

IBM dévoile One Channel Team pour accélérer la transformation de ses partenaires commerciaux

Des formations, des incitations et de nouveaux programmes simples d'utilisation contribuent à la croissance des partenaires

Paris - 11 févr. 2015: IBM annonce aujourd'hui, dans le cadre de la Conférence PartnerWorld Leadership, la One Channel Team, conçue pour apporter de la simplicité au channel en aidant les partenaires commerciaux à développer leurs compétences, à stimuler la demande et leur croissance alors qu'ils se transforment pour appréhender l'avenir.

"IBM poursuit sa migration vers des solutions à haute valeur ajoutée dans des marchés stratégiques et aide ses partenaires à résoudre les défis auxquels ils sont confrontés pour répondre aux besoins de leurs clients en leur fournissant des compétences approfondies, des outils collaboratifs et de nouvelles opportunités de croissance », indique **Marc Dupaquier, General Manager pour IBM Global Business Partners** . *« Avec la One Channel Team, nous avons construit un écosystème de partenaires solide et dynamique, afin de leur faciliter la mise en place d'activités commerciales plus rentables. Les partenaires qui ont déjà entamé leur transformation à nos côtés en récoltent aujourd'hui les fruits. ».*

La One Channel Team aligne les opérations à destination du channel de toute la compagnie pour fournir une expérience plus large et concurrentielle aux partenaires actuels et futurs qui capitalisent sur les nouvelles tendances du marché que sont le Cloud, l'Analytique, le Mobile, le Social et la Sécurité. Ce changement s'accompagne également d'un effort accru d'IBM pour recruter de nouveaux partenaires, des développeurs et des éditeurs de logiciels (ISVs : Independant Software Vendors) qui délivrent des solutions alignées sur les initiatives stratégiques d'IBM.

"Le channel continue à évoluer : de plus en plus de partenaires se concentrent sur des solutions métier plutôt que sur la vente de produits. Ils vendent ainsi aux lignes métier plus souvent que par le passé, et développent leur propre propriété intellectuelle », déclare **Darren Bibby, Program Vice President de Channels and Alliances Research chez IDC**. *« Le marché du Cloud représentera à lui seul 118 milliards de dollars cette année, ce qui constitue une énorme opportunité pour les partenaires qui l'adoptent. IDC estime que les partenaires devraient en fait quasiment doubler leur activité Cloud au cours des deux prochaines années. ».*

IBM accélère le rythme pour permettre à ses partenaires actuels et futurs de se transformer en capitalisant sur ces nouvelles opportunités de marché, grâce à la place de marché d'IBM (IBM Cloud Marketplace), à SoftLayer, à Bluemix, à Watson Ecosystem qui offre l'opportunité de développer des applications évolutives, et à IBM Systems qui permet de personnaliser des solutions. De plus, la solution de collaboration sociale IBM Verse, qui sera disponible en mars prochain, fournira aux partenaires une expérience de collaboration sociale et de

messaging améliorées tout en leur permettant de développer des modèles de paiement récurrents et des services à haute valeur ajoutée (comme la migration de messagerie ou le support technique).

IBM Unveils One Channel Team to Propel Business Partner of the Future

Additional programs, education, incentives deliver simplicity, drive partner growth

LAS VEGAS, N.V. - 10 Feb 2015: At the PartnerWorld Leadership Conference, IBM ([NYSE: IBM](#)) today announced the One Channel Team, designed to bring simplicity to the channel by helping Business Partners build skills, drive demand and increase growth as they transform for the future.

*"As IBM continues its move to higher value solutions in strategic markets, we are helping Business Partners solve business challenges for clients by providing them deeper skills, collaborative tools and new growth opportunities," said **Marc Dupaquier, General Manager, IBM Global Business Partners**. "With the One Channel Team, we've built a strong, dynamic partner ecosystem that is designed to make it easier for Business Partners to build more profitable lines of business. Business Partners who have already transformed with us are seeing the results."*

The One Channel Team aligns channel operations from across the company to provide broader, more competitive partner experience, as current and future IBM Business Partners capitalize on new market trends based on [cloud](#), [analytics](#), [mobile](#), [social](#) and [security](#). The move also increases IBM's focus on recruitment of new Business Partners, developers and Independent Software Vendors (ISVs) delivering solutions aligned to IBM strategic initiatives.

