IBM competes to win multi-million IT service contracts. These large contracts typically involve composite services composed of several thousands of software, hardware, and services. Examples are data center consolidation, migration of IT services to the cloud, and help desk services management. In response to clients' request for proposals (RFPs), IBM and other competing IT service providers submit proposals. Clients short list a number of providers and engage with them through intense negotiations to select a final winner for the bid. Service providers maintain and manage a pipeline of such deals. Each deal goes through a life cycle which begins with the identification and validation of the opportunity, qualifying it, receiving a RFP, pursuing it with a team of business and technical sellers until the contract is signed or the deal is not won.

Given the business value at stake, the conventional approach to taking these steps involve resource-intensive, and complex activities and decision making. This calls for a strong demand to bring in data-driven analytics to help manage the pipeline, make resource allocation decisions, strategize the winning of each deal, and forecast the revenue out of contract signings.

The team at IBM Almaden Research Center has partnered with stakeholders in IBM services organization and developed an analytical toolset that offers insights during various stages of this life cycle to assist different decisions. In this presentation, we will describe the objective and overview.

Biography:

Dr. Aly Megahed is a research staff member at IBM’s Almaden Research Center in San Jose, CA. In his current job, he develops analytical tools for complex service engagements and advances research in analytics, statistics, machine learning, and operations research to address different service science problems. Dr. Megahed got his Ph.D. in Industrial Engineering from Georgia Tech with a focus on the development of operations research and analytics tools for solving problems in supply chains and logistics systems. He has two master's degrees in Industrial and Production Engineering from Georgia Tech and Alexandria University, respectively, and a B.S. in Production Engineering from Alexandria University. Dr. Megahed has also won several internal IBM awards and external ones, including being a finalist for the INFORMS Innovative Applications in Analytics Award.