

## Essextec Achieves Platinum Status in Newly Redesigned IBM PartnerWorld Program

*IBM Platinum Partner Status Demonstrates Excellence in Delivering  
High Value Cloud and Cognitive Solutions*

**Rochelle Park, NJ/ USA – February 14, 2017** – Essex Technology Group, Inc. (Essextec) has achieved Platinum status in the new IBM PartnerWorld program which has been redesigned for the Cognitive era. Earning the highest tier within the PartnerWorld program, Platinum Business Partners consistently demonstrate proven capabilities and expertise in IBM technologies to help their clients succeed in their digital transformation.

“I would like to thank IBM for reinventing the PartnerWorld program. As a key member of the IBM Global Business Partner Advisory Council, Essextec collaborated with IBM and our peers in the development of this enhanced program,” states Jim Torney, President and CEO, Essextec. “This new program acknowledges the value of the significant investments we have made in our skills and capabilities in key IBM technologies. Essextec is focused on solutions in three strategic growth areas: Cloud, Cognitive, and Cybersecurity. These solutions allow us to deliver differentiated value to our clients. The enhanced PartnerWorld program recognizes the importance of these future technologies for our clients by supporting, guiding, and rewarding us as we create and deliver innovative solutions that tackle each of our client's toughest problems.”

IBM added the Platinum designation as part of the [newly redesigned PartnerWorld program](#), which the company [announced](#) last February at the PartnerWorld Leadership Conference. The new four-tiered PartnerWorld program moves IBM and its Business Partners from a product-centric model to one focused on competencies, customer satisfaction, and revenue. The Platinum level is designed to recognize partners that consistently deliver the highest level of excellence. Organizations achieve the Platinum level by earning at least two competencies (one at the Expert level), attaining significant sales success, demonstrating client satisfaction, and verifying two client references.

“The new PartnerWorld program is designed towards ultimate simplification to help our partners both large and small, succeed and drive velocity in high growth areas like cloud and cognitive,” says Marc Dupaquier, General Manager, IBM Global Business Partners. “By achieving the Platinum level, Essextec has shown its commitment and expertise in delivering client solutions with the power to transform businesses in the cognitive era.”





Commenting on the importance of the IBM partnership and Platinum level, business leaders from Essextec provided the following statements:

“The IBM cloud technology meets the needs of our clients in the areas of public cloud, private cloud, on-premise, and hybrid cloud solutions,” says Tom O’Rourke, Senior Vice President, Cloud Services and Storage. “As a Platinum Business Partner, we are able to provide the right mix of IaaS and managed services from IBM and the IBM partner ecosystem.”

“We at Essextec continue to accelerate into the cognitive era with IBM and the IBM Watson platform,” comments Evan Herbst, Senior Vice President, Business Development and Cognitive Innovations. “The Platinum Business Partner attainment as well as our recent awards, such as the 2016 Worldwide Watson Partner Innovator of the Year and 2017 Beacon Finalist for Outstanding Watson Cognitive Solution, give our clients confidence in Essextec as the right partner, with the right skills, to lead them on their cognitive journeys.”

“With the importance of cybersecurity today, our IBM relationship gives us access to market leading solutions our clients need to help them protect their businesses and respond to threats,” states David Luftig, Senior Vice President, Sales. “The IBM PartnerWorld program and Platinum level attainment recognize the deep expertise Essextec has in cybersecurity as well as in other areas of our business.”

To learn more about IBM PartnerWorld, a comprehensive program that offers marketing and sales resources, training, certification, and technical support to help create new revenue and market opportunities for IBM Business Partners, visit [www.ibm.com/partnerworld/go](http://www.ibm.com/partnerworld/go).

Essextec offers Cloud, Cognitive, and Cybersecurity solutions delivered by a team of experienced technology and security experts, business consultants, and industry thought leaders. Our innovative and cognitive era solutions are uniquely tailored and enable us to provide differentiated value and outstanding business outcomes for each of our clients. Visit [essextec.com](http://essextec.com)

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