Application: 7597

IBM Partner Relationship Management (PRM) DevOps

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

IBM

[redacted]

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

IBM Partner Relationship Management (PRM) DevOps

Category

Q08d. Technology Team of the Year - Information Technology - DevOps

Technology Team Submission Format

Written Answers

a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required

IBM CIO supports 350,000+ users globally, continuously delivering reliable, performant, and security-rich IT services while also accelerating its own digital transformation journey. The CIO organization is responsible for delivering, securing, modernizing and supporting the IT solutions that IBMers and our Business Partners use to do their jobs every day. IBM CIO strategy encompasses creating an adaptive IT platform that makes IT easier to access across the enterprise, accelerates problem-solving and serves as an innovation engine for IBM, catalyzing business growth.

IBM Sales Cloud (ISC) is IBM Customer Relationship Management (CRM) for direct and indirect sales. The CIO team supports the largest global Salesforce Partner Relationship Management (PRM) implementation serving 233,000 active business partners, with 266,000 active opportunities across 145 countries. This ecosystem generates $15 billion of annual revenue for IBM globally.

To deliver this support at scale, IBM CIO Organization mobilized over 300 developers across global teams, working intensively over a 12-month period to build, integrate, and deploy the PRM platform.

b. Outline the technology team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

With such a large and distributed development force contributing to a rapidly growing codebase, the volume and complexity of automated testing surged. By late 2024, test execution times had ballooned to over 2 hours per build, creating a critical bottleneck in the CI/CD (Continuous Integration/Continuous Delivery) pipeline. This posed a risk to delivery timelines, developer productivity, and the ability to meet aggressive business milestones.

To address this bottleneck, the team developed a custom DML and Query Mocking framework - a method that simulates database operations during testing. This allowed developers to validate business logic without the performance overhead of real data operations. DML (Data Manipulation Language) Mocking captured interactions like inserts and updates, while Query Mocking substituted results for data queries, including counts and aggregations. This solution significantly reduced test execution time.

A key enabler was also the centralization of admin user access. Traditionally, test environments created new admin users for each test, which slowed execution and prevented parallel testing. The team introduced a shared utility that reuses existing admin users or creates optimized ones only when necessary - removing a major barrier to running tests concurrently.

Together with parallel test execution, after rollout in February 2025, these innovations reduced average test run times from 69 minutes to 44 minutes, with peak performance reaching just 33 minutes. Over the initial 44 days, the team completed 388 builds - saving more than 6 days of cumulative test time. An annualized benefit of 1,341 hours saved, equivalent to $90,000 in cost savings.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

The achievement is unique not only because of the technical innovation, but because of the scale, urgency and complexity of the challenge the team overcame whilst supporting the largest global Salesforce PRM implementation. What makes this stand out is the strategic foresight and enterprise-grade scalability - qualities that are often difficult to achieve in large, complex Salesforce implementations. While many organizations struggle to maintain test performance as their codebase grows, the IBM team proactively engineered a solution that not only solves today's bottlenecks but is built to scale with future growth.

Most teams rely on standard testing practices that become increasingly inefficient as systems expand. IBM's approach replaces costly database operations with simulated logic, and removes a major blocker to parallel testing.

These are not just technical optimizations - they are architectural decisions that unlock long-term agility. What's more, this framework is modular, reusable, and transferable. It's already benefiting 14 global development teams within IBM, but it's also designed to be adopted by other Salesforce teams - internally and externally. In a platform where test performance often becomes a silent tax on innovation, IBM's solution offers a blueprint for sustainable velocity.

The impact was immediate and measurable: a 36% reduction in average test time and an annualized cost saving of nearly $90,000. These results are not only transformative for IBM - they offer a replicable model for other enterprise Salesforce teams facing similar challenges.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

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