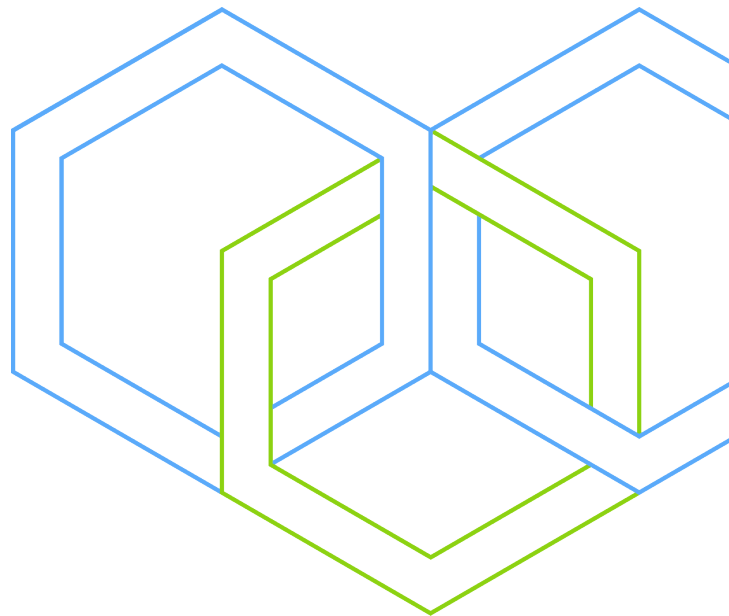


# IBM Cloud Marketplace Reseller

Apply for IBM Cloud Marketplace Reseller



The objective of this guide is to provide step by step instructions when applying for the IBM Cloud Marketplace Reseller relationship.

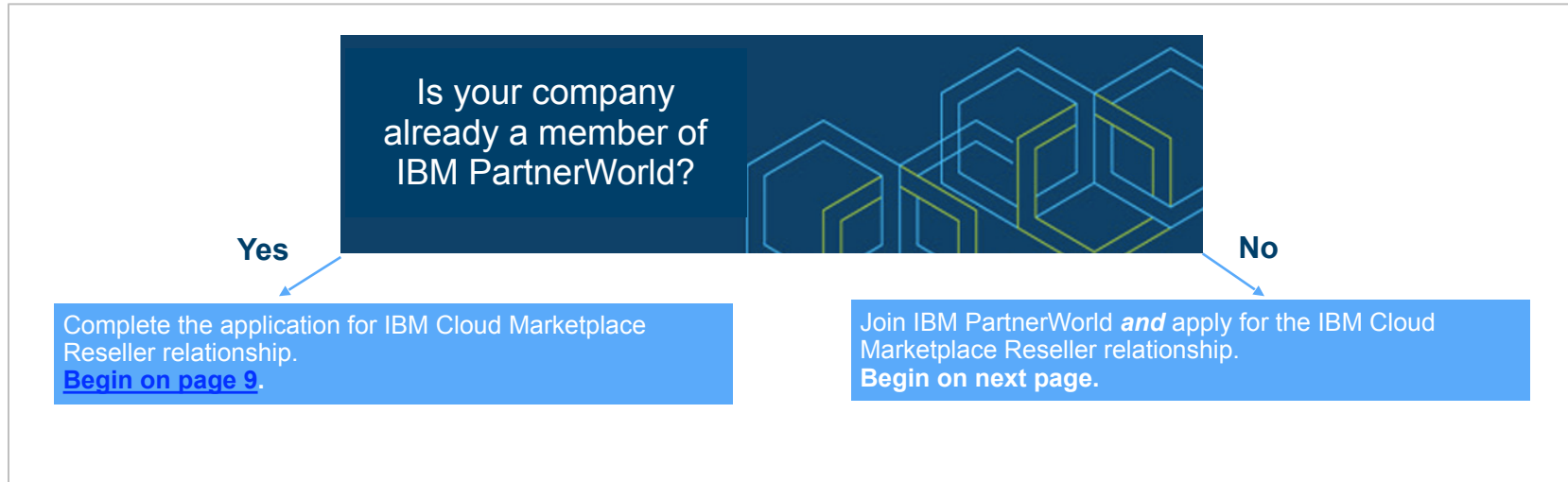
### Need help ?

