

Axiom Case Study (for Axiom Only)

Introduction

This case study of a small business professional services company is based on a February 2018 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Very productive conversations with decision makers”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan:

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
 - Poor communication & customer service by organizers
 - A lack of true decision makers in attendance
 - Too much competition
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - Due to the fact that the right messages were delivered to the wrong audience
 - Due to the fact that the wrong messages were delivered to the right audience

Use Case

The key features and functionalities of Frost & Sullivan that the surveyed company uses:

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
 - Positioning of vendors as peers
 - An environment that fosters relationship building
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Best-in-class program management and support
 - Unique approach to marketing (new marketing channels)

Results

The surveyed company achieved the following results with Frost & Sullivan:

- Generated 5 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 2 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.

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:
Professional Services

About Frost & Sullivan

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](#)