Case Study: S&P 500 Computer Software Company

Introduction

This case study of a S&P 500 computer software company is based on a October 2015 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

- Problem that plagues today's "traditional" trade show and conference include:
  - Content being a one-way push from the podium with little interaction or Q&A

Use Case

- Evaluates the following as some of the most important factors when deciding on an event:
  - The content
  - The audience
- Recommends sending 2 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
  - Access to best practices
  - Increased networking & relationship building
- Generated 5 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as timely and relevant.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend this event to their colleagues and/or peers.

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:
S&P 500

Industry:
Computer Software

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

 Frost & Sullivan

Source: TechValidate survey of a S&P 500 Computer Software Company

Research by **TechValidate** by SurveyMonkey

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