

## IBM Virtual Innovation Center

*Get easy access to technical development, sales support and marketing benefits from IBM*



*'Where else would you find all of this at your fingertips? With such a wealth of information and support, all at no cost, why would you NOT use it?'*

—Tel K. Ganesan, CEO, Vision Tech Solutions

The IBM Virtual Innovation Center™ Web site makes it easier for IBM Business Partners to build their skills and expertise and to complete technical projects with IBM. It combines online access to our complete portfolio of technical and sales enablement support with:

- Interactive learning and development assistance.
- Personalised user experience.
- Live, end-to-end guidance from IBM experts.
- Resources from IBM PartnerWorld® Industry Networks to help you get to market quickly and win business.

Use the IBM Virtual Innovation Center to connect with the *right* resource at the *right* level at the *right* time.

### **Build technical and sales skills with a powerful, interactive learning model**

Online education, available 24x7 and at no charge through the Virtual Innovation Center site, offers you the

flexibility to focus on your specific needs. It features a powerful, interactive model to help keep your learning on track.

In the Virtual Innovation Center, you'll find:

- Defined skills paths, including courses and recommended goals.
- Search and navigation capabilities for easy access to specific content.
- Interactive games and reinforcement to keep you engaged.
- Skill level and competency assessments to track progress.
- Simulations and case studies for real-world training.
- Job aids to support effective hands-on learning.

With over 650 self-paced courses covering more than 60 IBM middleware and hardware products, services and solutions, you can find the courses that fit your needs.



## Leverage live, expert assistance for technical projects at any stage

To help you complete technical projects, IBM experts offer various levels of mentoring. From project start to finish—and through each project phase: define, design, build, test and go to market—we'll guide you to the right resources.

For prescriptive guidance, sign in to the Virtual Innovation Center and fill out a project profile. From here, you will be connected to a dedicated project resource manager who will customise an enablement path for you and guide you along the way. Or simply select the product you're interested in to find the latest IBM resources; view online courses; and port, migrate and test your solution. Use e-mail or live chat for guidance along the way. For in-depth assistance with complex projects and collaborative skills training, the Virtual Innovation Center site can connect you with IT architects, product experts and the physical IBM Innovation Centres located worldwide.

Deep support includes classroom-based and virtual learning labs; architect and design consulting across industries; cross-platform test environments; remote and onsite porting, testing and migration services in secure porting labs; proofs of concept; scalability, integration and implementation assistance; and more.

## Get personalised help from the start

### Site introductions

Business Partners new to the IBM Virtual Innovation Center are given an introduction to the site and to the comprehensive enablement portfolio from IBM.

### Virtual mentoring

All IBM Business Partners have access to virtual mentoring via live chat and e-mail 24 hours a day, 5 days a week. Access these resources for technical support and fast answers to questions.

### Go to market

Marketing resource managers are available to help you go to market quickly, easily and more cost-effectively than ever before. With PartnerWorld Industry Networks, you have access to a wealth of sales and marketing resources to help grow your bottom line and win more business.

### For more information

For access to IBM sales support and technical enablement from the IBM Virtual Innovation Center site, visit:

[ibm.com/partnerworld/vic](http://ibm.com/partnerworld/vic)

To explore the IBM PartnerWorld Industry Networks and to apply for Advanced level membership, visit:

[ibm.com/partnerworld/industrynetworks](http://ibm.com/partnerworld/industrynetworks)

## Reach higher with a team you trust



© Copyright IBM Corporation 2007

IBM Corporation  
11400 Burnet Road  
Austin, TX 78758  
U.S.A.

Produced in the United States of America  
06-07  
All Rights Reserved

IBM, the IBM logo, IBM Virtual Innovation Center and PartnerWorld are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, products and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.