Case Study: Large Enterprise Telecommunications Services Company

Introduction

This case study of a large enterprise telecommunications services company is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
  - Content that is a one-way push from the podium with little interaction or Q&A
  - Presentations that produce too few action items and takeaways because they are too theoretical

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as excellent.
- Has attended the Frost & Sullivan Executive MindXchange for the first time.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
  - Access to best practices
  - Increased networking & relationship building
- Generated 10-20 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 4 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would strongly recommend the Frost & Sullivan MindXchange to their peers.

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:
Telecommunications Services

About Frost & Sullivan Executive MindXchange

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

Source: TechValidate Survey of a Large Enterprise Telecommunications Services Company

Research by **TechValidate**
by SurveyMonkey

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