

Performance Technology Partners

Introduction

This case study of Performance Technology Partners is based on a May 2017 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“As a first-time sponsor of the Frost & Sullivan Executive MindXchange franchise and after years of involvement at industry events, I can confidently say that this was one of the best event experiences that I have ever had. The Frost & Sullivan team has perfected the event format and facilitates an environment that brokers long-term relationship building opportunities with well-curated engagements, networking activities, and learning sessions. The event is entirely inclusive and solution providers are never segregated from end users, which allows for authentic interactions. The PTP team is leaving the event with a number of new friends and several tangible business opportunities.”

Challenges

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

- Finds traditional trade shows and conferences are plagued by 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
 - A lack of ROI
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - Due to the fact that the right messages were delivered to the wrong audience
 - Due to the lack of timely follow-up by the sales team

Use Case

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

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
 - Positioning of vendors as peers
 - An 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 Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Integrated marketing approach
 - End-to-end solutions that focus on the return
 - Access to analysts / industry thought leadership
 - Unique approach to marketing (new marketing channels)
 - Confidence in their ability to deliver as advertised

Results

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

- Generated 10 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 5 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.

Company Profile

Company:
Performance Technology Partners

Company Size:
Medium 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:

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