

CBTW and IBM Join Forces to Unlock New Business Automation Horizons and Drive Transformative Outcomes

[Brussels, 30/08/2023] – CBTW, a leading global technology brand committed to collaboration and positive impact, is thrilled to announce they have been selected to IBM's Partners Program. This significant milestone enables CBTW to bring its expertise and services in technology to drive innovation and address the evolving needs of the Belux market industries.

Building on their successful partnership since 2009, IBM and CBTW have established a strong collaboration on the Data & Analytics expertise, driven by the success of Positive Thinking Company, one of the six founding members of CBTW. The expanded collaboration represents IBM's active pursuit of partnerships with solution providers and its focus on creating intellectual property (IP) to address industry-specific challenges in manufacturing, life sciences, and telecommunications through process mining solutions and services.

IBM's commitment to collaboration is exemplified by its partners program, which fosters strategic alliances with partners like CBTW. Through this program, partners jointly develop strategies, leverage accelerators, and utilize cutting-edge technology tools to expedite customer projects. By seeking a limited number of strategic partners in each market, IBM ensures global coverage while emphasizing the development of joint IP. The network of strategic partners facilitates market expansion and mutual support among partners, creating a collaborative ecosystem that drives innovation and growth.

CBTW will also work closely with IBM to develop solutions leveraging Envizi, IBM's ESG software suite. This collaboration will enable both organizations to address environmental, social, and governance (ESG) challenges faced by businesses today and drive sustainable outcomes for their clients.

Bob Golladay, IBM's Digital Labor EMEA Sales Leader, expressed enthusiasm about the partnership, stating, "We are excited to collaborate with CBTW as part of our ongoing efforts to expand strategic partnerships and drive innovation. CBTW's expertise and commitment to positive impact align perfectly with IBM's vision for creating transformative solutions. Together, we will leverage our combined strengths to address industry-specific challenges and deliver exceptional value to our clients."

Considering their extensive presence worldwide, the IBM and CBTW partnership is projected to progress from a pan-European phase to international expansion, covering America and APAC. This expansion will enable CBTW and IBM to deliver their transformative solutions to organizations globally, providing comprehensive support and addressing diverse industry needs.

Jeremy Mazon, Global Alliances Leader at CBTW, expressed his excitement about the extended partnership, stating, *"Our longstanding collaboration with IBM has been instrumental in driving innovation and delivering cutting-edge solutions for our clients in the Data & Analytics domain. This extended partnership marks a significant milestone as we expand our joint efforts beyond the regional level to a more international scope and a new area with Process Mining. Together, we are consolidating six complementary synergies within CBTW and evolving from being a technology integrator to a*



solutions provider, creating joint intellectual property to address vertical challenges in manufacturing, life sciences, and telecommunications.”

ABOUT CBTW:

Collaboration Better The World (CBTW) is a global tech solutions company operating in over 20 countries and 35 cities. Dedicated to the transformative power of collaboration, CBTW's mission is to use business as a driving force for good, enabling businesses to both succeed and make a positive impact.

By combining global expertise with local insight, CBTW delivers solutions to clients worldwide. CBTW offers strategy, design, and technology services through the combined expertise of its service lines SteepConsult, Versett, and Positive Thinking Company. Moreover, CBTW's reach extends to industry-specific services in digital banking, life sciences, and manufacturing, leveraging the specialized knowledge of the service lines OneAston, Alispharm, and Otofacto.

With strategically-located Delivery Centers across Europe, Africa, Asia, and South America, and an impressive revenue generation exceeding 300 million Euros, CBTW is set for continuous growth. In a demonstration of our commitment to building a better world, we have pledged to allocate 3% of our 2025 revenue to education projects, thereby contributing to the well-being of our teams, communities, and our shared planet.

<https://collaborationbetterstheworld.com/>

ABOUT IBM:

IBM is a leading global hybrid cloud and AI, and business services provider, helping clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries. Nearly 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on IBM's hybrid cloud platform and Red Hat OpenShift to affect their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in AI, quantum computing, industry-specific cloud solutions and business services deliver open and flexible options to clients. All of this is backed by IBM's legendary commitment to trust, transparency, responsibility, inclusivity and service.

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