

BACKGROUND

IBM had a requirement to increase membership of their Partner Network program across North America.

Their key offerings included Blockchain, Watson, and Embedded Analytics.

SOLUTION

Partner Segmentation

Built a team of IBM marketing specialists. Defined, tested, and validated key value proposition statements for partner recruitment.

Identified qualified partners, assessed their capabilities, and generated engagement.

Identified potential partners with a high probability of conversion using bChannels AI tools.

RESULTS

PARTNER RECRUITMENT A CASE STUDY WITH IBM

143

IBM and non-IBM partners validated and tested five value proposition statements

50

Potential new partners identified and warm handovers arranged

1,536

Partners Profiled in Total

