

Company: IBM, Armonk, NY, USA
Company Description: IBM is the hybrid cloud and AI technology and services leading provider, focused on delivering client value through a combination of technology and business expertise. IBM solutions draw from an industry-leading portfolio of capabilities in software, consulting services and a deep incumbency in mission-critical systems, all bolstered by one of the world’s leading research organizations.
Nomination Category: Support Categories
Nomination Sub Category: Support Department of the Year
Nomination Title: AZK Q2C Software Team: Powering Excellence and Driving Success



- 1. Tell the story about what this nominated department has achieved since 1 January 2023 (up to 650 words). Focus on specific accomplishments, and relate these accomplishments to past performance or industry norms.

Total 599 words used.

IBM ASEAN, ANZ, Korea (AZK) Quote-to-Cash Operations (Q2C) Software Team provides quote-to-cash (Contracting, Billing, Contract Lifecycle Management) and operational services to IBM software clients, sellers, partners and stakeholders. AZK Q2C Software operations plays a crucial role in supporting IBM software revenue realization.

However, in the fast-paced world of software business – especially SaaS, subscription-based business and complex enterprise license agreements – several challenges emerge due to rapid software industry growth and continuous drive of IBM to drive for productivity.

- 1. **Diverse, fragmented legacy systems, unique market processes:** Legacy systems (SAP, ERP, CPQ and billing platforms) are not fully integrated, resulting in manual order loading and billing causing inefficiencies. Implementation of end-to-end automation delayed by market specific processes.
- 2. **Manual tracking** of contract amendments and multi-year billings to ensure accurate billing and revenue recognition, while ensuring 100% compliance with risk management frameworks.
- 3. **Manual data entry**, orders and invoice generation slows down deal closure and revenue recognition. Error prone order processing and invoicing impacting customer satisfaction and risk of revenue leakage.
- 4. **Multiple (>10) software acquisitions & divestitures** in 2024 alone adds to the complexity resulting in data inconsistencies during order loading & billing causing disruptions in quoting, contracting, and revenue recognition. Sellers from acquired companies are often unsure of IBM’s quoting and contracting process resulting in incomplete documentations and relies heavily on Q2C team to guide & provide support.
- 5. **High volume skew** on last 24 hours of the month/quarter end, lack of flexibility of resources to support outside of the designated market, resulting in delayed response time and backlog of orders.

To support rapid software growth while maintaining productivity, AZK Q2C operations had to streamline its operations by driving radical process standardization, relentless innovation and automation to mitigate these challenges while enabling scalability and efficiency.

How AZK Q2C Software Team Powered Excellence and Drove Success

- 1. Relentless pursuit of process standardization to reduce market specific processes resulted in improving AZK software touchless orders by 20%.
- 2. The team automated over 40,000 hours of manually executed tasks thereby reducing human errors, accelerating software order processing and ensuring accurate billing. This enhanced the timely and accurate revenue recognition and reporting.
 - a. One of the automations deployed in 2024 is Multi-Year Contract Check Automation (MYCCA) where the team automated the tracking of multi-year software orders financials thereby ensuring accurate billing and revenue recognition. This automation not just delivered over 10,000 hours of cost avoidance but also ensured high level of customer satisfaction whose agreements and billing are being executed correctly and without interruption.
- 1. The team led the implementation of Q2C’s own virtual assistant, AskQ2C to infuse AI into daily operations. With AskQ2C, Q2C team no longer needs to log-on into multiple systems to validate orders, but instead, leverages AskQ2C as a single platform to perform firm order validation. In addition, the sellers are now able to have 24x7 access to self-serve on sales order status through AskQ2C without the need to engage Q2C operations, thereby shortening the turnaround speed for sales and customer satisfaction.
- 2. Created Acquisitions & Divestitures readiness checklist, including operational support testing prior onboarding of acquired companies legacy orders. Partnered with Global team to ensure seller enablement including local regulatory requirements that are key for new IBM sales to be aware.
- 3. Multi-skilled workforce cross trained to support order loading and billing requests across 14 countries in ASEAN, ANZ and Korea to build operational resiliency and higher team adaptability especially during month/quarter ends when volume peaks.

By addressing these challenges with strategic investments in automation, AI, and process standardization, AZK SW Q2C operations is a strong growth enabler—boosting IBM’s software revenue, customer satisfaction, and operational excellence.

- 2. In bullet-list form, briefly summarize up to ten (10) accomplishments of the nominated department since the beginning of 2023 (up to 150 words).

Total 88 words used.

AZK Q2C Software Team: Excellence in Innovation & Efficiency

- 1. **Innovation & Automation:** Implemented AI-powered AskQ2C, cutting order validation time by 30% and saving 15,000+ hours. Automated 40,000+ hours to boost sales productivity.
- 2. **Revenue Growth:** Supported \$800M+ software revenue, processing 30,000+ orders despite resource attrition and acquisition challenges.
- 3. **Customer-Centric:** Achieved seller NPS >93% with a resilient, multi-skilled team across ASEAN, ANZ, and Korea, ensuring faster turnaround.

The team’s technical expertise and customer-first approach drive IBM’s revenue realization and customer satisfaction, setting new benchmarks in Q2C operations.

Attachments/Videos/Links:

[AZK Q2C Software Team: Powering Excellence and Driving Success](#)

[REDACTED FOR PUBLICATION]