

IBM welcomes Arrow Electronics and NEXTGEN Group

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In the IBM Ecosystem, we have the most capable set of partners to help clients innovate and modernise their business with AI and hybrid cloud.

Our Ecosystem is integral to our transformation story, and our go to market strategy in Australia is ecosystem-first, meaning we continue to move to transactions via partners, rather than direct, in the majority of accounts. To further expand IBM's reach and accelerate the growth of new technologies in Australia, we are pleased to welcome two new Value Added Distributors to our ever-growing Ecosystem of partners.

Arrow Electronics and NEXTGEN Group will help optimise existing routes to market, working across software, hardware, technology lifecycles services and cloud products. The distributors will work towards converting their existing partner base to IBM, as well as recruiting new partners. This is an exciting time for our market as each company brings a wealth of experience and expertise that will expand the IBM Ecosystem and help new partners gain the benefits of delivering IBM technology, including AI and hybrid cloud, to their clients.

We have also recently expanded the distribution footprint of Meier Business Systems SYSTEMS (MBS) in Australia to include Hardware & Technology Lifecycle Services, along with their current software offering. This broadens the options for business partners in Australia to a choice of four distributors, including long-time partner Tech Data Australia. Through our work with strategic and specialised business partners, we are looking forward to building relationships with an expanded set of partners who can help clients solve the most complex challenges in business and society with hybrid cloud and AI.

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