

# Case Study: Software Company finds Tremendous Content in F&S eBulletins

## Introduction

This case study of a medium enterprise computer software company is based on a January 2015 survey of Frost & Sullivan's Quarterly eBulletin customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

- Solved the following challenges with the Frost and Sullivan's Quarterly eBulletin:
  - Keeping up-to-date on the latest trends
  - Finding credible sources for thought leadership and best practices

## Use Case

- Has shared or forwarded a Frost & Sullivan eBulletin.
- Have leveraged content from Frost & Sullivan's Quarterly eBulletin in the following ways:
  - Stimulated new ideas
  - Improved process with the information gathered
- Has often learned about new trends and solutions from the Frost & Sullivan Quarterly eBulletin.
- Finds the following to be the most valuable elements of the Frost & Sullivan's Quarterly eBulletins:
  - Best practices with thought leadership from peers
  - News and insight from Frost & Sullivan analysts

## Results

- Rated the value of the content they find in Frost & Sullivan's Quarterly eBulletins as the following compared to other online newsletters:
  - More credible
  - More valuable
- Would recommend the Frost & Sullivan Quarterly eBulletin to a peer.
- They are more likely to purchase products from a 3rd party solution provider that they learned about through a Frost & Sullivan eBulletin.
- Rated the value of the content they've received via Frost & Sullivan's Quarterly eBulletins as very valuable.

### 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:  
**Medium Enterprise**

Industry:  
**Computer Software**

### About Frost & Sullivan's Quarterly eBulletin

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:

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