If at any time you encounter a problem with completing any steps in the process, you can get help by contacting PartnerWorld Contact Services (PWCS). PWCS information for your country of residence, including the PWCS email address and phone number, can be found at the following URL:

[www.ibm.com/partnerworld/wps/servlet/ContentHandler/contact-partnerworld](http://www.ibm.com/partnerworld/wps/servlet/ContentHandler/contact-partnerworld).

Also, there is a link on each screen of the application form for 'Contact us'.

## Get started



## Join IBM PartnerWorld

Joining IBM PartnerWorld is a 2-step process

1

Sign up for an IBM ID \*

\* IBM ID can be used on any ibm.com websites including PartnerWorld

If you already have an IBM ID move to step 2. Register your company

[Sign up for an IBM ID.](#) (see pages 4-5 of this guide for related screens)

2

Register your company

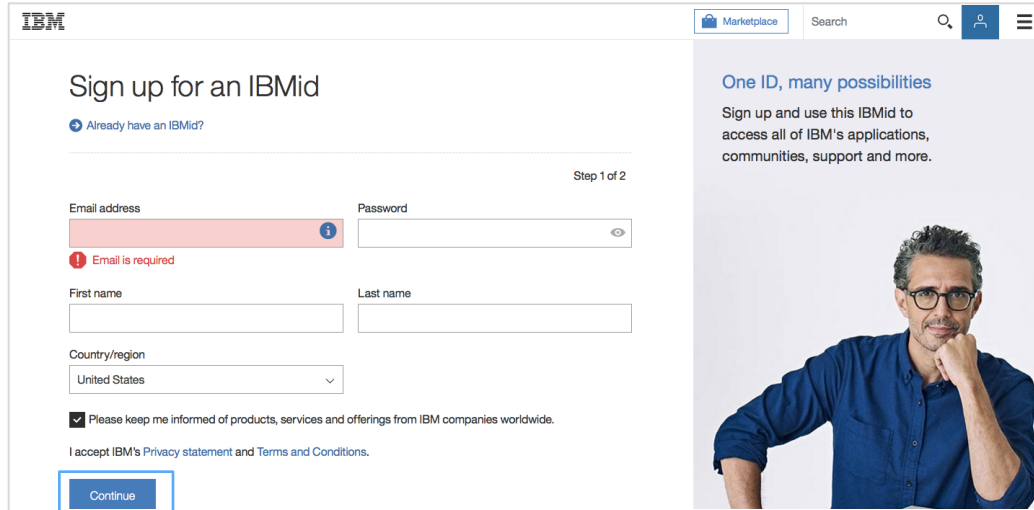
If your company is already registered you will only need to associate yourself. [Contact PartnerWorld](#) if you need assistance. If you are not sure your company is already registered [Contact PartnerWorld](#) to confirm.

Applications must be completed by an individual authorized to sign agreements on behalf of the legal company. The individual registering the company will also register themselves as the Primary Relationship Contact (PRC) during this step. The PRC is responsible for assigning Authorized Profile Administrators (APAs).

To register your company, click this link → [Company Registration.](#) If needed, sign in with your IBM ID and password. See pages 6-8 of this guide for related screens.

Once you receive email with formal admission into the PartnerWorld program, you will be able to update or change data in your company's profile.

## Sign up for an IBM ID



IBM Marketplace Search

## Sign up for an IBMID

➔ Already have an IBMID?

Step 1 of 2

Email address  Password

❗ Email is required

First name  Last name

Country/region  
United States


☒ Please keep me informed of products, services and offerings from IBM companies worldwide.

I accept IBM's [Privacy statement](#) and [Terms and Conditions](#).

