

AKSIS, HAS PARTICIPATED AT IBM GLOBAL BUSINESS PARTNER ADVISORY COUNCIL

IBM

IBM PartnerWorld

Global Business Partner Advisory Council



IBM Global Business Advisory Council took place in Portugal, Lisbon between 22-23rd of October.

The meeting was important as IBM's channel strategies were discussed and formulated at a global scale. Today IBM has more than 120.000 channel partners.

There were 40 distinct channel partners including Aksis to discuss and contribute to IBM's channel strategies.

IBM Channel partners also discussed software sales strategies. It was discussed that, Cloud model will be getting even more important in 2016 and this will bring new stream of annual revenues to business partners.

The importance of co-marketing campaigns and IBM "Partnerworld University" was also emphasised during the meetings.