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

Get started

Is your company already a member of IBM PartnerWorld?

Yes
Complete the application for IBM Cloud Marketplace Reseller relationship. 
Begin on page 9.

No
Join IBM PartnerWorld and apply for the IBM Cloud Marketplace Reseller relationship. 
Begin on next page.
Join IBM PartnerWorld

Joining IBM PartnerWorld is a 2-step process

1. **Sign up for an IBM ID**
   
   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.
To create an IBM ID, fill in your E-mail address, First and Last Name, select your country and then click ‘Continue’.

Retrieve the confirmation code from your email. Paste into the Confirmation code field and click ‘Sign up for an IBMid’ button to proceed.
You have successfully created your IBM ID!

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

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 your inbox. Click on Verify.”

Email confirmation

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

Email*:
Send

Enter your confirmation code*:
Verify

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*

Next / Save as draft
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.
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

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

Click ‘Apply and Manage Relationships’

Click ‘Relationship management’
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.

Click ‘Apply for a new relationship’
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.

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.
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.
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 by 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.

Submit application.

Enter your Year of Birth.

Click ‘Submit’ to submit your application.

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.