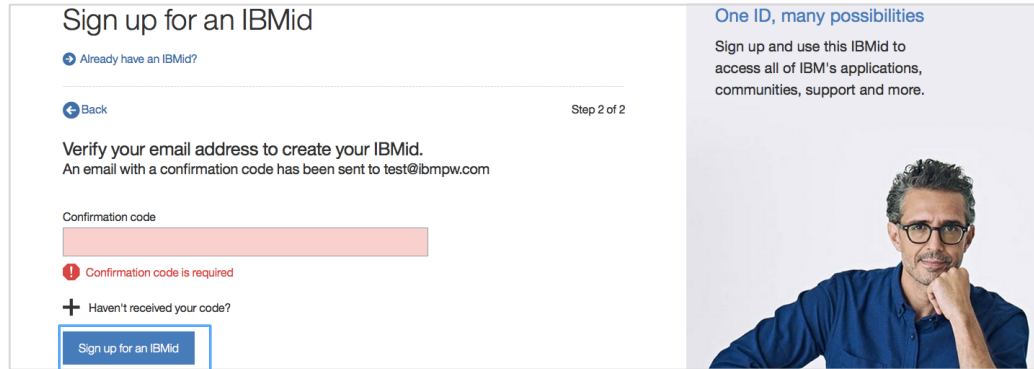
Continue

One ID, many possibilities

Sign up and use this IBMID to access all of IBM's applications, communities, support and more.



To create an IBM ID, fill in your E-mail address, First and Last Name, select your country and then click 'Continue'.



## Sign up for an IBMID

➔ Already have an IBMID?

⬅ Back

Step 2 of 2

Verify your email address to create your IBMID.  
An email with a confirmation code has been sent to test@ibmpw.com

Confirmation code


❗ Confirmation code is required

+ Haven't received your code?

Sign up for an IBMID

One ID, many possibilities

Sign up and use this IBMID to access all of IBM's applications, communities, support and more.



Retrieve the confirmation code from your email. Paste into the Confirmation code field and click 'Sign up for an IBMID' button to proceed.

**Welcome, Susan!**  
IBMid: susanhoelzen@gmail.com

**Profile**

Contact email: [susanhoelzen@gmail.com](mailto:susanhoelzen@gmail.com)

[Change password](#)

[Manage payment options](#)

[View full profile](#)

**Products and services**

No products and services added yet.

Add products and services by signing up for trials or making purchases in the IBM Marketplace.

[Explore the IBM Marketplace](#)

You have successfully created your IBM ID!

Go back to **Page 3** of this guide, and continue with **Step 2. Register your company.**

# Register your company

Ensure your email is in the field, then click **'Send'**.

Retrieve your confirmation code from your email inbox, and enter it into the **Enter your confirmation code** field.  
Note: Check your spam mail if you don't find the email from IBM in you inbox.

Click on **Verify**"

## Email confirmation

Welcome Susan Hoelzen. Once you receive your confirmation code by email, enter it below to continue with your registration

eMail\*

## Email confirmation

Welcome Susan Hoelzen. Once you receive your confirmation code by email, enter it below to continue with your registration

eMail\*  [Request an email confirmation code](#)

Enter your confirmation code\*

Once the code has been accepted, fill in all required fields (marked with a red asterisk).  
Accept the IBM Privacy statement then click **'Next'**.  
The **'Next'** button will stay greyed out until all required information is entered.  
Enter company name. Select your company if found and make any corrections on the form. Type in the information if your company is not found.  
After completing each field allow for the page to refresh. **Note:** A VAT ID is required for some countries.

## PartnerWorld application

**Contact Information** > Company Information > PartnerWorld Agreement > Confirmation >

Tell us about yourself

Country of residence \*

First name : \*  Last name : \*

Email :  Job function \*

Preferred language \*

**Privacy information**

Please keep me informed of products, services and offerings from IBM companies worldwide.

☐ By email  
☐ By telephone  
☐ By postal mail

☐ I accept IBM's Privacy statement \*

**Contact Information** > **Company Information** > PartnerWorld Agreement > Confirmation >

**Company Information**

Enter your company name, select the best match, then refine the results using the fields below. Note that the results. If your company is not found, enter the correct information for your company.

Company Legal Name \*

Country \*  State

City \*

Address Line 1 \*

Address Line 2

Postal code \*  Company phone \*

ZIP  Phone

Company URL \*  Federal Tax/GST/VAT ID \*

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Read the PartnerWorld agreement then click 'I agree' to accept the terms and conditions. Please note the 'Next' button will stay greyed out until you have agreed or disagreed. **Note:** You will not be able to proceed unless you agree to the PartnerWorld Agreement. Click 'Next' to go to the Confirmation page to review the information you have entered.

