

IBM – VENTURING INTO LIFE SCIENCES



Brand: Mehta Solutions
Product Code: case521
Weight: 0.00kg

Price: Rs500

Short Description

IBM – VENTURING INTO LIFE SCIENCES case study

Description

The caselet, IBM: Venturing into Life Sciences, examines IBM's entry into life sciences, and how IBM positioned itself as a research-driven company. IBM offered technical solutions like hardware, middleware, and IT infrastructure that a life science researcher was looking for. The caselet looks into the ways in which IBM developed a relationship with the scientific community, in order to be their preferred IT supplier.

Issues:

- » How an organization positions itself when it extends its product and service offerings
- » Alternative ways of brand promotions
- » Co-creation with customers as a form of product development

Introduction

IBM, the world's largest information technology company with revenues of US\$ 96.2 billion in 2004, is known for its research work. In the late 1990s, it realized that life science was an area which would require enormous IT resources. In 2000, IBM launched its Life Sciences Division...

Questions for Discussion:

Discuss the ways in which IBM managed its product and service image among the

customers.

“The company had the technical solutions like hardware, middleware, and IT infrastructure that a life science researcher would be looking for, and was looking for ways to attract this customer.” How did IBM generate and maintain the attention of the customer toward the brand?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers