

IBM Gets High Marks on CRN's 2017 Annual Report Card for Analytics and Storage

Solution Providers Recognize IBM as a Best-in-Class Channel Provider of Business Analytics and Enterprise Network Storage

ARMONK, N.Y., Aug. 14, 2017 /[PRNewswire](#)/ -- IBM (NYSE: [IBM](#)), announced today that it has been recognized as the winner in the Business Analytics category and the Enterprise Network Storage sub-category in [CRN](#)'s 2017 Annual Report Card (ARC) awards program. The Annual Report Card summarizes results from a comprehensive survey that details solution provider satisfaction across product innovation, support and partnership for the hardware, services and software vendors they team up with. The vendors with the highest ratings are named to the prestigious Annual Report Card list of winners and celebrated as best-in-class by their partners. The results also provide the IT vendor community with valuable feedback—directly from their solution providers—that can be used to refine product offerings, enhance support offerings and improve communication with partners.

The world is experiencing an explosion of data, causing digital disruption across all industries. The CRN ARC awards are a vote of confidence from solution providers across the ecosystem, underscoring how IBM is helping businesses store, manage and transform massive amounts of data and turn it into greater business value.

IBM was named the winner in Business Analytics for its [Cognos Analytics](#) offering, which enables thousands of enterprises worldwide to monitor, explore and share insights from their data. The Cognos Analytics self-service tools use next-generation business intelligence to interpret and guide users through the process quickly and easily for fast results. These insights help businesses make more strategic, data-driven decisions.

IBM was also a winner in the Enterprise Network Storage sub-category for its [IBM Storage and Software Defined Infrastructure](#), which provides a foundation for data analytics enabling businesses that want to make lightning-fast decisions enabled by data-driven insights. The IBM Storage portfolio spans tape, all-flash solutions, software-defined storage, storage area network and converged solutions that give businesses a wide variety of choices and price points for their data storage and management.

"Data has become an essential competitive advantage, and the cognitive insights that result from that data are now the currency of the marketplace," said John Teltsch, general manager, IBM Global Business Partners.

"We are honored to be recognized by CRN for our world-class storage and business analytics offerings, and having our partners vote us as best-in-class in these categories reinforces the value we're adding to the

ecosystem."

This year's group of honorees was selected from the results of an in-depth, invitation-only survey by The Channel Company's research team. More than 3,200 solution providers were asked to evaluate their satisfaction with more than 60 vendor partners in 22 major product categories. The winners will be honored throughout The Channel Company's XChange 2017 conference (<http://www.thechannelco.com/events/xch17/about>), taking place August 13-15 in Kissimmee, FL.

"An ARC Award is a truly meaningful honor, representing direct affirmation from channel partners of the quality and ingenuity of a vendor's product, support and partnership," said Robert Faletta, CEO of The Channel Company. "CRN's Annual Report Card project gives solution providers an opportunity to provide their unique perspective on vendors' offerings and partner programs, and in turn gives technology suppliers valuable, actionable feedback. I extend my sincerest congratulations to each of this year's ARC Award winners—we look forward to celebrating them at this year's XChange Conference in August."

The 2017 Annual Report Card results can be viewed online at www.crn.com/arc and will be featured in the October issue of CRN.

About IBM

For more information, visit www.ibm.com, www.ibm.com/analytics and <https://www.ibm.com/storage>.

About the Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. www.thechannelco.com

Follow The Channel Company: [Twitter](#), [LinkedIn](#) and [Facebook](#).

Contacts:

Betsy Rizzo

IBM Media Relations

1 (214) 356-2036

betsy.rizzo@us.ibm.com

Melanie Turpin

The Channel Company

(508) 416-1195

mturpin@thechannelco.com

View original content: <http://www.prnewswire.com/news-releases/ibm-gets-high-marks-on-crns-2017-annual-report-card-for-analytics-and-storage-300503505.html>

SOURCE IBM
