

PRM Integration: AI-Powered Contract Lifecycle Transformation

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

PRM Integration: AI-Powered Contract Lifecycle Transformation

Category

Q05j. New Product of the Year - Information Technology - VAR/Integrator

New Product Submission Format

Written Answers

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

IBM is a global technology leader with a legacy of over a century in driving innovation across industries. Renowned for its expertise in hybrid cloud, AI, and enterprise systems, IBM continues to shape the future of business through secure, scalable, and ethical technology solutions. A cornerstone of IBM's transformation strategy is its Business Partner Ecosystem, which fosters collaboration and co-innovation to deliver exceptional client value.

In 2023, IBM deepened its commitment to AI-powered transformation by partnering with Sirion, a leader in contract lifecycle management (CLM). This collaboration aims to redefine enterprise contract management by making contracting more intelligent, automated, and accessible. As part of this initiative, IBM's Partner Relationship Management (PRM) platform integrated with Sirion to streamline the creation and negotiation of custom contracts. This integration supports seamless workflows across PRM, Sirion, enabling a unified, AI-enhanced contract lifecycle.

By embedding IBM WatsonX into this ecosystem, IBM not only modernized its build partner contracting processes but also set a new standard for enterprise-grade CLM solutions. This initiative reflects IBM's broader mission to drive operational excellence and digital transformation through responsible AI and platform integration.

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

In 2024, IBM implemented a groundbreaking integration between its Partner Relationship Management (PRM) system and Sirion's Contract Lifecycle Management (CLM) platform, transforming how contracts are created, negotiated, and managed for IBM Build Partners. An IBM Build Partner is an independent software vendor (ISV) or managed service provider (MSP) that collaborates with IBM to co-develop and co-sell innovative solutions using IBM's hybrid cloud and AI technologies. Due to the nature of these business interactions, contract negotiations often involve extensive back-and-forth.

This initiative supports IBM's Build Business by enabling Seller-led Enterprise Solution Agreement (ESA) contracts through interconnected flows across PRM and Sirion.

The integration delivers end-to-end contract lifecycle management within a unified hybrid platform—covering authoring, negotiation, electronic signature, and obligation tracking. A key innovation was embedding generative AI capabilities (e.g., conversational search and automated redlining) via IBM WatsonX and Sirion, significantly enhancing user experience and accelerating contract timelines.

Additionally, the team developed a reusable Salesforce integration framework with modular packages, enabling scalable deployment across IBM's global operations. Advanced test automation and metadata-driven design reduced deployment cycles and improved system resilience.

Outcomes include:

- Accelerated contract turnaround by over 60%, reducing average ESA contract cycle from 14+ days to under 5 days.
- Eliminated 50–70% of manual drafting steps, freeing-up legal and sales teams for higher-value work.
- Enabled real-time, bi-directional metadata exchange, ensuring up-to-date visibility across PRM and CLM systems.
- Improved compliance and reduced risk exposure through automated redlining and obligation tracking.
- Enhanced partner experience, contributing to faster onboarding and improved satisfaction.

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

This transformation sets a new benchmark in enterprise contract management, aligning with IBM's mission to modernize operations through AI and platform integration.

This integration project represents a unique implementation of contract lifecycle automation, combining four of IBM CIO's strategic platforms - Salesforce PRM, Sirion CLM, Adobe Sign, and IBM Watsonx - into a single, cohesive solution. Unlike traditional implementations that operate in silos, IBM's approach connects partner and seller workflows, unifying fragmented processes across IBM Sales Cloud (ISC), PRM, and Sirion into a seamless, AI-enhanced digital flow.

What sets this initiative apart is its architectural agility. The team developed both Salesforce-managed and unmanaged packages to modularize functionality, using dependency injection and Git-based configuration to enable rapid, low-risk updates across multiple environments. This flexible design allows the platform to evolve dynamically with business needs—an agility rarely seen in enterprise contract systems.

Compared to IBM's previous contract processes, this solution cut cycle times by more than 50%, eliminated redundant partner interactions, and brought real-time transparency to every phase of the contract lifecycle.

Relative to industry peers, IBM's integration of generative AI directly into contract negotiation workflows—alongside real-time synchronization between PRM and CLM—sets a new benchmark for operational agility and partner enablement. This level of integration and innovation is rare in the enterprise space and underscores IBM's leadership in applying advanced technologies to drive meaningful, scalable business transformation.

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 supporting document?

No

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