

Grow revenue and enable client innovation

RFS: The key to the competitive edge



The power of RFS to grow revenue and enable client innovation

Request For Service (RFS) manages incoming requests by client requestors or by outbound IBM efforts, by proposing a new service or solution not defined in the contract. The initiation points for proactive RFS can come from multiple IBM® sources, including:

- CPEs/DPEs
- SCRs/SLRs
- Delivery practitioners
- RFS managers
- Digital sales

Importance of RFS

- RFS benefits clients, account teams, sellers and IBM as a whole, in terms of revenue growth, client satisfaction and driving client innovation.
- RFS enables clients to request additional IBM offerings and services to innovate and grow their business. These services can range from accelerating migration to the cloud to gaining a competitive edge with a IBM Z Systems® solution and more.
- RFS is integral to the success of our clients.

Support you need. When you need it.

- Your Global RFS Team provides PgMP (RFS workflow) tool support to help win more revenue
- RFS generates more than USD 1 billion in revenue annually
- The [RFS PMM](#) cognitive offering recommendation tool helps identify and recommend offerings for your clients
- The PgMP Request for Services Catalog helps sellers select services from a customer-specific catalog
- DPEs can approve RFS solutions and CPEs can approve the full proposal to the client when the RFS value is USD 1 million or less, and/or the total capital required in the RFS is USD 200 thousand or less.

Help with an existing engagement

If you have an existing engagement and need assistance in the solution design to include RFS offerings to win more revenue, please contact your local [RFS leader](#). RFS is important to growth in our managed services accounts and helps to achieve quarterly revenue goals.

RFS Product Mix Model (PMM) cognitive recommendation tool to win new revenue

RFS PMM accelerates the RFS sales process, increases revenue and drives higher GP and client satisfaction. Use the PMM tool to create custom client and industry lists, understand time-to-win efficiency, get account performance metrics, and spot new RFS cross-sell opportunities. Go to [RFS PMM](#) now.

Learn more about RFS

To learn more about RFS or the RFS tool, check out the [RFS Portal here](#).



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