

Small Business Computer Services Company

Introduction

This case study of a small business computer services company is based on a February 2019 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.



“The peer engagement was like no other I’ve experienced. The playing field was leveled and we all had the opportunity to learn more about each other and how we present our own businesses. We will use the Solutions Wheel exercise for our team to better share our message going forward.”

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:
 - Transient audiences that drive few relationships
 - Limited networking and dull activities, resulting in lack of touch points with participants
 - Poor communication & customer service by organizers
 - A lack of true decision makers in attendance
- 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 lack of timely follow-up by the sales team

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:
Computer Services

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
 - The ratio of decision makers in attendance
 - An environment that fosters relationship building
 - Nonstop networking
 - Access & time to meet with true decision makers
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - Integrated marketing approach
 - Best-in-class program management and support

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](#)

Results

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

- Based on the executive audience in attendance, the format of the Executive MindXchange, and Frost & Sullivan’s focus on driving a “Return on Relationships” (ROR), they expect their sales cycle to be reduced by 33%.
- Ability to generate ROI is 5 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.