

# IBM Increases Awareness with HIMSS Events

## Introduction

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This case study of International Business Machines Corporation is based on a June 2021 survey of HIMSS customers by TechValidate, a 3rd-party research service.

## Challenges

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

- Their top purchasing drivers for partnering with HIMSS were:
  - Thought leadership / Industry education
  - Increasing engagement with current customers
- The following were key criteria in their selection to partner with HIMSS:
  - High quality content creation
  - Alignment with trusted brands and segment leadership

### Company Profile

Company:  
**International Business  
Machines Corporation**

Company Size:  
**Global 500**

Industry:  
**Computer Services**

## Use Case

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

- Events

## Results

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

- Since working with HIMSS, their organization has:
  - Increased brand and/or product awareness