

Welcome to



IBM

Our Customer Success mission...

... is to partner with you as you help your customers deploy, adopt and use IBM technology and ensure that they achieve the **maximum value** from our offerings.



IBM Customer Success Managers:

- Are dedicated to helping you and your customers succeed
- Are technical experts aligned to IBM Growth Offerings
- Ensure customers get the most out of IBM technology
- Help at no additional cost to you or your customer
- Can help connect you to the right people within IBM



Our goals are to help your customers:

Obtain expected business outcomes from their IBM products.

Accelerate their time to value.

Maximize the value received from their investment.

Realize return on their investment.



We work with you and your customer to:

Identify use cases
aligned to customer
strategic objectives.

Co-create MVPs to
accelerate time to value.

Validate architecture
design according to best
practices.

Connect you with our
product-building teams
to preview roadmaps.

Provide demonstrations
for business and technical
sponsors & practitioners.

Plan to scale out
successful workloads to
production.

Transfer knowledge of
best practices for how to
use our technology.

Set-up a culture
optimised for learning to
get the best value out of
IBM technology.



While not the CSM focus, we can connect you to the right IBM teams for:

Pre-sales guidance

IBM Support escalation

Crit Sit management

Billing, invoicing and overage charges



Our collaboration is a win-win-win:

Customer value = Realized value of investment through achieved business outcomes!

Partner value = Product stickiness reducing churn and establishing growth opportunity + services revenue and profitability potential!

IBM value = Recurring revenue stream while establishing a foothold for Cloud Paks to become *the* modern Hybrid Cloud and AI platform!



A track record of success.



Case Study: Global Manufacturing Company

Having the CSM work with the customer allowed the partner and the IBM team to focus on finding new business while maintaining a high level of satisfaction for the customer.

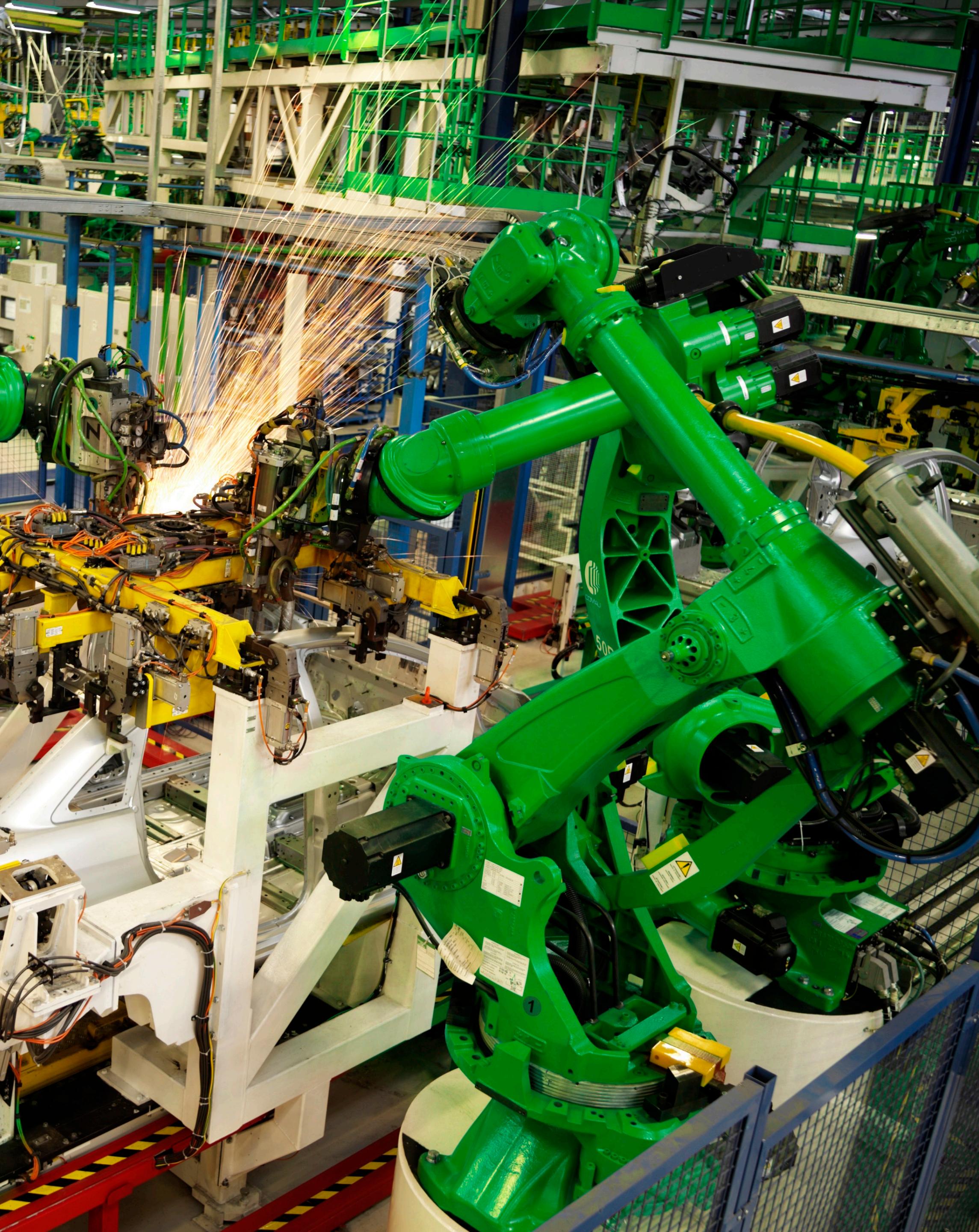
-IBM Brand Sales Partner Specialist

Business problem

A longtime IBM Netezza customer, the global manufacturer was faced with finding a new solution for database analytics as the product neared End of Service. Working with their preferred IBM Partner, the customer had already invested in IBM Cloud Pak for Data and Data System but was struggling through the early stages of the upgrade project.

Solution

An IBM CSM was assigned in early 2021 and immediately engaged with the IBM Partner, establishing credibility with his technical expertise. Once he understood the blockers, he was able to coach the customer in a way that allowed them to move forward while the Support issues were escalated. Having the CSM side by side, the customer resulted in on-time completion of performance testing and successful deployment of IBM Cloud Pak for Data System.



Case Study: Global Solution Provider

The CSM provided invaluable assistance with our smooth transition from v1 to v2 of our solution, helping us retain the features we needed.... These features were a critical part of our existing code and key drivers for our migration.

Business problem

A global technology solution provider was caught off-guard when IBM announced the discontinuation of a key product feature that was the cornerstone of their solution. With it, their solution simply did not work. This resulted in a significant customer satisfaction issue that jeopardized IBM's relationship with this organization and future business opportunities.

Solution

The CSM's immediate first step was to reach out to product management and get the company on a grandfather list that allowed them continue using the feature until the team found a workable longer-term solution. The CSM's understanding of the customer's business goals, how they were using the technology and the technical implementation issues, plus her knowledge of the product roadmap helped guide the customer to an IBM product that had the capability they needed. The customer satisfaction issue was ultimately resolved and they were able to maintain the same level of functionality for their end users.



Let's go forward
together.