*"The channel continues to evolve as more partners are focusing on business solutions rather than product transactions, selling to the line of business more often than in the past and developing more of their own intellectual property," said **Darren Bibby, Program Vice President of Channels and Alliances Research, IDC**. "The greater cloud market alone is expected to reach \$118 billion this year, representing a huge opportunity for partners who embrace it. In fact, IDC estimates that Business Partners expect to almost double their cloud-oriented business in the next two years."*

IBM is accelerating the pace for current and future IBM Business Partners to transform and capitalize on these new market opportunities based on the [IBM Cloud Marketplace](#), [SoftLayer](#), [Bluemix](#), and the ability to build scalable applications with the [Watson Ecosystem](#) and customize solutions with [IBM Systems](#). In addition, the social collaboration solution, [IBM Verse](#), due in March, provides Business Partners the opportunity for an improved mail and social experience while developing recurring annuity models, and offers valuable services, such as messaging migration and support.

To help Business Partners grow and succeed, IBM is:

Driving transformation by deepening skills with enhanced education initiatives

- Expanding IBM's Business Transformation Initiative (BTI) with over 300 new workshops aimed at helping qualifying Business Partners through a strategic consulting engagement which can help improve profitability and performance in growth areas as well as accelerate their transformation;
- Developing deeper knowledge and partner skills with a more intuitive platform for resources, including new educational modules around industry shifts, along with a broader roadmap of courses that lead to certifications, through the enhanced [PartnerWorld University](#) platform;
- Delivering greater educational incentives through an improved [Know Your IBM](#) learning portal now with triple the earning potential to reward for individual sales and technical staff when elevating skills around IBM's infrastructure portfolio, as well as strategic growth areas, such as cloud and analytics.

Delivering marketing and developer tools to help partners drive demand and innovation

- Increasing digital and social campaigns with co-marketing funds to provide Business Partners more web-based marketing and social media content, across the range of IBM products and solutions, with the enhancement of the [IBM Digital Content Marketing](#) platform;
- Increasing technical assets to help Business Partners and developers build and port customized server and storage solutions with [OpenPOWER Developer Tools](#), maintained by the [OpenPOWER Foundation's](#) more than 90 members. These assets enable the development of new solutions with IBM's open, licensable and high-performance POWER architecture.

Broadening partner ecosystems to drive growth

- Enhancing IBM's dedicated developer engagement community with [dW Answers](#), where IBM subject matter experts and external peers provide support, share expertise and build their network. Members can experience new topic and solution-specific [Developer Centers](#) – dedicated places for IBM development communities to quickly, directly, and authentically engage;
- Increasing opportunities for growth with cognitive computing and the opportunity to resell [Watson Explorer](#), a powerful combination of data exploration and content analytics capabilities, providing the bridge between cloud-based services and on premise proprietary information. By offering Watson Explorer, Business Partners can help their clients reduce unnecessary research time, and work faster.

Delivering new incentives to make it easier to grow profitably with IBM

- Increasing compensation through the Partner Growth Incentive (PGI) for selling [IBM Power Systems](#) and [IBM Storage](#). The new program offers a quarterly incentive that doubles if certain requirements are met, and a quarterly bonus for achieving specific skills and certifications;
- Simplifying certification requirements for selected Software as a Service (SaaS) offerings enabling Business Partners to earn incentives faster, with the new [IBM SaaS Entry Product Group](#);
- Improving rewards with the new Remarketer Margin Enhancer, which offers a 10 percent margin enhancement on incremental revenue for achieving revenue growth targets when reselling [IBM Services](#); and a new Services Consumption Program to help Business Partners drive demand for service provider solutions;
- Expanding eligibility for the [Solution Accelerator Incentive](#) that allows a Business Partners to earn an additional bonus on IBM defined solutions with the SAI Solution Bonus Reward.

For more information about the Beacon Awards, Choice Awards and Beacon Laureate Award, visit www.ibm.com/partnerworld/beacons.

For more details, please visit the IBM PartnerWorld Leadership Conference 2015 [online media kit](#) or follow #IBMPWLC on Twitter.

For information about the IBM PartnerWorld program and portal, visit [here](#).

For more information about IBM's zero percent financing¹ and Rapid Financing™ app, ² visit [IBM Global Financing](#).

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