

B2B TECH TALK

Extended
show notes

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3 key benefits for IBM partners

Cybersecurity experts discuss the benefits of working with IBM on B2B Tech Talk.

"With IBM, the sky's the limit." — [Chris Reid](#), director of vendor management & sales enablement at [Braintrace](#)

IBM is making partners' and their customers' dreams come true. Chris and Braintrace Founder & CIO, [Carl Peterson](#), describe the advantages their business has gained from working with IBM.

They also discuss:

- The benefits of marketing through IBM's Embedded Solution Agreement
- How [IBM's QRadar](#) helps Braintrace stay on top of its game
- How IBM has helped Braintrace scope out SIEM opportunities

Learn more about [IBM's ESA program](#).

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*"It's been extremely beneficial working with a company like IBM because **we can grow to their level**. With IBM, **the sky's the limit**." — Chris Reid*

In this episode of B2B Tech Talk, Chris Reid lists off three major advantages of partnering with IBM through their [Embedded Solution Agreement \(ESA\)](#) program.

1. Quickly and easily discover the best pricing

Thanks to IBM's go-to-market knowledge and experience, it's easy for partners to choose the best pricing for their solutions. This undoubtedly saves time and money when going to market with a new product.

2. Scope out new opportunities

Specifically for Braintrace, they're excited about IBM uncovering new SIEM (Security Information & Event Management) opportunities. With an extremely versed knowledge of the market, IBM uses its network to find new possibilities for its partners.

3. Get first-class customer support

Want to run some ideas past an IBM pro? Need advice for new product features? Between IBM and Ingram Micro, you'll receive unparalleled support and customer service.

Hear more about IBM in [Ep. 62: Introduction to the IBM Embedded Partner Program](#)

To learn more about the ESA program for Ingram Micro partners, contact Kevin Fischer at kevin.fischer@ingrammicro.com

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