

# IBM MEA University Program

The IBM MEA University program is IBM's premier training and certification initiative for academia



# On-line learning, practice and certify

The program makes available unique academic roadmaps to faculty members and students, preparing them to occupy positions that are in high demand in the regional professional market today.

Through the MEA University program, IBM makes available a world class training experience, leveraging IBM official courses, IBM official instructors and hands-on laboratories on the most advanced technical solutions, all provided through an online education environment that supports rich multimedia content in a variety of languages.

## TEACHERS

IBM mentorship and consulting enables selected faculty members to educate students

## ROADMAPS

Aimed for industry recognized certifications aligned to high demand jobs in the IT Market

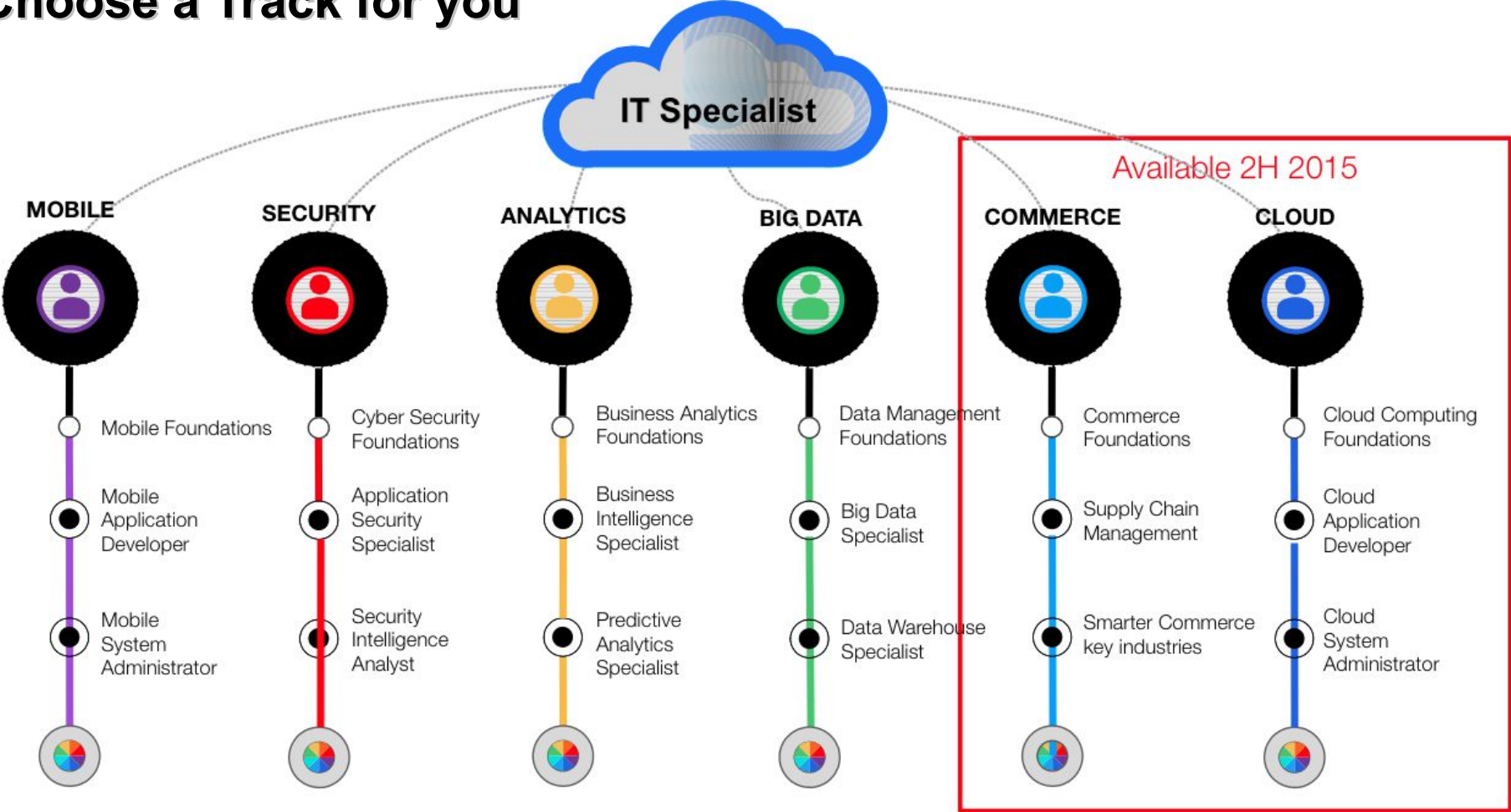
## CLOUD

IBM cloud gives access to laboratories to run the latest IBM enterprise software in the market

