

# Small Business Security Products & Services Company Increases Sales with Events

## Introduction

This case study of a small business security products & services company is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

**The business challenges that led the profiled company to evaluate and ultimately select HIMSS:**

- Their top purchasing drivers for partnering with HIMSS were:
  - Brand and/or product awareness
  - The ability to target growth accounts / opportunities
  - Generating qualified leads
- The following were key criteria in their selection to partner with HIMSS:
  - Access to audience including key industry prospects

## Use Case

**The type(s) of campaigns executed in their go-to-market strategy with HIMSS by the surveyed company included:**

- Events

## Results

**The surveyed company achieved the following results with HIMSS:**

- Since working with HIMSS, their organization has:
  - Increased Sales

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Small Business**

Industry:  
**Security Products & Services**