Global 100 Computer Software Company

Introduction

This case study of a Global 100 computer software company is based on a March 2023 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.

> "**Strong relationship and growth acceleration programs. Exceeds all expectations.**"

Challenges

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

- Faced the following challenges when conducting their own lead generation campaign:
    - An inability to reach their target audience.
- Selected Frost & Sullivan's Pipeline Accelerator campaign for the following reasons:
    - Access to new and valuable prospects.
    - Third-party positioning (credibility).
    - Expanded reach.
    - Desire for marketing return/sales pipeline.

Use Case

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

- Leveraged a white paper for the Pipeline Accelerator campaign.
- Would very strongly recommend Frost & Sullivan's Pipeline Accelerator campaign to a colleague or peer.
- Reported that the quality of the leads delivered from the Pipeline Accelerator campaign exceeded expectations.
- Reported that the number of leads delivered from the Pipeline Accelerator campaign greatly exceeded expectations.

Results

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

- Agreed that they are confident they will generate a return from the Pipeline Accelerator.
- Had over 75% of the leads generated from the Pipeline Accelerator match their target audience.
- Agreed that leveraging Frost & Sullivan to distribute the content they produced increased credibility and leadership.

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:
Global 500

Industry:
Computer Software

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