

Global 100 Computer Software Company

Introduction

This case study of a Global 100 computer software company is based on an April 2023 survey of Frost & Sullivan Virtual Think Tank Thought Leader participants by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“It was a great conversation – insights-rich, and value-driven.”

Challenges

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

- Chose Frost & Sullivan’s Virtual Think Tank to solve the following challenges:
 - Access valuable content at no cost.
 - Explore a variety of different solutions to overcome hurdles.

Use Case

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

- Would participate in a Frost & Sullivan Virtual Think Tank again.
- Found that the unique interactive structure of a Frost & Sullivan Virtual Think Tank leads to the following benefits:
 - Access to best practices.
 - Increased industry and content knowledge.
 - A new network of influential peers.
- Receive valuable feedback and best practices shared by other Frost & Sullivan Virtual Think Tanks attendees.

Results

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

- Rated the presentation and moderation by the Frost & Sullivan analyst at Virtual Think Tank as very good.
- The content they received from the Frost & Sullivan Virtual Think Tank they rate as great.
- Saw the interaction between the participants was interactive and engaged at the Frost & Sullivan Virtual Think Tank.
- Would strongly recommend a Frost & Sullivan Virtual Think Tank to a colleague or peer.
- Found the other participants of the Frost and Sullivan Virtual Think Tank very open to sharing their best practices among the group.

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:
Computer Software

About Frost & Sullivan Virtual Think Tank

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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