



Champion builds competitive edge with IBM e-business certification.

Back in 1979, when word processing was just coming into vogue, Champion Computer Corporation set up shop selling computer peripherals. Today, the \$118-million company is an IBM Premier Business Partner, selling IBM hardware and software products and developing complete e-business solutions. This transformation has laid the foundation for helping Champion become an IBM Certified for e-business — Business Partner.

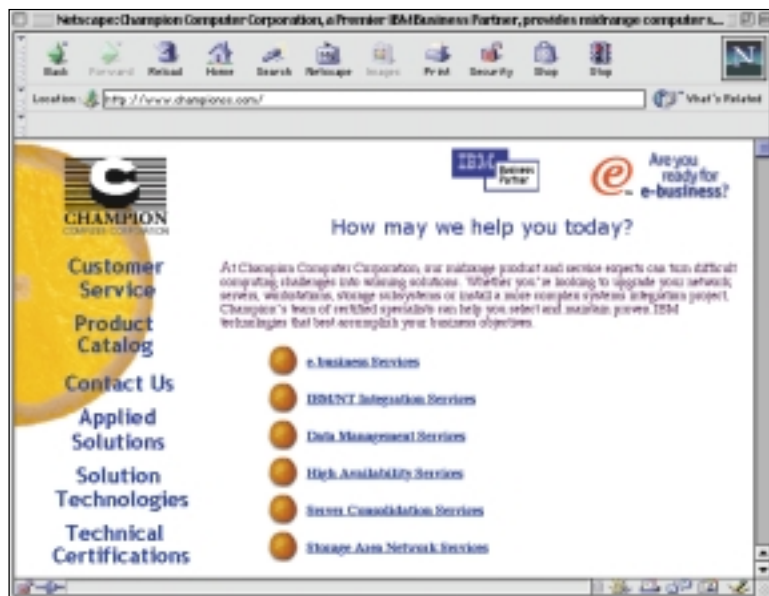
Achieving the certification status is a milestone that Champion — and others — consider a high recognition in the Internet marketplace. According to early surveys by IBM, 64 percent of its Business Partners indicated that having their IT professionals IBM Certified for e-business increased their ability to close a sale; 59 percent reported an increase in their sales volume. By extending its IBM Certified for e-business program beyond IT professionals to encompass entire companies, IBM is hoping to help its Business Partners capture more opportunities in the booming e-business market.

“When a prospective customer has three bids on the table and one of them is from an IBM Premier Business Partner that is also IBM Certified for e-business, it makes a difference. It means we’ve met [IBM’s] rigorous technology standards.”

—Chris Pyle, President, Champion Computer Corporation

Application IBM Certified for e-business — Business Partner Program

Business Benefits Extended market reach; continuous training and support



Champion considers its IBM Certified for e-business status a competitive advantage.



In 1992, when President Chris Pyle drove the Boca Raton, Florida company to a higher level by joining the IBM Business Partner program and becoming an IBM reseller, Champion's annual revenues began their ascent into the double digits, reaching \$37 million in 1995. That was also the year Champion became an IBM Premier Business Partner, gaining the accompanying extensive training and marketing support.

e-business certification has further strengthened Champion's competitive edge. "When a prospective customer has three bids on the table, and one of them is from an IBM Premier Business Partner that is also IBM Certified for e-business, it makes a difference," says Pyle. "It means we've met the rigorous technology standards established by a leader like IBM. I still get calls from Sun, EMC and HP, but we sell IBM products because they are clearly best-of-breed solutions. And we are aligned with IBM because they are a distinct e-business leader."



The Certified for e-business — Business Partner program delivers extensive training and support.

Developing an e-business the right way

Champion currently employs 130 people and has opened 17 offices throughout the U.S. in the last two years. Its specialty lies in providing storage solutions and scalable and highly reliable e-business infrastructure solutions.

This past summer five Champion sales representatives and four technical professionals completed eight weeks of hands-on training, passing the exams required to be IBM Certified for e-business. Certified individuals and IBM Business Partners develop their e-business solutions according to the methodologies recommended by the Application Framework for e-business. Designed by IBM, the Application Framework for e-business is an e-business development roadmap based on an open-standards, multiplatform approach. Its technological components include leading IBM e-business solutions: IBM WebSphere™ Application Server, IBM Net.Commerce, IBM VisualAge® for Java™, IBM DB2® Universal Database™, IBM MQSeries®, Lotus® Domino™ and Lotus Notes®.

Certification training has helped Champion's representatives propose value-added e-business solutions to customers. Mark Wyllie, vice president and general manager, explains, "We recently met a prospective customer with a flashy Web site that has zero functionality. From the certification training, we know how to show such customers that integrated e-business solutions can boost revenue-generating opportunities."

A sound return on investment

Champion has built an impressive customer base that includes Office Depot, Lucent Technologies and Tutor Time Learning Centers. Now that Champion is IBM Certified for e-business, it is confident of continued success.

"To succeed, we must continuously invest in our intellectual capital through certification programs like IBM's," notes Pyle. "IBM shares its knowledge and offers us the tools to help our customers transform their core business processes and build successful new e-business applications."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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