

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

## Introduction

This case study of a medium enterprise 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.



“The Virtual Think Tank sessions by Frost & Sullivan were very insightful and demonstrated thought leadership. The analyst articles coming from the sessions are a great asset to leverage for post-event lead and demand generation.”

## Challenges

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

- 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.

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

- 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.

### 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:  
**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.

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