

Cxense

Introduction

This case study of Cxense is based on an August 2017 survey of Frost & Sullivan Virtual Think Tank customers by TechValidate, a 3rd-party research service.



“Partnering with Frost & Sullivan gave us access to the executives we wanted to connect with in a forum that inspired thought-provoking and productive conversations.”

Challenges

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

- Business challenges and needs that prompted them to evaluate and ultimately selected Frost & Sullivan’s Virtual Think Tank:
 - Customer insight for the sales team
 - Customer insight for the marketing team
 - Access to new prospects
 - Content in the form of an article
 - Positioning as an industry thought leader
- Would have faced the following challenge conducting their own Virtual Think Tank:
 - The program being perceived as biased and/or as a sales pitch

Use Case

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

- As a result of the third party positioning, the participants were more candid with their pain points and challenges.
- Finds the format to be extremely innovative and unique.
- Would very strongly recommend a Frost & Sullivan Virtual Think Tank as a thought leadership tool.
- Would very strongly recommend a Frost & Sullivan Virtual Think Tank as a business development tool.
- Would very strongly recommend sponsorship of Frost & Sullivan’s Virtual Think Tank to their peers.

Results

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

- Was able to start or further develop relationships with key decision makers as a result of Frost & Sullivan’s Virtual Think Tank.
- Is confident that they will get a great return on investment after the dialogue with their prospects and/or customers on the Frost & Sullivan Virtual Think Tank.

Company Profile

Company:
Cxense

Company Size:
Medium Enterprise

Industry:
Computer Software

About Frost & Sullivan Executive MindXchange

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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