workshop
March 8th - Dallas, Texas
Technical Overview plus a hands on series of lab exercises for IBM Managed File Transfer (including IBM Sterling File Gateway, Sterling Secure Proxy, and Sterling Control Center) will enable you to work with the products directly and gain in-depth knowledge of the suite's capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the MFT Technical Sales Mastery Exam.

NEW YORK: IBM B2B Integrator - Technical Pre-Sales Proof of Technology Workshop
May 9th - New York, NY

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Technical Overview plus a hands on series of lab exercises for IBM B2B Integrator will enable you to work with the products directly and gain in-depth knowledge of the suite's capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the B2B Integrator Technical Sales Mastery Exam.

NEW YORK: IBM Managed File Transfer - Technical Pre-Sales Proof of Technology Workshop
May 10th - New York, NY
Technical Overview plus a hands on series of lab exercises for IBM Managed File Transfer (including IBM Sterling File Gateway, Sterling Secure Proxy, and Sterling Control Center) will enable you to work with the products directly and gain in-depth knowledge of the suite's capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the MFT Technical Sales Mastery Exam.

WSC/OM/CPQ

DALLAS: IBM WebSphere Commerce - Advanced Technical Pre-Sales Proof of Technology Workshop
March 14th - Dallas, TX
Discuss the architecture, programming model, store models, LOB tools and feature packs in this Advanced training for experienced WebSphere Commerce consultants. This training offers hands on series lab exercises for those with previous experience with WSC. Labs include optional FEP4 images. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the WebSphere Commerce Technical Sales Mastery Exam.

DALLAS: IBM Order Management and Configure Price Quote - Technical Pre-Sales Proof of Technology Workshop
March 15th - Dallas, TX
Technical Overview plus a hands on series lab exercises for IBM Order Management and Configure, Price, Quote will enable you to work with the products directly and gain in-depth knowledge of the suite's capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the Order Management Technical Sales Mastery Exam.

SAN FRANCISCO: IBM WebSphere Commerce - Advanced Technical Pre-Sales Proof of Technology Workshop
May 2nd - San Francisco, CA
Discuss the architecture, programming model, store models, LOB tools and feature packs in this Advanced training for experienced WebSphere Commerce consultants. This training offers hands on series lab exercises for those with previous experience with WSC. Labs include optional FEP4 images. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the WebSphere Commerce Technical Sales Mastery Exam.

SAN FRANCISCO: IBM Order Management and Configure Price Quote - Technical Pre-Sales Proof of Technology Workshop
May 3rd - San Francisco, CA
Technical Overview plus a hands on series lab exercises for IBM Order Management and Configure, Price, Quote will enable you to work with the products directly and gain in-depth knowledge of the suite's

capabilities and constructs. By attending this training you will now have the ability to access demo assets through Top Cloud. IBM's virtual demo training environment for B2B/Commerce. This training serves as a pre-requisite to Top Cloud access. Attendees will also have the opportunity to take the Order Management Technical Sales Mastery Exam.

ECM

BOSTON: IBM Datacap Taskmaster Capture V8.1 Quick Start Workshop for Business Partners
March 26 - 28 – Boston, MA
In this workshop you will learn about the features of Datacap Taskmaster Capture including scan, recognize, verify and export. You will have the opportunity to perform hands-on lab exercises exploring Taskmaster, Taskmaster Web, FastDoc and Taskmaster Flex using capture workflows and using Datacap Studio for image processing, and rules administration. At the end of the workshop, attendees will have the opportunity to take two (2) certification exams (M92 & M93).

MCLEAN: IBM Content Analytics with Enterprise Search 3.0 Administration Workshop for Business Partners
April 30 - May 3 – McLean, VA
In this workshop, you will learn features and functions of the IBM Content Analytics with Enterprise Search (ICAwES). You will have hands-on labs to install and configure ICAwES, use ICAwES 3.0 to discover information in structured and unstructured content, and integrate documents processed by Content Analytics with IBM Content Classification. At the end of the workshop, attendees will have opportunity to take two (2) certification exams (M90 & M91).

SAVE THE DATE EVENTS / ENABLEMENT WORKSHOPS
Please email lsomogyi@us.ibm.com for additional information or to register.

Emptoris / Rivermine Overview for IBM Business Partners
March 20 - McLean, VA

i2 Portfolio Overview for Business Partners
April 3 - McLean, VA

B2B Integrator Sales Mastery Training
April 9 - McLean, VA

WebSphere Commerce, Order Management, CPQ and Warehouse Management Sales Mastery Training
April 10 - McLean, VA

B2B Integrator Technical Pre-Sales Proof of Technology Labs/Workshop
June 6 - McLean, VA

Managed File Transfer Technical Pre-Sales Proof of Technology Labs/Workshop
June 7 - McLean, VA

WebSphere Commerce Technical Pre-Sales Proof of Technology Labs/Workshop
June 20 - McLean, VA

Order Management & CPQ Technical Pre-Sales Proof of Technology Labs/Workshop
June 21 - McLean, VA

Interested in additional Industry Solutions Enablement that is not listed already? Please email me and we will see what resources are available to schedule a Business Partner Workshop.

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