

# Verizon Communications Inc.

## Introduction

This case study of Verizon Communications Inc. is based on an April 2016 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“The networking was non-threatening and appreciated by partners as well as customers.”

## 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:
  - Content and presentations that are inconsistent and a one-way push from the podium
  - Limited networking and dull activities, resulting in lack of touch points with participants
  - A lack of true decision makers in attendance
- 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
  - Due to false promises by the vendor

## 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
  - Nonstop networking
- They agree that Frost & Sullivan's Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan as a trusted marketing partner for the following reasons:
  - Ability to reach our target audience
  - 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 20 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 10 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.
- Generated a return that was 50 times the investment as a past sponsor.

### Company Profile

Company:  
**Verizon Communications Inc.**

Company Size:  
**Global 500**

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.

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