

Case Study: Large Enterprise Financial Services Company/BPO

Introduction

This case study of a large enterprise financial services company is based on a April 2015 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 traditional trade shows and conferences are plagued with the following sponsor challenges:
 - Limited networking and dull activities, resulting in lack of touch points with participants
 - A lack of true decision makers in attendance
 - PR opportunities rather than demand generation drivers
 - Too much competition

Use Case

- Find the Frost & Sullivan Executive MindXchange so unique and valuable in comparison to other events their company sponsors due to:
 - Positioning of vendors as peers
 - Environment that fosters relationship building
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan’s Integrated Marketing Solutions Practice as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - End-to-end solutions that focus on the return
 - Trusted 3rd party independent brand that drives credibility to their message/brand
 - Access to analysts/industry thought leadership

Results

- Would strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.

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:
Financial 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.

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