

Enterprise Professional Services Company

Introduction

This case study of a medium enterprise professional services company is based on a June 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.

Challenges

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

- Customer insight for the sales team.
- Customer insight for the marketing team.
- Content in the form of an article.
- Positioning as an industry thought leader.

Would have faced the following challenges conducting their own Virtual Think Tank:

- A lack of internal resources.
- The program being perceived as biased and/or as a sales pitch.

Use Case

- 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 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 recommend sponsorship of Frost & Sullivan’s Virtual Think Tank to their peers.

Results

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

- Generated consumer insight into the industry with other various thought leaders.
- Able to engage with other possible clients for a return on investment.

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:
Professional 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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