

# Enterprise Computer Hardware Company

## Introduction

This case study of an enterprise computer hardware company is based on an April 2023 survey by TechValidate (a 3rd-party research service) of participating thought leaders that attended a Frost & Sullivan Virtual Think Tank. The profiled company asked to keep its identity confidential.



“Informative and engaging.”

“The Virtual Think Tank moderated by Frost & Sullivan offered a variety of interesting viewpoints from a range of industry professionals. The session was skillfully organized and executed, resulting in an engaging conversation.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately participate in the Frost & Sullivan Virtual Think Tank:

- Chose Frost & Sullivan’s Virtual Think Tank to solve the following challenges:
  - Solve business challenges on a limited travel budget.
  - Access content with no investment involved.
  - Gain access to experts and group training.
  - View information on their own schedule.
  - Explore different solutions to overcome hurdles.
  - Gain access and understanding of different service providers.

## Use Case

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

- Would participate in a Frost & Sullivan Virtual Think Tank again.
- Found that the unique interactive structure of a Frost & Sullivan Virtual Think Tank leads to the following benefits:
  - Access to best practices and strategies.
  - A forum that allows participants to receive real solutions to their business challenges.
  - A new network of peers and influential industry figures.
  - Recieve valuable feedback and best practices shared by other Frost & Sullivan Virtual Think Tanks attendees.

## Results

The surveyed company achieved the following results with a Frost & Sullivan Virtual Think Tank:

- Rated the presentation and moderation by the Frost & Sullivan analyst in the Virtual Think Tank as exceptional.
- The content they received from the Frost & Sullivan Virtual Think Tank checked all the boxes.
- Saw the interaction between the participants was highly interactive and engaging in the Frost & Sullivan Virtual Think Tank.
- Would strongly recommend a Frost & Sullivan Virtual Think Tank to a colleague or peer.
- Found the other Frost & Sullivan Virtual Think Tank participants were very open to sharing their best practices among the group.

### 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 Hardware**

### About Frost & Sullivan Virtual Think Tank

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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