

## IBM Certifications

### *Introduction*

In the Indian IT marketplace today, there is no doubt that there are a lot of Information Technology (IT) based vendors. Many of them of course are just startups, just having launched a brand new product or service, and at the same time trying to acquire that critical first customer. Of course, then there are those vendors whom are a little bit more established, after surviving the first few years as a startup business entity.

At this point, these types of IT vendors have a proven product or service, and already have a somewhat established customer base. Then going up the ladder, there those companies which are total giants and juggernauts. These include the likes of Microsoft (for the Windows OS), Cisco (for Networking Technologies), Norton (for Cyber Security), Oracle (for databases), Symantec (for Internet Security), SAP (for ERP Systems), VMware (for Virtualization based Technologies), CA Technologies (for IT based Consulting Services), Intuit (for Accounting based software), and even Salesforce (for CRM based Systems).

But, there is another giant out there which most people tend to forget, and that is the ever so famous business entity known as International Business Machines, or IBM. In the financial circles, IBM is also known affectionately as 'Big Blue'. This company was originally founded way back in 1911, and assumed their current name in 1924. Here are some amazing statistics about IBM:

- It is currently ranked #2 in the United States based purely upon employee size, which is right now at almost 440,000;
- It is the world's 4<sup>th</sup> largest firm in terms of market capitalization;
- It is also ranked as the 9<sup>th</sup> most profitable business entity worldwide;
- It holds the prestigious title of being the second most respected IT vendor in the entire world;
- It has generated the most number of patents in the past 22 years;
- Some of the most notable inventions of IBM include the ATM Machine, the Floppy Disk, the Hard Disk Drive, the Magnetic Stripe Card, and even the first Relational Database Model (now Oracle and Microsoft have the market dominance in this segment of the IT industry in India).

### *IBM's Dominance In The Indian Marketplace*

It should come to of no surprise that one of IBM's hottest markets for its many products and services is actually in India. IBM has established a permanent foothold here, by creating a subsidiary known as 'IBM India Private Limited'. It has offices and plants in 14 different cities, which include Bangalore, Mumbai, Pune, New Delhi, as well as Chennai.

In fact, according to sources, IBM largest employee pool resides in India itself, with almost 33% of its workforce living here. It has almost 150,000 employees dispersed across the 14 different Indian cities just mentioned. The current revenues of IBM stand at well over \$120 Billion, with the Indian marketplace for \$35 Billion of that. IBM has also announced that it still plans to make India one of its largest market growth segments, by further investing at least \$6 Billion within the next three years.

### *The IBM Certifications*

Given all of these amazing figures and statistics, it is no wonder that IBM will also become a very favorite place to work of the IT professional. But, in order to remain competitive and land that lucrative job with IBM, obtaining the necessary certifications will become of great importance. Because IBM is in so many markets and industry segments, it has a huge plethora of IT based certifications it has to offer. For example, some of the leading ones include the following:

- Software:

This includes everything from Business Analytics to E-Commerce (its dominant product is known as WebSphere) to Security to Version Control Management.

- Hardware:

The certifications offered here range from Networking to Power Systems to Hard Disk Storage.

- Software Solutions:

The training for the certifications also include everything from Cloud Computing Solutions to Security Solutions to Social Business and Retail Based Solutions.

#### *The Best IBM Certification For The Indian IT Job Market*

Because of this huge expanse of IT certifications which are available from IBM, many Indian IT professionals are often stand in bewilderment as to which track to choose from. Truth be told, given the recent movement of Big Data Analytics and Modeling in the worldwide IT sector overall, obtaining an IBM certification here will probably one of the most lucrative as well as promising career choices the Indian IT professional can make.

In this regard, one should focus upon getting a certification in IBM's Cognos line of Business Intelligence and Analytics solutions. But once again here as well, there is a huge family of Cognos certifications one can aspire for. These include the following:

- The IBM Cognos 10 BI Certified Administrator;
- The IBM Cognos 10 BI Certified Designer;
- The IBM Cognos 10 BI Multidimensional Reports Certified Designer;
- The IBM Cognos 10 BI Data Warehouses Certified Developer;
- The IBM Cognos 10 BI Meta Data Certified Developer;
- The IBM Cognos 10 BI OLPS Model Developer;
- The IBM Cognos 10 BI Scorecards Developer;
- The IBM Cognos 10 Real Time Certified Developer.

Based upon the advice of IBM's own certification website, it is highly suggested that depending upon what specific type of Business Analytics sub field you are in, that you pursue just that one level of certification. For example, if you are a Database Administrator you would pursue the first certification; if you are a Software Designer, you would pursue the second and third levels of certifications, and if you are a Software Developer, you would then pursue any of the fourth to last certification levels.

There is no need to pursue multiple levels of certification, because all of them all hold their weight in gold. In other words, just pursuing one of these IBM certifications should prove to be lucrative enough for the Business Analytics field you are currently in.

Each of these IBM certifications (as listed above) has their own unique set of requirements and exams a candidate must take, to view the details of the specific IBM based Business Analytics certification track you are interested in click on this link:

[http://www-03.ibm.com/certify/certs/ba\\_index.shtml#cognos](http://www-03.ibm.com/certify/certs/ba_index.shtml#cognos)

It is recommended that after deciding which certification track you want to pursue, that you follow IBM's specific courses of study. This may require taking special certification classes, or if this option is too expensive, then consider making the use of training books and guides. Also, in order to pass any of these IBM Business Analytics based certifications, it is very important first that you take both the sample and skills assessment tests which IBM offers. After you have prepared for your designated IBM certification, you can then register to take the test online at any IBM sponsored Prometric Testing Centers.

But in the end, the financial rewards of obtaining an IBM certification in the Business Analytics realm will prove itself: The salary range is anywhere from \$70,000 USD to \$120,000 USD.