## PORTAL

IBM LMS offering providing access to IBM self-paced training resources online and academic level exams

# Choose a Track for you



# CROSS SKILLS

# Why Mobile Application Specialist?

A HIGHLY DEMANDED JOB IN THE IT MARKET



**Mobile Application Specialist**

Mobile Foundations

Mobile Application Developer

Mobile System Administrator



Salaries

**\$96,000**

56% higher than average salaries

## Job Description

Develop mobile applications for iOS, Android, Java and Windows Mobile, deploy mobile apps in Google Play, Apple AppStore, and other mainstream mobile apps markets. Graphic user interface design and modeling of iPad, iPhone, Android, Tablet and other mobile devices. Manage security vulnerabilities in mobile operating systems.



## Key Skills

- iOS
- XCODE
- iCloud
- Android
- Google Play
- Windows Mobile
- HTML5
- DOJO
- Apache Cordova
- JavaScript

# Mobile Application - Why IBM?

IBM MARKET LEADER IN THE MOBILE APPLICATION SPACE

## GARTNER Magic Quadrant – Mobile Application Development Platforms

### IBM MARKET POSITION



### IBM SOLUTION

#### IBM® MobileFirst®

Is a mobile life cycle management solution that includes *Rational* for testing, *Cast Iron* for integration, *Tealeaf* for analytics and *Endpoint Manager* for device management.

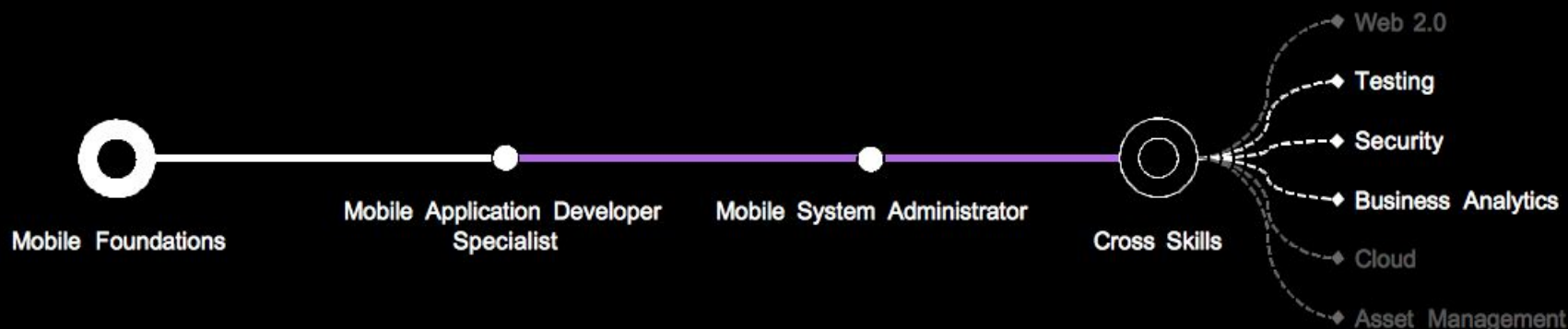
**Worklight Studio**, help developers build, deploy and manage multichannel Web, hybrid and native mobile applications, it provides: An Eclipse-based, stand-alone IDE, over **40,000 Platform-specific APIs** and Runtime components.

**Worklight Server** is a mobile middleware system providing integration, authentication, security and management capabilities.

**Appropriate Use:** Worklight is best-suited for development organizations focused on multiple-device platforms, and utilizing a company's skill base in open technologies, such as Eclipse, HTML5 and JavaScript.

