

# Frost & Sullivan Produces Excellent Content for Hitachi Healthcare Americas

## Introduction

This case study of Hitachi Healthcare Americas is based on an October 2020 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.

## Challenges

The business challenges that led Hitachi Healthcare Americas to evaluate and ultimately select Frost & Sullivan:

- Would face the following challenges producing this content on their own:
  - Lack of internal resources
  - Lack of third party credibility
  - Lack of analyst insights
- Were able to solve the following challenges with their Frost & Sullivan content:
  - Thought leadership
  - A need for credible content to support marketing

## Use Case

The key features and functionalities of Frost & Sullivan that Hitachi Healthcare Americas uses:

- Were looking to the following when purchasing Frost & Sullivan content:
  - Position our company as a thought leader in the market
  - Support sales efforts
  - Create credible content for web and/or marketing campaigns
- Have leveraged their Frost & Sullivan content through the following:
  - Their website
  - Email marketing
  - Social media
  - Blogs
  - Sales teams

## Results

Hitachi Healthcare Americas achieved the following results with Frost & Sullivan:

- Value of their Frost & Sullivan content was excellent.
- Frost & Sullivan’s project management of the content was excellent.
- Frost & Sullivan’s content is on par with others when compared to the competition.
- Strongly recommends Frost & Sullivan custom research to companies looking to generate credibility around their solutions/services/offerings.
- Strongly recommends Frost & Sullivan custom research to companies as a means to support a sales team.
- Strongly recommends Frost & Sullivan custom research to companies as a marketing tool to drive demand.

### Company Profile

Company:  
**Hitachi Healthcare Americas**

Company Size:  
**Medium Enterprise**

Industry:  
**Healthcare**

### 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.

Learn More:

[Frost & Sullivan](#)