

NiCE

Create a
NiCE
world

Accelerating Partnerships in the AI Era

Dorothy Copeland
Chief Partner Officer



NiCE to meet you!

We're launching a global partner organization



...to build the leading ecosystem in CX & AI

...to drive scale and outsized growth to the company

...to transform how enterprises serve their customers

Dorothy Copeland

Chief Partner Officer

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A little about me:

- 25+ years at Tech companies
- Built 3 partner ecosystems from scratch
- Scaled 4 ecosystem into billion \$ revenue streams

Investing in people and programs to help your business grow and thrive

APAC Business Partner Summit 2026

Why Partnerships win in the AI Era

AI Shifts Competitive Advantage from Products to Ecosystems

75%

of AI value will come from ecosystem participation.

-McKinsey & Company

80%

of enterprise AI deployments involve multiple partners.

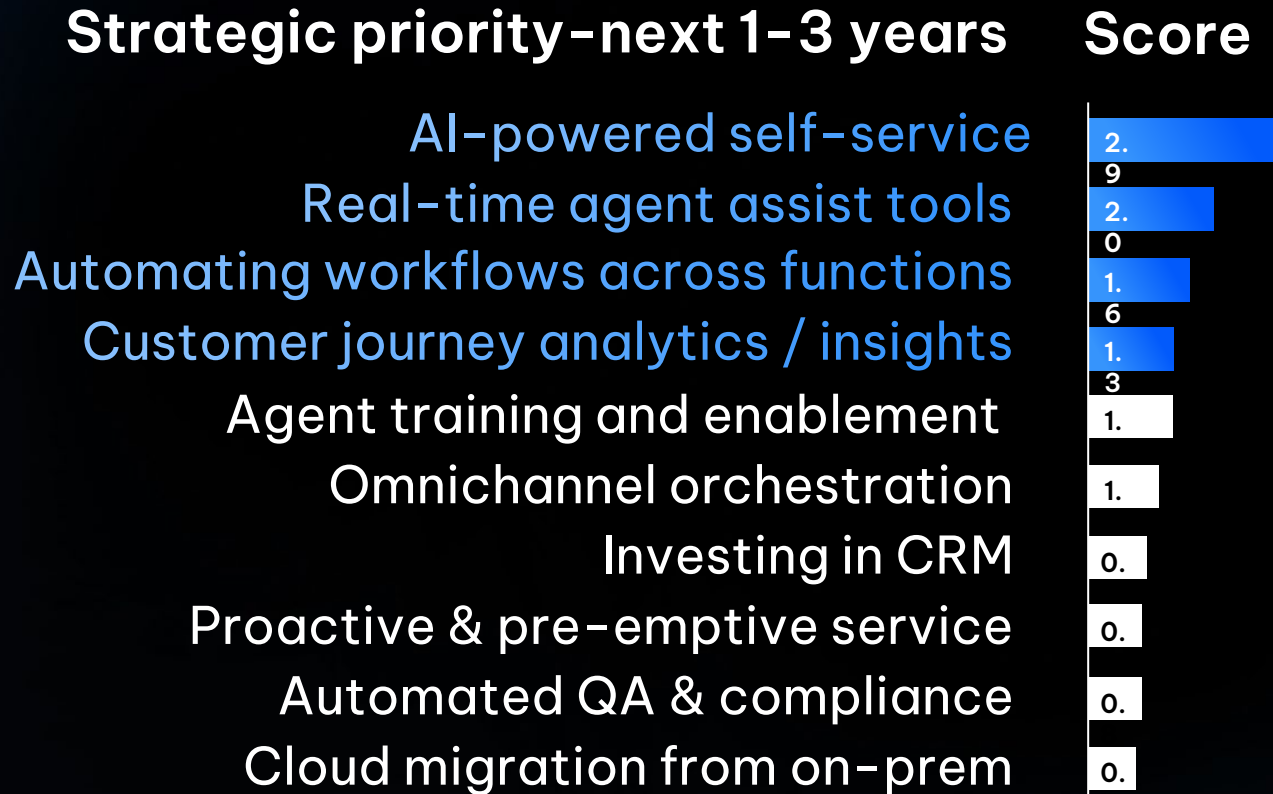
-Gartner

85%

of B2B tech revenue is partner-influenced.