# Mobile Application Specialist

*Complete Academic Certification Track Overview*



## **Mobile Foundations**

Content: Mobile Technology Overview, Mobile Technology Domains, Understanding Mobile Applications, build and manage Mobile Applications.

**Mobile Application Developer** - Tool: IBM Worklight 6.1 Client  
Courses: Mobile Application Development and Deployment

**Mobile System Administrator** - Tool: IBM Worklight 6.0 Server  
Courses: Managing Mobile Applications

## **Mobile Cross Skills**

Developing Web Applications, Testing Apps, Mobile Security Essentials

Mobile Application Specialist

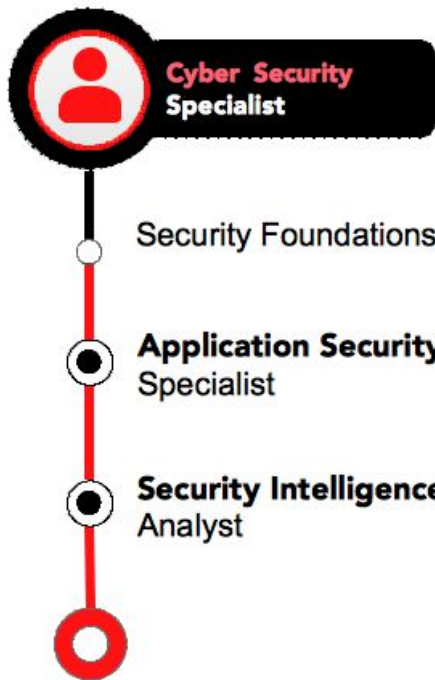
# Certification Program

Please send your application to: [cloudlabs@pl.ibm.com](mailto:cloudlabs@pl.ibm.com)



# Why Cyber Security Specialist?

A HIGHLY DEMANDED JOB IN THE IT MARKET



## Salaries

**\$157,000**

156% higher than average salaries

### Job Description:

- Address the challenges of securing people, data, applications and infrastructure.
- Develop security measurements on various applications on devices such as PCs, Laptops, Mobile Devices and Systems.
- Recognize and protect against intrusions and abnormal activities.
- Implement security improvements on existing platforms

Job Trends from Indeed.com

— cybersecurity specialist





# Application Security – Why IBM?

IBM MARKET LEADER IN THE APPLICATION SECURITY SPACE

## GARTNER Magic Quadrant – Application Security Testing

### IBM MARKET POSITION



### IBM SOLUTION

#### IBM® Security AppScan®

Enables organizations to assess the security of **web and mobile applications**, strengthen application security program management and achieve regulatory compliance by identifying vulnerabilities and generating reports with intelligent fix recommendations to ease remediation.

#### Appropriate Use:

- Proactively protect vulnerable applications
- Reduce the cost of remediating vulnerabilities by detecting them earlier in the development cycle and enhancing security awareness within development teams
- Actively monitor database transactions to help block attacks
- Facilitate effective incident response through enhanced real-time threat identification

# Security Intelligence – Why IBM?

IBM MARKET LEADER IN THE SECURITY INTELLIGENCE SPACE

## GARTNER Magic Quadrant – Security Information and Event Management

### IBM MARKET POSITION



### IBM SOLUTION

#### IBM® QRadar® Security Intelligence Platform

Provides log management, event management, reporting and behavioral analysis for networks and applications.

