

Application: 7609

## IBM Partner Plus Contract Management Transformation

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> IBM
<div></div> <div></div>
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> IBM Partner Plus Contract Management Transformation
<b>Category</b> Q06d. New Service of the Year- Information Technology - E-Commerce
<b>New Service Submission Format</b> Written Answers

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

IBM is a global technology and consulting company with a legacy of innovation spanning over a century. IBM delivers integrated solutions that leverage hybrid cloud and AI technologies to help partners digitally transform their businesses. The company's Partner Ecosystem is a critical component of its go-to-market strategy, enabling collaboration with thousands of partners worldwide. IBM runs a dedicated program called Partner Plus (<https://www.ibm.com/partnerplus>) to help businesses access leading technology to help them grow. This program offers all IBM Partners enhanced support and benefits, insider access and competitive incentives, no matter whether they sell, build or service with IBM.

One of the significant process/pillars under Partner Plus program is Contract Management, which deals with applying for a new contract, contract review and approval process, partner vetting, compliance checks and prerequisite data collection and verification etc.

Contract Management transformation work involves:

- Redesigning and develop new age contract application digital experience for business partners.
- Redefine contract approval and review process using standard Salesforce app and industry best practices.
- Develop automation to speed up processes like partner vetting, compliance checks etc.

**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**

launched in October 2023

With partner first approach in mind, this initiative considered following key points while building revamped contracting experience:

- Use of industry leading platform like Salesforce
- Sleek digital experience hosted on IBM Partner portal, leveraging Carbon design system (<https://carbondesignsystem.com/>)
- Careful consideration to reduce number of clicks, so that partners can get their contract(s) setup in less time.
- Improve contract review, partner vetting processes by bringing in automation as appropriate.
- Enforce business rules via robust and accurate contract configurations.

The team developed a single-window digital contracting experience for IBM business partners. This application collects appropriate data dynamically (like witness information, commercial registration number, user consent etc), based on the applying partner's country and contract type (referred in IBM as relationships) being requested, and also computes and presents applicable platforms and distributors to be selected.

Dynamic and adaptive nature of the application makes this a one stop solution to apply for multiple contract types, thus reducing complexity and ease of access. This application is fueled by the complex contract configurations designed by considering various factors like country, relationship type, signing entity etc.

Improved contract review mechanism and automated partner vetting allows faster contract processing. This not only minimizes human efforts, but also improves overall accuracy, transparency and allows for accurate auditing.

Further to facilitate internal teams like Business Partner Contract Management, team developed Salesforce App, which provides holistic view of Contract review, approval, signing, compliance and termination throughout the life cycle of a business Partner with IBM.

**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**

A streamlined digital solution for contract management, designed for IBM business partners, reduced application interactions from 24 to 3, delivering a significantly enhanced user experience.

Newly built Salesforce App and improved contract management workflows facilitated IBM internal teams like BPCM (Business Partner Contract Management) etc. to pursue their day-to-day work more efficiently and with great accuracy. Various features like case management system, reports, and dashboards with insights to track the work progress in real time has improved the efficiency of Business Partner Compliance Management (BPCM) team tremendously.

Post-launch, the initiative has resulted in over 50% reduction in the time taken for the complete contracting cycle, marking a substantial improvement in partner experience and operational efficiency.

In 2024, Automated Vetting increased the Business Partner Compliance Management team's productivity by 91%. The risk assessment time was reduced from 10 minutes of human effort per partner to 3 minutes for high-risk contracts (approximately 29% of all contracts), while the remaining 71% of assessments were auto completed without human intervention.

**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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