-Canalys

AI is the #1 Strategic Investment Priority



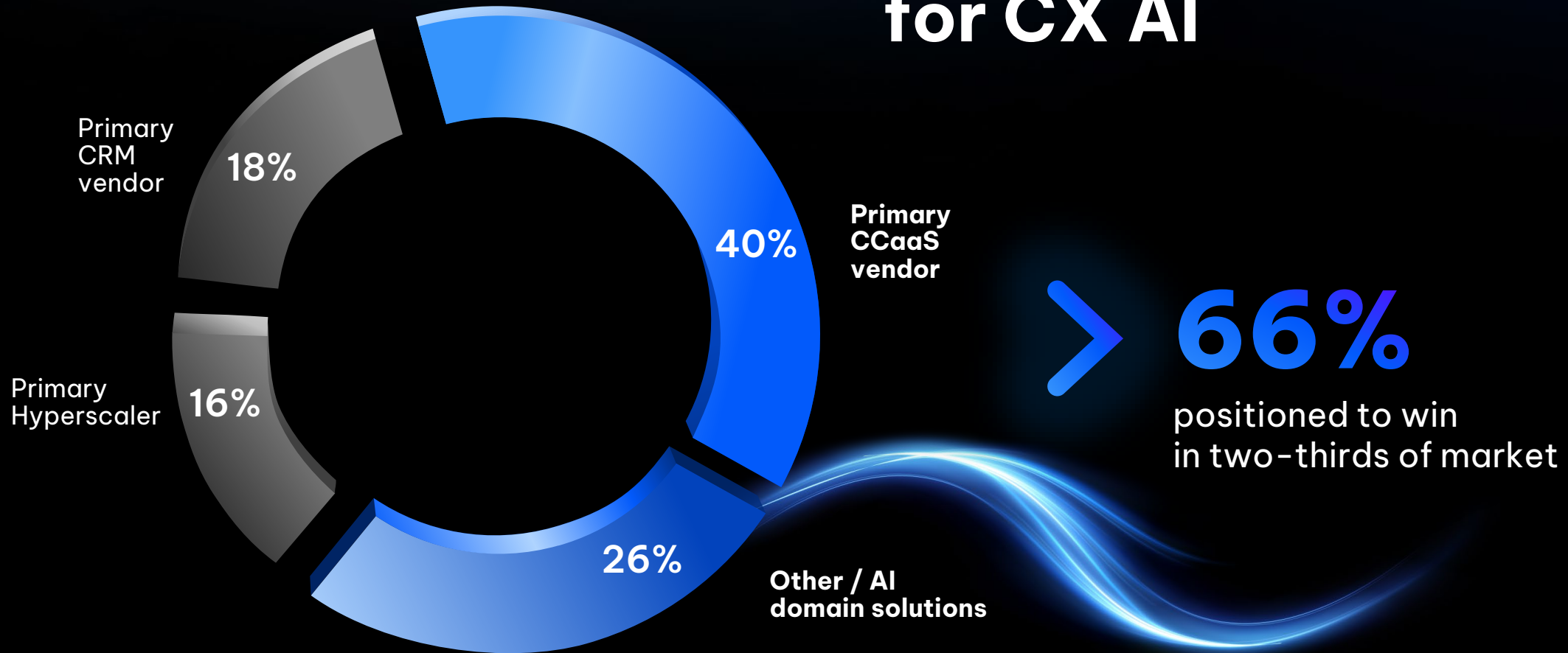
29%

average share of workforce expected to be reduced due to AI

47%

average share of expected AI savings

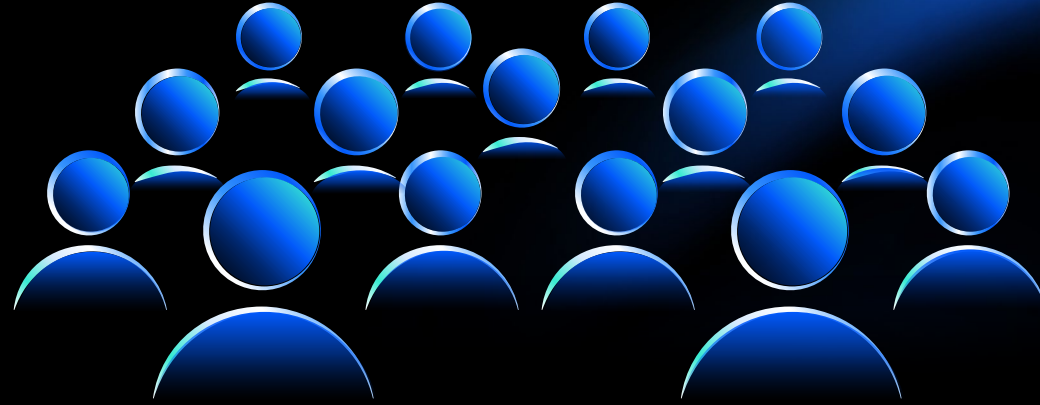
NiCE Best Positioned for CX AI



From which vendor would you purchase AI capabilities?

