

Hitachi Energy

Introduction

This case study of Hitachi Energy is based on an October 2023 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.



“The Pipeline Accelerator campaigns successfully achieved the goals we initially set. We generated new logo awareness, exceedingly high-quality leads, and have engaged with the target customers we aimed to connect with.”

“Working with Frost & Sullivan has been seamless. They maintain communication with us, keep us well-informed, and are experienced innovators in their services.”

Challenges

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

- Faced the following challenges when conducting their own lead generation campaign:
 - A lack of internal resources
 - A lack of value with external lists
- Selected Frost & Sullivan’s Pipeline Accelerator campaign for the following reasons:
 - Access to new prospects
 - Third party positioning (credibility)
 - Expanded reach
 - Desire for marketing return / sales pipeline

Use Case

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

- Leveraged a white paper for the Pipeline Accelerator campaign.
- Would very strongly recommend Frost & Sullivan’s Pipeline Accelerator campaign to a colleague or peer.
- Reported that the quality of the leads delivered from the Pipeline Accelerator campaign exceeded expectations.
- Reported that the number of the leads delivered from the Pipeline Accelerator campaign greatly exceeded expectations.

Results

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

- Agreed that they are confident they will generate a return from the Pipeline Accelerator.
- Had over 75% of the leads generated from the Pipeline Accelerator match their target audience.
- Agreed that leveraging Frost & Sullivan to distribute the content they produced increased credibility and readership.

Company Profile

Company:
Hitachi Energy

Company Size:
Large Enterprise

Industry:
Energy & Utilities

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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