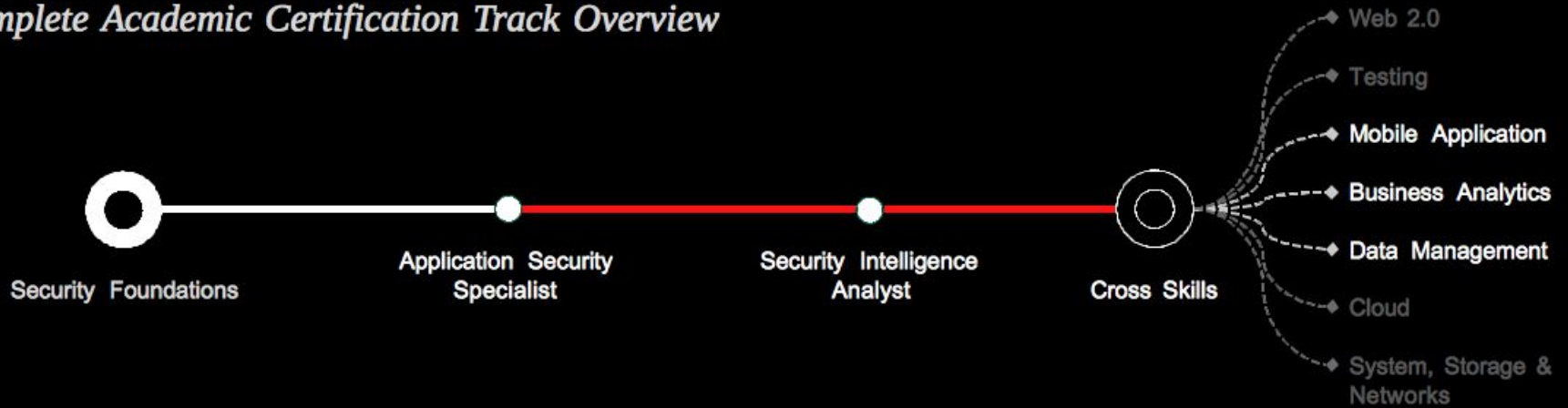
QRadar includes the release of weekly threat intelligence feeds from **X-Force** and Network Anomaly Detection, designed to complement **SiteProtector IDS**, adding the collection and processing of NetFlow data, deep packet inspection (DPI), anomaly detection and behavior analysis for all supported event sources.

QRadar is integrated with **InfoSphere BigInsights** (IBM's commercialized Hadoop offering) and also with IBM's analytics and data visualization technologies.

**Appropriate Use: QRadar is a good fit for midsize and large enterprises that need general SIEM capabilities, and also for use cases that require behavior analysis and NetFlow analysis.**

# Cyber Security Specialist

*Complete Academic Certification Track Overview*



## Security Foundations

Security Systems Overview. Essentials of Application Security. Security Domains (People, Data, Application and Infrastructure)

## Application Security Specialist

Rational AppScan Standard Professional Certification

## Security Intelligence Analyst

Security QRadar SIEM V7.1 Professional Certification

## Mobile Cross Skills

Security aspects of: Mobile Application, Business Analytics, and Data Management

Cyber Security Specialist

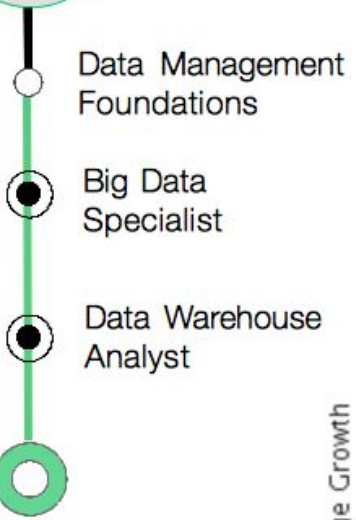
# Certification Program

Please send your application to: [cloudlabs@pl.ibm.com](mailto:cloudlabs@pl.ibm.com)



# Why Data Management Specialist?

A HIGHLY DEMANDED JOB IN THE IT MARKET



## Job Description

Extract data from operational systems, transform and merge data, and deliver it to integrated data structures such as master data management (MDM)

Manage information infrastructure data repositories such as big data, in-memory database management systems (DBMSs), and logical data warehouse architectures

Job Trends from Indeed.com

— data management specialist



## Key Skills

- Hadoop
- MongoDB
- NoSQL DB
- Data Mining
- DBA
- DBMS
- MDM
- Warehouse
- Data Sourcing
- Data Cleansing

## Salaries

**\$96,000**

60% higher than average salaries

# Data Management Specialist – Why IBM?

IBM MARKET LEADER IN THE DATA MANAGEMENT SPACE

## GARTNER Magic Quadrant – Data Integration Tools

Source: <http://www.gartner.com/technology/reprints.do?id=1-1HYC2VJ&ct=130731&st=sb>

### IBM MARKET POSITION



### IBM SOLUTION

Gartner Report – *“IBM continues to demonstrate a strong vision in the market for extensive data integration capabilities comprising products sold both independently and in various **InfoSphere Information Server** bundles”*

**IBM® InfoSphere BigInsights®** brings the power of Hadoop to the enterprise. Apache™ Hadoop® is the open source software framework, used to reliably managing large volumes of structured and unstructured data.

