

IBM Client References

Share your success



A new era of technology and business

Global challenges are inspiring organizations to rethink how business and society work and to take actions that make us smarter, more resilient and agile using technology.

Across industries and time zones, there is a major wave of business transformation as companies move forward into the next chapter of digital transformation. IBM® clients are modernizing and moving their mission-critical workloads to the cloud and infusing AI deep into the decision-making workflows of their organizations.

IBM recognizes the knowledge, skill and leadership required to drive major technology projects. As your partner in this journey, IBM would like to work together to highlight your success and showcase your expertise.

Participating as an IBM client reference allows you to share your professional achievements with key audiences and offers you meaningful opportunities to inspire others to build a smarter future.

“Being a reference company for IBM gives Synopsis many opportunities to gain exposure with influential audiences, including reporters, IT analysts and potential customers.”

— Ricardo Palma, General Manager, Synopsis

Select the reference opportunity that’s right for you

As a client reference for IBM, you identify the types of opportunities for which you are willing to be considered, as well as the frequency and extent to which IBM can leverage your organization’s name. Depending on your interest, you may be asked to participate in:

- Peer-to-peer conversations
- Speaking engagements
- Meetings with IBM executives
- Written case studies
- Video and audio testimonials
- Social media outreach and blogs
- Advocacy communities
- Press releases
- Media interviews and briefings
- Analyst activities
- Advertising
- Client success presentations



Benefits you can gain by participating

As an IBM client reference, you will have opportunities to:



Enhance your status as a thought leader in your industry



Grow your professional and social networks by interacting with peers, analysts, industry experts, IBM executives and members of the media



Gain visibility and promote your business by giving us permission to include your story in IBM marketing and communications material

“Our customers love knowing that we have the power and reputation of IBM backing us. It has helped no end with our rapid growth.”

— Ricky Sutton, Founder and CEO, Oovvuu

“Incorporating Watson into our translation technology has allowed us to concentrate on nuances and dialects, enabling our clients to become global communicators. Partnering with IBM has helped expand our global reach.”

— Danny May, CEO, Lingmo International

A program customized for you

IBM understands how valuable your time and privacy are. That's why we work with you to accommodate your company's specific needs and preferences. To keep any imposition on your time to a minimum, your IBM representative will serve as your liaison and coordinate all communications with you. In addition, your IBM representative will engage with you to determine your desired level of involvement in the program.

Once you decide to participate, we begin by capturing the following information:

- An overview of your company and its strategic business goals
- The business challenges faced by your company and industry
- A succinct description of the solution, including IBM product and service components, implementation details and IBM Business Partner contributions
- Highlights of the achieved or anticipated business benefits

Join us and share your story

We look forward to hearing your story. Contact your IBM representative or IBM Business Partner or send an e-mail to Matt Young, Program Director for IBM Client References, at myoung@us.ibm.com or to custref@us.ibm.com

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