IBM Idea

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# Value Hypothesis

IBM' Planning Analytics partner Aramar would increase the deployment, production of Financial analytics reporting by 50%

Aramar would realize IBM's capabilities of cloud paks and the seamless integration of various software in delivering the desired business outcome

Solution Approach

Connect xero app using as App Connect or API connect integrate with PA so that the PA can source the income statement on real time. This should result in increased productivity of creating & deploying reports.

# One sentence summary of the idea

Provide a configuration or plugin with App Connect designer to connect Xero apps without a need for coding and data mapping.

# Pain points for the clients

Aramar, IBM analytics experts are experiencing manual labour for sourcing data from Xero - online accounting software. This results loss of productivity and non integration between the data sources

# Highlight the benefits that both Clients and IBM can get from this

Benefits – Aramar

Aramar has a strong presence in the UK in supporting Financial reporting for their customers. There are around 10+ customers who has PA as SaaS offering.

Benefits - IBM

Aramar partnership with IBM and SaaS offering contributes ACV 550,000 GBP annually.

IBM gets an opportunity on cross & up sell IBM Cloud Paks(CP) for Data (Watson Studio, DB2) + CP for integration (ACE or API)

# Any common Roadblocks

Need to do a product assessment on the viable solution in integrating Xero and Planning Analytics

# Most frequently encountered competitors for IBM in this region

1. Integrate IO provide a plug in for integrating DB2 & Xero

<https://www.integrate.io/partners/>

1. Anaplan (not such integration in specific to Xero)

# What are our strengths & weakness

Strengths:

Seamless integration of ACE or API connect with PA

Weakness:

Legacy, expensive, old & slow, On prem data source integrations are missing

# References & Background

Aramar: IBM Analytics experts, helping you make the most of your financial data

In the UKI Market, Aramar has 13 + clients and the ACV around 550,000 GBP.

Aramar client’s list

|  |
| --- |
| OMNIPAY |
| ACADIA HEALTHCARE |
| FILTRONA PLC |
| VOLITION DIAGNOSTICS UK LIMITED |
| RIVER ISLAND |
| IMPERIAL TOBACCO GROUP PLC |
| MYRIAD GROUP LIMITED |
| KKR MATTERHORN BIDCO LIMITED |
| Logicalis Group Limited |
| ENETT INTERNATIONAL (JERSEY) LIMITED |
| 1SPATIAL |
| NUVIAS GROUP LIMITED |

<https://www.aramar.co.uk/>

Xero,

a cloud-based accounting software platform for small businesses with over 3 million subscribers globally. Through Xero, small business owners and their advisors have access to real-time financial data any time, anywhere and on any device.

<https://www.xero.com/uk/>