**IBM® DB2 BLU®** build a complete data warehousing solution integrating core components for data mining, OLAP, inline analytics and reporting, and workload management.

#### Appropriate Use:

Deployed in large warehouse implementations as an enterprise wide standard. IBM strategy focuses on deeper Big Data, Hadoop and cloud support.

# Data Management Specialist

*Below your personalized academic certification track*



## Data Management Foundations

IBM Data Management Overview, Information Governance, Data Management Domains, DB2 Academic Associate Classroom Course

## Data Warehouse Specialist – Hands-On: IBM InfoSphere Warehouse

InfoSphere Warehouse and Business Analytics Bootcamp | Mastery Test

## Big Data Specialist - Hands-On: IBM BigInsights, InfoSphere Streams, Data Explorer

IBM Big Data Fundamentals Bootcamp | Mastery Test

## Data Management Cross Skills

Business Analytics support to Data Warehousing

Data Management Specialist

# Certification Program

Please send your application to: [cloudlabs@pl.ibm.com](mailto:cloudlabs@pl.ibm.com)





# Why Business Analytics Specialist?

A HIGHLY DEMANDED JOB IN THE IT MARKET



**Business Analytics Specialist**

Business Analytics Foundations

**Business Intelligence Specialist**

**Predictive Analytics Specialist**



**Salaries**

**\$98,000**

Predictive Analytics

**\$91,000**

Business Intelligence

## Job Description:

- Competencies on BI infrastructure platforms, security, metadata, administration, portal integration, object model and query engine.
- Use analytical development tools, reporting techniques and dashboards to publish reports, and apply them into a strategic Scorecards
- Utilize OLAP capabilities over a variety of data architectures
- Utilize predictive, prescriptive, and data mining tools to simulate and optimize modelling outcomes for stochastic processes.

Job Trends from Indeed.com

— business analytics specialist



## Key Skills

- BI Platforms
- Scorecards
- Dashboards
- Reporting
- OLAP
- Data Mining
- Query Engines
- Mobile Reports
- Stochastic Process
- Metadata

# Business Analytics Specialist – Why IBM?

IBM MARKET LEADER IN THE BUSINESS ANALYTICS SPACE

## GARTNER Magic Quadrant – Business Intelligence and Analytics Platforms

### IBM MARKET POSITION



### IBM SOLUTION

Gartner Report – “IBM continues to maintain its **leading position** on the Completeness of Vision axis for this year's Magic Quadrant, as **it scores very well on virtually all the vision criteria**. In particular, IBM's overall marketing strategy strengthens the messaging of its core **BI (Cognos)** and **predictive analytics (SPSS)** acquisitions.”

**IBM® COGNOS BI®** is a tool that provides reports, analysis, dashboards, and scoreboards that help understand business performance.

**IBM® SPSS®** is a data mining and text analytics workbench that builds predictive models. Analysts can develop and deploy predictive analytics over big data without extensive technical skills or coding.

#### Appropriate Use:

From the Gartner survey, the top reasons why customers select IBM are road map and future vision, product quality, and ability to integrate with information infrastructure (database, middleware).

# Business Analytics Specialist

*Complete Academic Certification Track Overview*



## **Business Analytics Foundations**

Business Analytics Overview, Business Analytics Domains, Business Intelligence & Analytics Applications, Predictive Analysis

## **Business Intelligence Specialist** - Tool: IBM Cognos BI

Courses: Report Studio: Author Professional Reports

## **Predictive Analytics Specialist** - Tool: IBM SPSS Modeler

Courses: Predictive Modeling

## **Business Analytics Cross Skills**

Business Analytics Tools for Big Data, Business Intelligence of Data Platforms, Securing the Data Infrastructure.