Review and confirm your profile details, and click 'Submit' when ready to proceed. You will receive a confirmation number. Please keep this number for your records.

### PartnerWorld application

Contact Information > Company Information > PartnerWorld Agreement > Confirmation >

Scroll down to review and accept the IBM PartnerWorld Agreement

View and print(if required) the PartnerWorld Agreement

The first location you provide must be your Headquarters location for the Country where you do business. You can later add additional locations within the country.

IBM PartnerWorld Agreement - International

Basic General Terms

We welcome you as an IBM PartnerWorld participant. The purpose of PartnerWorld is to provide you with marketing, technical and development support related to IBM products and services.

PartnerWorld consists of the Member, Advanced and Premier levels. All PartnerWorld participants qualify at the Member level. You may qualify for the Advanced or Premier level by achieving the required number of points and meeting the minimum requirements for each of these levels as we specify on IBM's Internet PartnerWorld website (the "PartnerWorld Website"). PartnerWorld participants may use the title "IBM Business Partner". Upon our confirmation, participants meeting the requirements of the Advanced level may use the standard IBM Business Partner emblem and the IBM Advanced Business Partner title. Participants meeting the requirements of the Premier level may use the IBM Premier Business Partner emblem and IBM Premier Business Partner title. Usage of these titles and emblems is subject to the terms of this Agreement. In addition, participants may also be approved to use other IBM Business Partner titles and emblems. If you have authorization to use the IBM title and emblem under the terms of another relationship, you may continue to do so.

We provide you with benefits through your participation in PartnerWorld. Benefits are associated with the level you achieve. We specify the details

You accept the terms of the agreement for the legal entity of which you are a part by clicking on the "I agree" button. By doing so, you agree that you have read and agree to the terms and conditions of the IBM PartnerWorld agreement.

☒ I agree

☐ I don't agree

Back

Next

Save as draft

### PartnerWorld application

Contact Information > Company Information > PartnerWorld Agreement > Confirmation >

Confirm your information and submit, or go back to correct.

Tell us about yourself

Name :	Country of residence :
First Name	United States
Email :	Job function :
email@email.domain	Relationship Administration

Tell us about your Company

Company Legal Name :	Country :
New Registration	United States
City :	State :
City	Michigan
Address Line 1 :	Postal code :
7100 Registration Street	12345
Company URL :	Company Phone :
NONE	112223333
Federal Tax/GST/VAT ID :	

Agreement statement

Acceptance date of agreement :  
2016-10-17 19:15:26

Accepted by :  

IBM ID

Back

Submit

Save as draft

## Confirmation

PartnerWorld application complete > Next Steps >

### Confirmation

Your change request(s) was/were received for processing. Please allow up to two (2) working days for requests to be approved by IBM. The following is/are the change request number(s) for this transaction. Please retain this number for future inquiries about this transaction.

Confirmation number

95f92

### Next steps

Now that you have finished your application, here are a few useful tools to help you get started.

#### Extend your reach with IBM Marketplace

Go to market fast in our dynamic Business Partner ecosystem.

→ Visit the IBM Marketplace

#### Keep up to date with what's happening

Set your communication preferences to tell us how you want to communicate with IBM as well as your areas of interest.

→ Set your communication preferences

#### Apply for a Business Partner Agreement

Become an authorized reseller of IBM Hardware, Software or Services.  
Note: At any time you can come back into PartnerWorld and apply.

→ Start the application

### Learn more about PartnerWorld

→ Explore the PartnerWorld benefits

→ View and download the PartnerWorld Program Guide

→ Visit your PartnerWorld profile

Note the confirmation number for future reference.

To begin the application for the IBM Cloud Marketplace relationship check on 'Apply for a Business Partner Agreement', and click 'Start the application' to proceed.

Go to [Page 11](#) of this guide to continue.



## Apply for the IBM Cloud Marketplace Reseller relationship

1 Log into the PartnerWorld Profiling System (PPS) using the following page: <https://www.ibm.com/partnerworld/partnertools>

### Sign in to IBM

Enter your IBMid

Forgot IBMid?