Source: BCG

A New AI Buyer Landscape

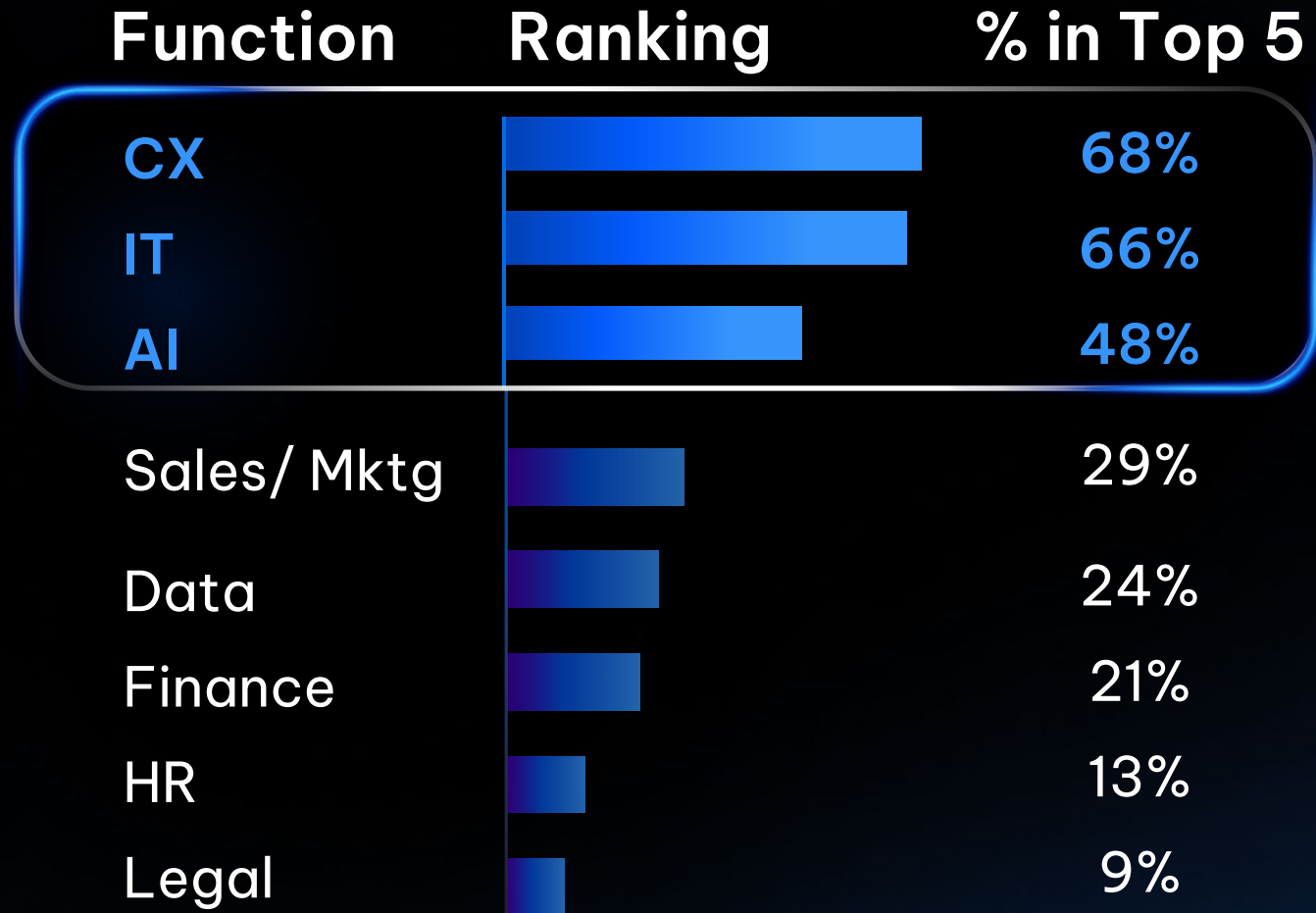


**New AI
Decision Makers**

**Cross-Functional
Buying Teams**

**Deeper IT
Influence**

Functions Driving AI Initiatives



Source: BCG

Your customers need...

- Advisory Services
- Strategic Planning Services
- AI Technology Solutions
- Project Management Services
- Implementation Services
- Managed Services
- ...and more – all from you

The
Opportunity
for your
Business

How we are helping Partners win & grow in 2026 and beyond

2026+
Focus
Area



Strengthen Partner-Centric Culture

Align organization to amplify partner-centric mindset and embed culture across whole organization



Enable Partners to Win and Close AI-First Deals Faster

Clear AI use cases, repeatable sales plays, and enablement that reduces sales cycles



Help Partners Grow Revenue with our AI-First CX Portfolio

AI-First CXone and Agentic AI standalone solutions packaged for cross-sell and expansion



Make NiCE the Easiest Provider to Work With

Simpler programs, clearer ownership, and faster execution



Drive Partner-Led Growth Through Marketplaces, Tech Alliances and DEVone

Expand routes to market and solution portfolio through complimentary technology partnerships



Accelerate Customer Value Through Partner Services

Services, accelerators, and solution assets that get customers live—and expanding—faster

Meet the team building the Global Partner Org



Hardy Myers

Tech Alliance & GSI's

- Scale Tech Alliance and GSI GTM
- Leverage Tech Alliance and GSI Partnerships for Market Leadership
- Collaborate with CPO and CPO/Regional Teams on Partner Experience Transformation



Victoria Allred-Bennett

Partner Success

- Centralising into a Global Function
- Focus to Partnership requirements
- Root Cause Removal and consistency



Nicky Butler

Readiness & Programs

- End to End Partner Enablement Excellence
- Continued Modernisation of Partner Programs
- Simplification of Partner Processes
- Increased Transparency & Visibility for Partners



Tom Stanley

BPO

- Align to BPO global go-to-market
- Tech Partnership to differentiate BPO product offerings
- Introduce new revenue streams
- Improve client growth and retention

What we ask of you to grow our business together

Inform your customers that our CX+AI solutions are market leading

Build your sales & technical skills on our AI product line

Look for ways to build repeatable solutions & co-innovate

Promote us into the market – you in places where we are not

Thank You

Create a **NiCE** world 😊