Business Analytics Specialist

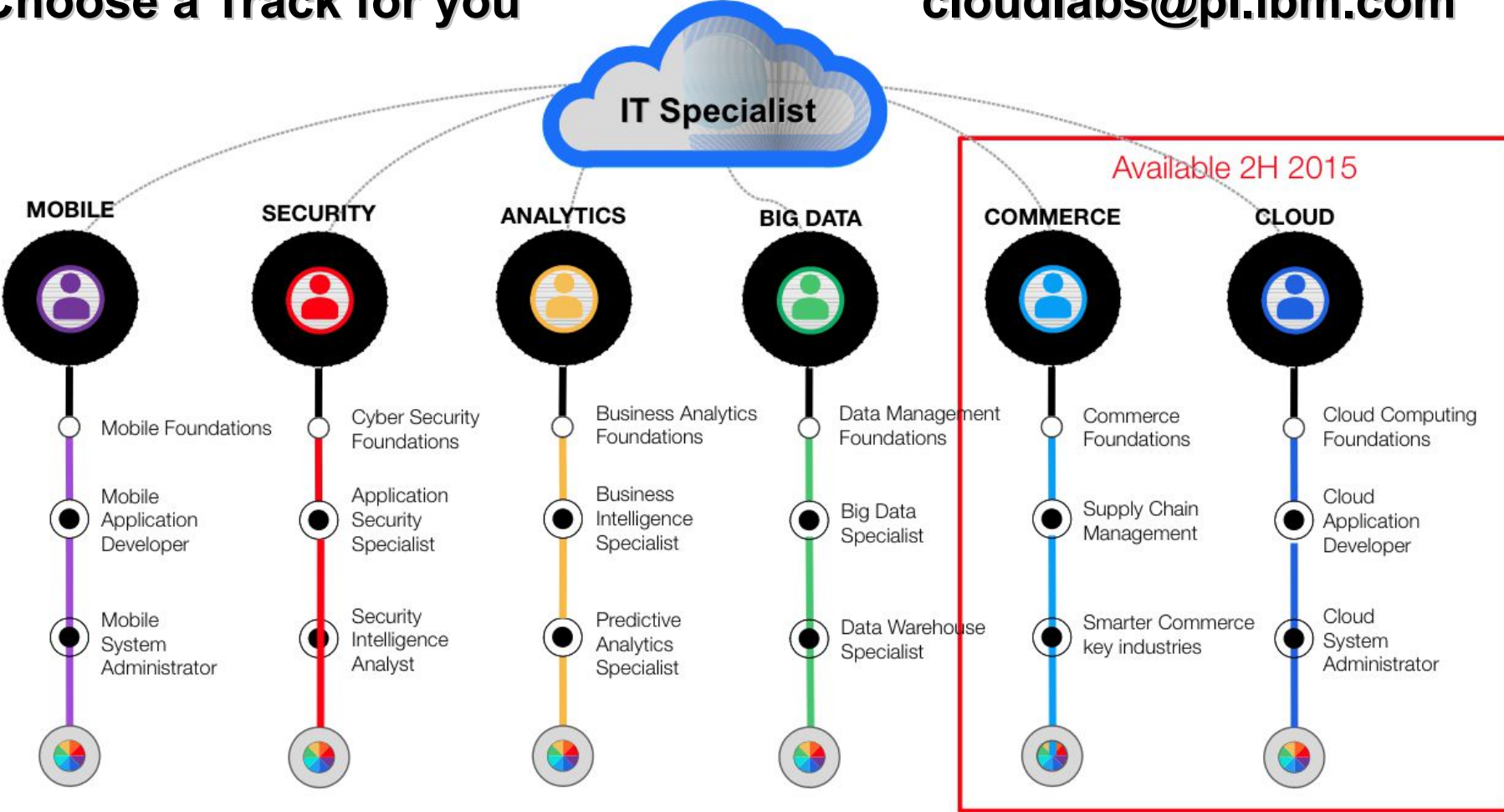
# Certification Program

Please send your application to: [cloudlabs@pl.ibm.com](mailto:cloudlabs@pl.ibm.com)



# Choose a Track for you

[cloudlabs@pl.ibm.com](mailto:cloudlabs@pl.ibm.com)



# CROSS SKILLS