Password

Forgot password?

Sign in

New? Create an IBMid.

Help and FAQ

IBM PartnerWorld

## PartnerWorld Profile

Welcome Miluse O'Donnell

Welcome to the PartnerWorld Profiling System

Select an item needing attention, or select a profile to update. Click expand All to expand all profiles to view or edit. Note: Profiles needing attention are potentially out-of-date, need validation, or contain errors that must be corrected

Actions requiring attention

Pending personal employee profile updates(1)

Quick task links

PartnerWorld Profile

- Worldwide enterprise
- Country enterprise
- Location
- Employee
- Relationship management**
- Benefits

Click 'Relationship management'

IBM PartnerWorld

## Relationship management

The Pending agreements link will display a complete list of agreements requiring signature. The Manage agreements link will show a complete list of active agreements.

- Pending PartnerWorld agreements
- Manage PartnerWorld agreements
- Apply and Manage Relationships**
- Manage relationship contract compliance
- Value Advantage Plus
- Business Partner Led Model

Click 'Apply and Manage Relationships'

IBM PartnerWorld

PartnerWorld Profile > Relationship management > Apply and Manage Relationships > Conditions to be met before applying > Company details >

## Manage Business Partner agreements

IBM PW - EMEA - UK (18z7gix4)

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

**Relationships**

Relationship type	Contract ID	Sales organization	Product groups	Relationship agreement status	IBM contracting country
<div> <div>Apply for a new relationship</div> <div>Click 'Apply for a new relationship'</div> </div>					

Before continuing the application, ensure the company name shown matches your company's name as it appears on your official business registration documents.

If you need to change the company legal name presented here please follow the user guide '[Change your legal name](#)'.

If your company has multiple Country enterprises registered in PartnerWorld, select the appropriate Country Enterprise ID if you see the choice on the screen (example below).

Note: Most companies will not see this screen as they only have one Country Enterprise ID.

## Apply and Manage Relationships

All country enterprises that you have scope of authority to manage are displayed here

*Manage Business Partner agreements*

---

*Apply for a business partner agreement*

**Country enterprise**

Partner Training Company (Tracyton) (ztzef11)
The Partner Training Company (Lisle) (18z7gky3)

Worldwide enterprise

Country enterprise

Location

Employee

Relationship management

Pending PartnerWorld agreements

Manage PartnerWorld agreements

Apply and Manage Relationships

Manage relationship contract compliance

Value Advantage Plus

# Apply for a Business Relationship

IBM PW - EMEA - UK(18z7gix4)

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

Relationship type:\*

Cloud Marketplace Reseller

Select to view a description of the IBM relationship types

View/Change Products and Services

Select to view information about IBM products and sub-products

Software

Software

Cloud Marketplace Reseller

☒ IBM XaaS - Entry from Cloud Marketplaces

Previous

Cancel and exit

Save as draft

Next

- Select 'Cloud Marketplace Reseller' from the 'Relationship type' menu.
- You can click on 'Select to view a description of the IBM relationship types' for additional information.
- Click 'View/Change Products and Services'
- Click '+' to expand the Software category.
- Select 'IBM XaaS – Entry from Cloud Marketplace'.
- Click 'Next' after you have made your selections.

## Use 'Save as draft' if you need to resume your application at a later time ...

1. Click 'Save as draft' at the bottom of the page.
2. Type a description and click 'Save work', and you will receive a confirmation number.

Save as draft

### Save as draft now

Save as draft now

You have chosen to suspend this session for editing at a later time. If this is what you intended, click the "Return to profile" button.

Description : \*

Susan BPA draft

Save work

Return to profile

3. When you return to the PartnerWorld Profile main page click on the link 'Resume your saved Business Partner application session'.

Note: If you saved the Business Partner Agreement application immediately after applying for PartnerWorld membership, you will not see your saved session until your PartnerWorld membership is approved.

PartnerWorld Profile

Worldwide enterprise

Country enterprise

Location

Employee

Relationship management

Benefits

## PartnerWorld Profile

Welcome Susan Hoelzen

Welcome to the PartnerWorld Profiling System

Select an item needing attention, or select a profile to update. Click expand for more details.

