

Case Study: Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software 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 traditional trade shows and conferences are plagued with the following sponsor challenges:
 - Content and presentations that are inconsistent and a one-way push from the podium
 - A lack of true decision makers in attendance
 - Too much competition
 - A lack of ROI

Use Case

- Values sponsorship of live events for the following reasons:
 - Face-to-face interaction with prospects & customers
 - Hearing firsthand challenges from customers and prospects
 - Keeping up to date with the latest trends and technology
- Generates their greatest returns from the following marketing tactics:
 - Event sponsorship
 - Email marketing
- Rates the following Frost & Sullivan Executive MindXchange characteristics on a scale of 1-5:
 - Positioning of vendors as peer: 5 out of 5
 - Ratio of decision makers: 5 out of 5
 - Fosters relationship building: 5 out of 5
 - Nonstop networking: 4 out of 5

Results

- Generated 5-10 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Reports being 2x as likely to generate a return on investment at a Frost & Sullivan Executive MindXchange compared with other events.
- Would recommend sponsorship of the Frost & Sullivan MindXchange to a peer.
- As a past sponsor, they have achieved a return that is 2-10x their investment.

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:
Medium Enterprise

Industry:
Computer Software

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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