

# Global 500 Telecommunications Company Leverages Frost & Sullivan’s Account-Based Marketing (ABM) Research To Identify Key Decision-Makers

## Introduction

This case study of a global 500 telecommunications services company is based on a July 2017 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.



“We were able to identify new decision makers as a result of Frost & Sullivan Account-Based Marketing (ABM) Research.”

“Leveraging Frost & Sullivan Account-Based Marketing (ABM) Research, we are confident we will be able to generate a positive return on our investment.”

## Challenges

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

- Faces the following challenge when conducting their own Account-Based Marketing (ABM) Research:
  - A lack of internal resources

## Use Case

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

- Finds Account-Based Marketing Research important to their company for the following reason:
  - It provides real-time intelligence to their sales & marketing teams
- Chose Frost & Sullivan for Account-Based Marketing (ABM) Research because of the following reason:
  - Its expertise

## Results

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

- Finds Frost & Sullivan Account-Based Marketing (ABM) Research to be outstanding.
- Finds Frost & Sullivan Account-Based Marketing (ABM) Research to be significantly better versus alternative research sources.
- Would very strongly recommend Frost & Sullivan Account-Based Marketing (ABM) Research as a marketing and sales enablement tool.
- Finds that >51 of their colleagues and team members will be able to benefit from the data from Frost & Sullivan Account-Based Marketing (ABM) Research.

### 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:  
**Global 500**

Industry:  
**Telecommunications 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.

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