Actions requiring attention

Manage pending agreements(14)

Pending personal employee profile updates(15)

**Resume your saved Business Partner Application session**

Pending profile updates(70)

Worldwide enterprise

Country enterprise

Location

Employee

Relationship management

Pending PartnerWorld agreements

Manage PartnerWorld agreements

Apply and Manage Relationships

Manage relationship contract compliance

Value Advantage Plus

TCI for System z

## Business Partner Agreement

IBM PW - EMEA - UK (18z7gix4)

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

### Website acceptance for IBM Business Partner Agreement

Please read carefully all terms and print and store them for your records. By clicking on the "I Agree" button below, you agree that 1) the IBM Business Partner relationship for Solution Provider is subject to (i) the terms of the IBM Business Partner Agreement for Solution Provider (the "Agreement") and (ii) IBM's approval of the Solution Provider Application Form that you submit to IBM and 2) the exchange of any confidential information between you and IBM is subject to the terms of the IBM Agreement for Exchange of Confidential Information. By clicking on the "I Agree" button below, you also agree to comply with the IBM Code of Conduct subject to the Agreement. You may view and obtain copies of the above-referenced agreements, the IBM Code of Conduct, by clicking the respective links provided below.

- Third Party Cloud Marketplace Agreement – Cloud Marketplace Reseller

By clicking on the "I Agree" button below, you further agree that you have had the opportunity to read and understand the IBM Business Partner Agreement and it's attachments, the IBM Code of Conduct, and the IBM Agreement for Exchange of Confidential Information and you agree to the terms of the Agreements, listed attachments and the IBM Code of Conduct.

Do you require a confirmed agreement copy with your company name and approved products embedded?:\*

No

I disagree

I agree

Click on the link to go to the webpage where you can read and print the agreement. It is important to read the agreement carefully, as it is a legally binding agreement.

When you have read the agreement, accept the terms of the agreement by clicking "I agree", or decline to accept the terms by clicking "I disagree". If you click "I disagree", you will exit from the application and your information will not be saved.

13

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### Additional Documentation

IBM PW - EMEA - UK(18z7gix4)

The fields indicated with an asterisk (\*) are required to complete this transaction; other fields are optional. If you do not want to provide us with the required information, please use the "Back" button on your browser to return to the previous page, or close the window or browser session that is displaying this page

Please complete as many details as possible to get the most appropriate information for your company from PartnerWorld

#### Required Documents

Please upload a document for each required document below.

Company's commercial registration certificate :

Browse

Company's tax registration document :

Browse

#### Certification statement

Click to view and accept the certification statement

Acceptance date of certification statement:\*

Person of accepted certification statement:\*

#### Submitter Information

First Name in English:  
Miluse

Last Name in English:  
O'Donnell

Year of birth:\*

Previous

Cancel and exit

Save as draft

Submit

If required, upload the requested documents.

Click to open the Certification statement section.

#### Accept certification statement

(a) You certify that you have furnished the answers to the questions in this Application truthfully and accurately and your company will advise IBM of any changes in the information provided within 30 days of the changes becoming effective.  
(b) You guarantee that you have provided the required notice and have obtained the necessary consent(s) to share any Personal Information provided with IBM from all the company employees cited, and that the provision of this Personal Information is in accordance with local law. See IBM's Privacy Statement at: <http://www.ibm.com/privacy/us/en/>  
(c) You commit that your company will complete IBM integrity training, if directed to do so by IBM.  
(d) You confirm that you are authorized by your company to accept and submit this application.

When you click on the link below to accept the certification statement, the date and person will be automatically recorded.

I agree

I don't agree

Enter your Year of Birth.

Click 'Submit' to submit your application.

### Confirmation

Confirmation

Your change request(s) was/were received for processing. Please allow up to two (2) working days for requests to be approved by IBM. The following number(s) for this transaction. Please retain this number for future inquiries about this transaction.

Confirmation number

95sh5

This is the final page, confirming that your application has been submitted to IBM. Once IBM has reviewed your application, you will be notified via email of your application status.

Please make a note of your **confirmation number**, so you may track the progress of your application.

