

Nomination: 19824

Shark Tank – Boldly co-creating the future of IBM

Page: General Information

Name of Organization / Company

IBM

Logo

No File Uploaded

Web Site Address

Page: Entry Information

Entry Title

Shark Tank – Boldly co-creating the future of IBM

Category

A01 - A09 - Award for Innovation in Management > A09C. Award for Innovative Management in Technology Industries - 100 or More Employees

Submission Format

An Essay of up to 625 Words

Essay

Driving Transformation

IBM APAC & Japan Quote-to-Cash (Q2C) Operations organization provides quote-to-cash (Contracting, Billing, Collections) and operational services to IBM's clients, sellers, partners and stakeholders.

The ASEANZK (ASEAN, Australia & New Zealand, and Korea) Ops team was formed in 2023, strategically integrating the Q2C ASEANZK market with Geo Operations under one leadership, Susan Atmaja, driving greater efficiency while accelerating on our productivity through transformation, synergy and collaboration. They are the key driver of innovation and transformation in Q2C APAC & Japan, automating and simplifying processes to improve the way they work.

Deep-diving into the operations in the various ASEANZK Ops markets, they recognized the pressing need to keep their people engaged while also addressing unique market challenges, eg tool language dependencies. At the same time, they were relentlessly driving automation across their markets.

In May 2024, they launched Shark Tank, a competition to identify and implement innovative solutions to transform our operations by automating what we do, focusing on post-sales. They invited their members to pitch their strongest ideas and boldly seize the opportunity to co-create the future of IBM. Shark Tank was held in Manila and Korea, with the ultimate goals of boosting engagement and making their operations language-independent in these locations.

Timeline

Susan Atmaja, Director of Q2C Operations for ASEANZK, kicked off Shark Tank in the 2Q2024 ASEANZK Ops All Hands on 17 May, calling members to rise to the challenge. The team introduced the Ambassadors, Korea and Manila market focals who championed Shark Tank and drove participation within their respective markets. They also released a teaser video featuring the Ambassadors and Subject Matter Expert (SME) team, to drum up excitement.

Their robust communications plan, leveraging multiple channels eg mailers, Slack posts, blogs and dedicated Publisher page, ensured steady engagement with members throughout the campaign. They partnered with the Ambassadors to conduct on-site engagement activities to drive participation in Korea and Manila. Participation rate was tracked weekly. By end July, they had received an incredible 104 idea submissions – especially significant given the total headcount of 300+. The ideas sprang from multiple brands (AR, Consulting, Technology Life Cycle, Systems Hardware and Software), demonstrating investment across brands.

They were guided by the SME team in crafting the evaluation criteria rubric. The SMEs meticulously reviewed each submission and provided feedback. The idea submitters then collaborated with the SMEs to rework their ideas before the final scoring and selection of the top ideas.

The last step was for the top idea submitters to create their Minimum Viable Products and present them to the judges, leaders with extensive experience across IBM operations. The team was excited to hear the innovative automation solutions put forth during the showcases. The 1st Place Winner in the Manila Edition of Shark Tank was the Software team's '\$0 Billing Reporting Automation', which leveraged robotic process automation to record all multi-year contracts in the cloud-based Global Contract Lifecycle Manager, ensuring that no future billing would be missed. In Korea, 1st Place was awarded to 'J.A.R.V.I.S.' by the AR team, who developed a smart dashboard showing all AR related information at once, enhancing operational efficiency by reducing manual work and saving up to 10 mins per invoice processed.

The Manila winners were awarded during the 3Q2024 ASEANZK Ops All Hands in August while the Korea winners were announced during Susan's September visit to Korea, ramping up excitement among members.

Outcomes

Leveraging their own members' innovative ideas, the team successfully increased automation of their processes to transform operations and addressed language dependency issues, while engaging and recognizing their people, resulting in enhanced productivity and a happier workforce.

The ideas generated through Shark Tank have realized immediate savings of 16,215 productivity hours across brands from the automations done, and also built a pipeline of future opportunities.

For this category please provide

An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 2

No File Uploaded

File 3

No File Uploaded

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1**URL 2****URL 3****URL 4****URL 5****URL 6****URL 7****URL 8****URL 9****URL 10**

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree