

# Fortune 500 Retail Company

## Introduction

This case study of a Fortune 500 retail company is based on an August 2022 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

## Challenges

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

- Would face the following challenges producing this content on their own:
  - Lack of third-party credibility
- Were able to solve the following challenges with their Frost & Sullivan content:
  - Brand awareness
  - Thought leadership
  - A need for credible content to support marketing

## Use Case

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

- Were looking to the following when purchasing Frost & Sullivan content:
  - Position our company as a thought leader in the market
  - Create credible content for web and/or marketing campaigns
- Have leveraged their Frost & Sullivan content through the following:
  - Their website
  - Email marketing
  - Blogs
  - Sales teams

## Results

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

- Rate the value of their Frost & Sullivan content as great.
- Rate Frost & Sullivan’s project management of the content as excellent.
- Said that Frost & Sullivan’s content is on par with others when compared to the competition.
- They would strongly recommend Frost & Sullivan custom research to companies looking to generate credibility around their solutions/services/offerings.
- They would strongly recommend Frost & Sullivan custom research to companies as a means to support a sales team.
- They would recommend Frost & Sullivan custom research to companies as a marketing tool to drive demand.

### 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:  
**Fortune 500**

Industry:  
**Retail**

### 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.

**Learn More:**

[Frost & Sullivan](#)