

Frost and Sullivan’s Virtual Think Tanks are Extremely Innovative and Unique – Finastra Case Study

Introduction

This case study of Finastra is based on a May 2022 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.



“Very good experience. All the promises made were kept. Extremely pleased by the banking knowledge of Frost and Sullivan. The Virtual Think Tank Series by Frost and Sullivan’s Brand and Demand Solutions Practice are quite unique in the market, compared to the competition.”

Challenges

Business challenges and needs that prompted them to evaluate and ultimately selected Frost & Sullivan’s Virtual Think Tank:

- Another integrated touchpoint for sales & marketing
- Positioning as an industry thought leader
- Would have faced the following challenges conducting their own Virtual Think Tank:
 - The program being perceived as biased and/or as a sales pitch

Use Case

Agrees that as a result of the third-party positioning of Frost & Sullivan’s Virtual Think Tank, the participants were more candid with their pain points and challenges.

Finds the Frost & Sullivan Virtual Think Tank to be extremely innovative and unique.

Would strongly recommend a Frost & Sullivan Virtual Think Tank as a thought leadership tool.

Would strongly recommend a Frost & Sullivan Virtual Think Tank as a business development tool.

Would 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 Tanks:

- Was able to start or further develop 1 to 3 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:
Finastra

Company Size:
Large Enterprise

Industry:
Financial Services

About Frost & Sullivan

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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