



Recommends Frost & Sullivan’s Webinar as a Thought Leadership & Business Development Tool

Introduction

This case study of a Fortune 500 telecommunications services company is based on a September 2020 survey of Frost & Sullivan’s Webinar 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’s Webinar:

- Solved challenges in the following areas with a Frost & Sullivan’s Webinar:
 - Demand generation
 - Thought leadership
 - Brand awareness

Use Case

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

- Received the following benefits from the sponsorship of a Frost & Sullivan webinar:
 - Access to new prospects
 - Credibility of the Frost & Sullivan Brand/Message
 - Content in the form of an online event
 - Extended shelf life beyond the live day
 - Ability to position themselves as a thought leader
- Valued the following deliverables included in Frost & Sullivan webinar:
 - ROI Report (detailed breakdown of the audience)
 - OnDemand shelf life

Results

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

- Strongly recommends a Frost & Sullivan webinar as a thought leadership tool
- Recommends a Frost & Sullivan webinar as a business development tool
- The quality of the participants that registered for our Frost & Sullivan webinar met our expectations
- Recommends sponsorship of a Frost & Sullivan webinar to their peers.

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:
Telecommunications Services

About Frost & Sullivan's Webinar

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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