

# Medium Enterprise Telecommunications Services Company

## Introduction

This case study of a medium enterprise telecommunications services company is based on a July 2018 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.



“You gain the credibility of a third party, and as such, I’m happy with the asset which tells a story that supports our value proposition.”

## 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

## 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

## Results

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

- Would recommend a Frost & Sullivan White Paper and/or any of their components as a credible resource to fill their content library
- Would 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:  
**Medium Enterprise**

Industry:  
**Telecommunications 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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