

IBM | Gold Winner

Enabling Sales to Accelerate Growth

IBM Engage!

A digital collaboration platform that helps account teams build new, client-relevant opportunities and prepare for client engagement

BUSINESS CHALLENGE

IBM's Global Markets Sales Enablement & Innovation team had a challenge: scale our ITSMA MEA-winning face-to-face (F2F) enablement methods to a broader audience in a cost-effective manner. Our F2F enablement methods continue to be highly impactful; however, they are resource intensive and constrained by location and time. Sales teams desired access to the most relevant content and the ability to collaborate on new client ideas on a regular and just-in-time basis, at speed and at scale. For example, beginning of each quarter, prior to a client meeting, or in response to market trends and strategic priorities.

BUSINESS OBJECTIVE

Create a digital AI-based platform to scale client-centric, business development enablement at significantly reduced cost. Provide the ability for account teams to mobilize quickly and more regularly regardless of being co-located or waiting for a F2F event. And, codify the work that sellers and sales teams already do to provide future insights and enhanced enablement.

Imagine sales teams having the ability to collaborate, discover content that sparks new ideas, access subject matter experts (SMEs) and build the most compelling opportunities to engage client buyers—all in a digital environment. Imagine a digital tool having the power to continuously learn from what is input to provide sellers with more relevant content and enablement in the future. Imagine IBM Engage!, a digital collaboration platform that helps IBM's sales teams build new, client-relevant opportunities and prepare for client engagement.

PROGRAM EXECUTION

Account teams are able to launch a digital workspace in IBM Engage! where all team members are served up multi-media content to quickly gain insights and spark new ideas for their specific client. Teammates are able to digitally collaborate in the location and time zone most convenient for them. They can share their ideas, build on each other's ideas, then vote on and prioritize the most relevant and feasible ideas to address their client's unique business challenges. They are pointed to the relevant IBM solutions and offerings to enable these ideas. The tool also guides the team to digitally build out their prioritized ideas

with a compelling, client-relevant value proposition which can be downloaded in different formats and shared with client buyers; additionally opportunities can be launched directly to IBM's CRM system.

IBM Engage! is an easy to use tool that includes a dashboard and four key steps:

- **Understand:** Surfaces insights to determine a client's most pressing challenges and needs.
- **Ideate:** Grounded in a shared understanding of the client goals and needs, team members explore new ideas and possibilities that would be enabled by IBM's strategic capabilities.
- **Prioritize:** The team digitally collaborates to rank ideas by feasibility and importance to the client.
- **Build:** The best ideas are built into Opportunity Briefs describing the new capabilities and benefits of the idea for the client.

BUSINESS RESULTS

IBM Engage! inspires sellers to be client-centric while focusing on business development. It enables account teams to envision and build out new opportunities to address their client's most pressing business challenges and align IBM solutions and offerings to help clients achieve their goals. The tool's key differentiator is the ability for sales teams and SMEs to collaborate digitally at any time and location most convenient to them. Now, the work that account teams do can be codified; therefore, the more teams use Engage! the more valuable it becomes as IBM Watson is able to create insights and recommendations.

IBM Engage! provides sellers and account teams the ability to:

- Turn insights into real opportunities
- Consistently generate high quality, client-relevant opportunities to ensure an ongoing, robust pipeline
- Quickly mobilize around new initiatives or market trends
- Increase productivity in envisioning, developing and managing new client opportunities

IBM Engage! provides a cost-efficient, scalable medium for account teams to brainstorm new ideas, all while capturing the thinking for later iteration and use. With a digital ideation platform now in place, the Sales Enablement & Innovation team has the flexibility to engage any number of account teams digitally to drive enablement around new IBM initiatives or when there are shifts in the market environment or business priorities. In addition, the Sales Enablement and Innovation team can leverage analytics from the IBM Engage! tool to learn where to focus enablement efforts.

IBM Engage! is transforming sales enablement and the way IBM sellers and account teams develop new opportunities for deeper client engagement and to accelerate growth.