

# Large Enterprise Financial Services Company

## Introduction

This case study of a large enterprise financial services company is based on a September 2023 survey of Frost & Sullivan Virtual Think Tank Sponsors by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“The Frost & Sullivan team ran a spectacular Virtual Think Tank with extremely great results.”

“I am very satisfied with the impact of the event and am confident we will see a great return. Would highly recommend.”

## Challenges

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

- Business challenges and needs that prompted them to evaluate and ultimately select Frost & Sullivan’s Virtual Think Tank as a service:
  - Positioning as an industry thought leader.
- Would have faced the following challenges conducting their own Virtual Think Tank:
  - A lack of external resources.
  - The program being perceived as biased and/or as a sales pitch.

## Use Case

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

- Does agree 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 very strongly recommend a Frost & Sullivan Virtual Think Tank as a thought leadership tool.
- Would very strongly recommend a Frost & Sullivan Virtual Think Tank as a business development tool.
- Would very 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 of their ideal customer profile as a result of Frost & Sullivan’s Virtual Think Tank.
- Is confident that they will receive a great return on investment after the dialogue with their prospects and/or customers on the Frost & Sullivan 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:  
**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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