IBM

Business challenge

Ciber needed a quick, intuitive way to provide proof-of-concept demonstrations to close deals faster and drive more revenue. They also wanted to use product demos as a way to start conversations and grow existing customers, and improve the product expertise of their technical sales staff.

Transformation

Ciber turned to the IBM® Value Package, a bundle of IBM PartnerWorld® program benefits. This enabled them to use the IBM Software Access Catalog to download software products and quickly get product demos running in advance of sales meetings. As a result, they now have everything they need to enhance product knowledge, close new business and expand presence with existing customers.

Business benefits

$500,000
in new customer revenue
using hands-on proofs of concept to drive prospect confidence

$100,000
in incremental revenue from existing customers by identifying new opportunities

Hands-on
product testing to improve technical workforce skill sets

Ciber, Inc.
Using IBM Value Package to maximize business potential

Founded in 1974, Ciber is a global IT consulting company with about 6,000 employees in North America, Europe and Asia-Pacific. For more than 40 years, Ciber has delivered the tech-savvy and IT solutions that help businesses achieve strategic goals. As an IBM Gold Level Business Partner, Ciber is maximizing their business potential using the IBM Value Package.

"We pay about $2,500 annually for the Value Package, and we were able to close a $500,000 deal because of it—that's a pretty amazing ROI from just one deal."

— Tom Hughes,
   Ciber Alliance Manager

Share this

Difficult product demos stalling sales

Ciber noticed some of their prospects hesitating to complete sales deals, which was impacting their revenue. Before these prospects would agree to move forward, they wanted tangible evidence that Ciber would be able to integrate capabilities from these different applications. In trying to work with other software providers, Ciber also found that very few provided fast, easy and affordable access to a large variety of software applications.

Product demos drive new sales

Product demonstrations enable prospective customers to see first-hand how applications perform and envision the potential benefits for their organizations. Vendors can show the features of specific applications. This helps them establish credibility with decision makers, and overcome fear of long, expensive and potentially ineffective integration projects. In addition, product demos help vendors demonstrate expertise, add value and strengthen relationships with existing accounts by showing how different applications can provide benefits in other areas of their organization.

Close new sales deals

Using the Software Access Catalog through the Value Package, Ciber's technical sales team has access to a wide variety of software applications at a nominal cost. They can easily download the latest versions of IBM software, then test it with other applications. They can have things up and running in the IBM Business Partner Innovation Center (a data center and demonstration facility owned by Business Partners but partially funded by IBM) in advance of customer meetings and marketing events. This allows them to provide proof-of-concept demonstrations that give prospects confidence in their abilities, explore new opportunities with existing customers, and provide hands-on experience with a wide variety of applications.

Ciber had one desktop management software prospect who needed to use IBM WebSphere® Cast Iron® to integrate their Salesforce.com cloud-based salesforce automation CRM application with SAP, their on-premises ERP application. Ciber explained how the applications would integrate, but the prospect needed tangible evidence before they would agree to move forward.

With the IBM Value Package, the technical sales team at Ciber downloaded the latest version of IBM WebSphere Cast Iron, then tested the software with Salesforce and SAP, and installed everything in the IBM Business Partner Innovation Center. This demo offered proof of how the applications would integrate, and let the prospect see the processes of data cleansing and migration, data synchronization and connectivity, workflow and transformation. Once the prospect saw the proof of concept, they realized Ciber would be able to integrate capabilities from these two very different applications and quickly closed the deal. This generated over $500,000 in new revenue from this one customer alone.
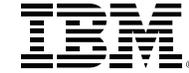
Grow existing accounts

Ciber also uses the Value Package as a door-opener and a way to start conversations that can lead into other areas to assist in the growth of existing accounts and generate incremental revenue. The company uses product demos to identify additional opportunities and explore needs in new areas for existing customers, ultimately leading to new incremental revenue. Because of the Value Package, Ciber was able to expand its presence with one customer and generate $100,000 in incremental software revenue.

Pays for itself

The biggest Value Package advantage for Ciber is the Software Access Catalog, which allows users to easily download applications and gain experience with them. This accounts for 80 percent of Ciber's Value Package ROI. Another 10 percent comes from the You Pass, We Pay certification and training reimbursement benefit, which is designed to enable technical staff to get first-hand experience and training on various applications. The cost of the training is reimbursed once certain knowledge test criteria are met. Ciber pays $2,500 annually for the Value Package and has closed $600,000 in revenue this year because of it—that's a pretty amazing ROI.

Solution components

- **IBM Software Access Catalog:** Designed to enable Business Partners to download the latest versions of IBM software products for demonstration, evaluation, education, commercial application development and testing, and limited internal day-to-day Business Partner operations.

- **Remote technical development support:** Provides unlimited email PMR (Problem Management Record) support during your solution development phase.

- **Technical sales support:** Provides a variety of pre-sales technical support benefits.

- **You Pass, We Pay certification reimbursement:** Helps offset the expense of building technical skills by reimbursing the base cost of IBM software certifications and optional preparatory roadmap education.

- **New! SaaS Trials:** Provide access to a catalog of select SaaS offerings, renewable with each yearly Value Package subscription.

Take the next step

Visit **ibm.com/partnerworld/valuepack** to learn more about the IBM Value Package benefits.

Ready to purchase?

Buy the Value Package