

Application: 7604

PMA Hub: Delivering Excellence in Service Delivery and Digital Process Automation

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
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title PMA Hub: Delivering Excellence in Service Delivery and Digital Process Automation
Category Q06b. New Service of the Year- Information Technology - Consultancy
New Service Submission Format Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

The Quote to Cash (Q2C) team collaborates with IBM sellers, business units, and partners to optimize pre-sales and post-sales processes, supporting to achieve IBM's business and client satisfaction objectives.

For the IBM Consulting Business unit, Q2C provide financial management and contract management services, supporting the unit's complex contract portfolio and business performance improvement.

In 2024, Q2C initiated several projects to boost performance and to standardize working methods for Project Management Advisor (PMA) activities. One such project is the PMA Hub, a transformative hybrid support model designed to elevate service delivery and digital process automation for dedicated client accounts across the EMEA region.

The PMA Hub was launched early 2025 and integrates IBM's AskQ2C Virtual Assistant AI with expert human support to streamline and automate complex project management and administrative (PMA) tasks. This dual approach ensures both rapid resolution of routine queries and high-quality handling of intricate support requests.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

The Project Management Advisor (PMA) support model was launched on February 19, 2025.

Key Achievements and Innovations:

1. Digital Process Automation:

- AskQ2C Virtual Assistant is an AI enabled solution, powered by watsonx AI, that is simplifying and automating processes and is transforming operations. With automated FAQs, activity assistance, and follow-on tasks, it is significantly reducing manual efforts.
- Automatic routing of complex queries to Q2C PMA advisors ensures timely and expert resolution.

2. Scalability and Flexibility:

- The PMA Hub supported by high-skilled specialists, demonstrating agility in meeting growing demand.
- The model supports cross-market operations and is adaptable to client-specific needs while aiming to drive standardization.

3. Client-Centric Enhancements:

- Continuous capability expansion based on user feedback ensures this AI first support model evolves with client needs.
- The centralized model provides 24/7 access to support, improving responsiveness and client satisfaction.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Performance Against Industry Norms:

Compared to traditional commercial management support models, which often rely heavily on manual processes and fragmented tools, the PMA Hub sets a new benchmark by:

- Reducing manual intervention through AI and automation.
- Enhancing data accuracy and reducing errors in forecasting and billing by promoting process standardization across markets and contracts
- Accelerating response times and improving service quality through centralized support and intelligent routing.

These advancements position the PMA Hub as a leader in digital transformation within the consulting services industry.

Organizational Impact:

By combining cutting-edge technology with human expertise, the PMA Hub exemplifies excellence in both service delivery and digital process automation.

The launch of the PMA Hub has had a profound impact on IBM Consulting EMEA:

- Improved employee engagement via clear processes and collaborative tools. Leading to an 17% improvement in employee satisfaction
- Enhanced client satisfaction due to faster, more accurate, and consistent service delivery and NPS levels of above 95%
- Strategic alignment with IBM's broader goals of simplicity, innovation, and integrated value delivery. Reduced cycle time for forecasting by 75% and for Billing/Invoicing by about 90%, administrative Project Management activities reduced by 75%.

The 24/7 support via virtual assistant with instant access to on the glass reports and FAQs

- Being a showcase for AI first support model in commercial management
- Increased productivity of above 30% through automation and streamlined workflows

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

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Supporting Document

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