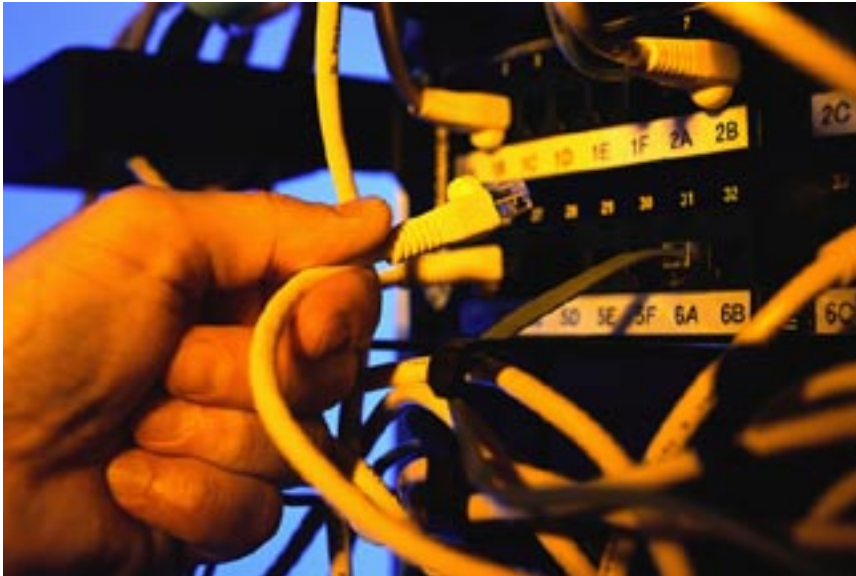


NexInnovations harnesses the power of knowledge



so fast that it's a challenge to keep up with new features, functionality and management tools," says Steve Walter, national partner manager, NexInnovations. "Not only does education like Know Your IBM help our sales reps stay current with new technologies, it's a competitive advantage."

Know Your IBM is an interactive, permission based offering for eligible Business Partners designed to heighten and reward their competency to sell targeted IBM solutions and brands, and thereby increase their IBM sales. Sales representatives who complete education modules and drive sales are rewarded with incentives available through Know Your IBM. While incentives vary by brand, high-quality rewards help motivate sales people to perform. "It makes our sales team feel good about their accomplishments, which serves as another level of incentive to complete the education," says Walter.

Quick-learn education modules cover an array of topics, including storage, personal systems, selected servers and software. Curriculum focuses on key product information and selling

Overview

■ **IBM Business Partner:**
NexInnovations, an IBM Premier Business Partner that provides technology consulting, infrastructure, deployment and support expertise to organizations across Canada.

■ **PartnerWorld offerings:**
Know Your IBM

Growing market share and keeping clients satisfied are two challenges all IBM Business Partners face. NexInnovations, Canada's largest independent technology service provider and an award-winning IBM Premier Business Partner, is achieving both of these objectives through its participation in IBM PartnerWorld's Know Your IBM offering.

NexInnovations, based in Toronto, Canada, has seen its IBM @server™ xSeries market share grow 30 percent among small and mid-sized businesses since its sales professionals started using Know Your IBM to learn more about the IBM xSeries. "The xSeries product line has evolved so significantly and

points easy for sales professionals to consume in bite sizes. It is delivered online in a self-study, individually paced format, so NexInnovations' sales team can modulate course work to accommodate their individual schedules. Modules can also be customized to include the specific areas of expertise the Business Partner firm is seeking to strengthen. NexInnovations, for instance, sought

representative completed a Know Your IBM education module on IBM personal systems, an inquiry came into the firm's call center from a local travel agency. The potential client was looking to replace its agents' desktop personal computers with clone technology. Fully armed with knowledge about IBM's ThinkVantage family, the sales rep closed a sale for seven IBM personal systems

nationwide, NexInnovations ranks as one of Canada's largest privately held information technology companies.

"NexInnovations has teamed with IBM for more than 20 years, sharing a common focus on excellence at all levels of the service chain and helping customers get the most out of their IT investment," said Hubert Kelly, president and chief executive officer of NexInnovations Inc. "We are proud to be recognized by a world leader again for our consistent delivery of customer satisfaction."

"All vendors provide training, but IBM has taken it to the next level with Know your IBM. There's no question it helps us do a better job of meeting our customers' needs."

to strengthen its xSeries market share from roughly 20 to 50 percent, so it focused education around this family of offerings. The firm has seen sales strengthen in each of the areas where education is delivered through Know Your IBM.

Commitment to learning

NexInnovations' commitment to learning is demonstrated in the \$1 million-plus the company spends on sales education and certification. Technology and sales professionals possess more than 500 certifications on IBM hardware and software platforms. This year alone up to 100 sales professionals will participate in Know Your IBM, completing courses covering IBM storage, servers and personal systems offerings. Know your IBM, says Walter, helps ensure that sales professionals acquire the information they need to better address client requirements and, ultimately, leads to greater client satisfaction.

Case in point: Just two hours after a NexInnovations' telesales

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Learn more about Know Your IBM and see if your firm qualifies for this offering by visiting ibm.com/partnerworld. To learn more about NexInnovations, visit www.nexinnovations.com.



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