Case Study: Expectations Exceeded

Introduction

This case study of a large enterprise computer services company is based on a November 2017 survey of Frost & Sullivan White Paper Plus customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

> " **"We are able to uncover and reach new prospects, and expect to generate a positive return on our investment leveraging the Frost & Sullivan White Paper."**

Challenges

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

- Solved the following types of challenges with a Frost & Sullivan White Paper:
  - Asset development
  - Demand generation
  - Thought leadership
  - Brand awareness
  - Content marketing

Use Case

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

- Initially wanted the following when purchasing a Frost & Sullivan White Paper:
  - To contact acquisition/access to new prospects
  - The ability to accelerate a sales cycle with existing prospects
  - Another integrated touch point for sales and marketing
  - To create a credible third party asset/content development
  - Positioning as a thought leader
  - Positioning as a market leader

Results

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

- Rates the content of a Frost & Sullivan White Paper as better than others when compared other 3rd Party White Papers.
- Expectations were exceeded by the video component of their Frost & Sullivan Whitepaper.
- Would strongly recommend a Frost & Sullivan White Paper and/or any of their components as a credible resource to fill their content library
- Would strongly recommend a Frost & Sullivan White Paper and/or any of their components as a strong demand generation tool.

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:
Large Enterprise

Industry:
Computer Services

About Frost & Sullivan White Paper Plus

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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