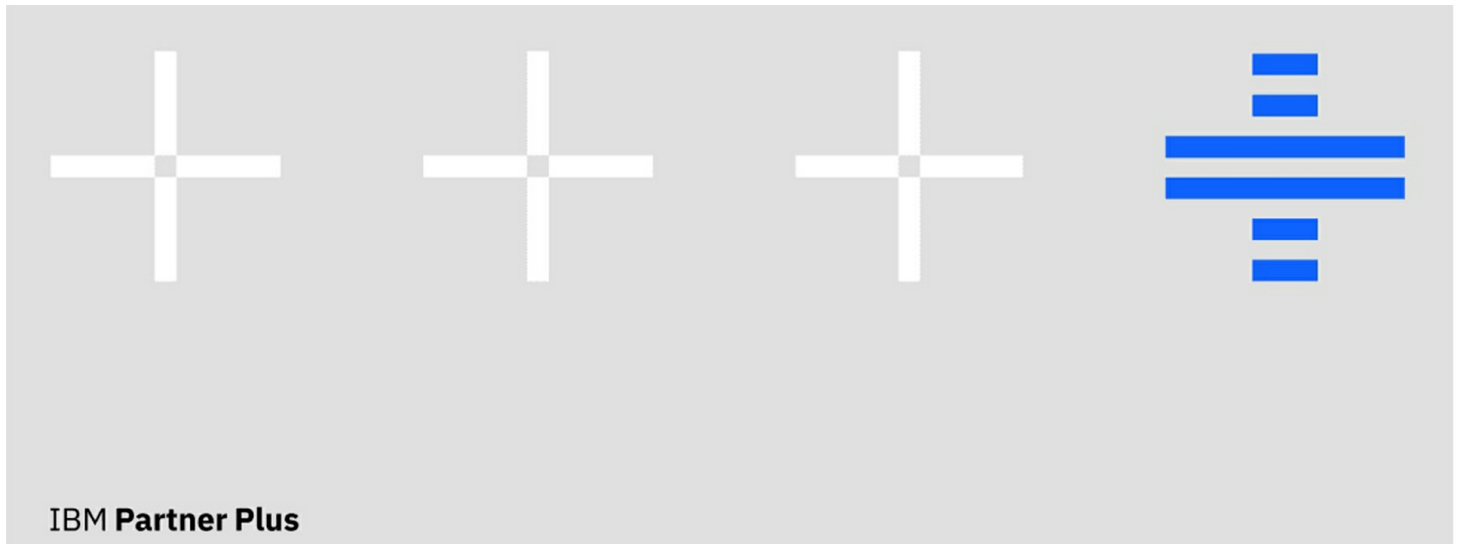


IBM Announces EMEA Geography Winners of the 2025 IBM Partner Plus Awards



UK, London, March 20, 2025 – Today, IBM (NYSE:[IBM](#)) announced the EMEA geography winners of the 2025 IBM Partner Plus Awards, which celebrate IBM partners who advance businesses, reshape industries and create positive impact through partnership.

“The award nominations we received in EMEA were truly impressive, showcasing a diverse range of innovative and impactful projects across industries. The winners in each category showcase what is possible when partners combine their own specialized knowledge with IBM technology to drive transformative client outcomes,” said **Patrick Bauer, VP Ecosystem, IBM Europe Middle East and Africa**.

The EMEA geography winners of this regional round in the IBM Partner Plus Awards for each category include:

AI for Business in EMEA - *Reinventing the way business gets done*

Celebrating those who are leading the way forward by building, scaling and accelerating the impact of trusted AI for businesses
EY

Automation in EMEA - *Increasing performance through automation*

Celebrating those who are delivering new levels of performance with speed, scale and security, enabling systems, business processes, and people to be more efficient
Protiviti

Hybrid by Design in EMEA - *Transforming businesses with hybrid cloud*

Celebrating those who help clients structure, secure and maximize their hybrid, multicloud IT estate as the foundation for achieving key business priorities and scaling AI
HCLTech

Modernization in EMEA - *Accelerating innovation through infrastructure*

Celebrating those who are driving business outcomes with secure, compliant and resilient infrastructure to maximize performance and productivity, freeing businesses to build the future
Recarta IT

Sustainability in EMEA - *Turning sustainability ambition into action*

Celebrating those who are using data to help build more sustainable businesses that grow in more responsible ways

Tata Consultancy Services

Workforce Productivity in EMEA - *Unlocking the power of people*

Celebrating those who are capitalizing on data-driven insights to create new levels of employee productivity and accelerate paths to innovation

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The EMEA geography winners have also been named as finalists for the global awards in each category, winners of which will be announced at IBM Partner Plus Day on May 5, 2025 during Think 2025 in Boston.

Partners self-nominated for the IBM Partner Plus Awards and entries were judged on Expertise, Partnership, Impact, Innovation, and Storytelling. Winners were selected across six categories in five geographies: APAC, EMEA, Japan, Latin America and North America. For more information on the IBM Partner Plus Awards, including a list of all geography award recipients, visit

Partners eligible to self-nominate for the awards are part of IBM's Partner Plus, a program designed to help deepen partners' technical expertise, accelerate time to market and win with clients with AI and hybrid cloud.

For more information on IBM Partner Plus, please visit www.ibm.com/partnerplus/awards.

About IBM

IBM is a leading provider of global hybrid cloud, artificial intelligence, and consulting expertise. We help clients in over 175 countries harness insights from their data, optimize business processes, reduce costs and gain a competitive advantage in their industries. More than 4,000 government and corporate entities in critical infrastructure areas such as financial services, telecommunications and healthcare rely on the IBM hybrid cloud platform and Red Hat OpenShift to achieve their digital transformations quickly, efficiently and securely. IBM's breakthrough innovations in artificial intelligence, quantum computing, industry-specific cloud solutions and consulting offer open and flexible options to our clients. All of this is backed by IBM's long-standing commitment to trust, transparency, accountability, inclusion and service. Visit www.ibm.com for more information.

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