

Alta Resources

Introduction

This case study of Alta Resources is based on a May 2023 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service.



“We gain access to many key decision-makers and/or influencers and short circuit the sales cycle so we know who to focus on.”

“It’s the most interactive, well-run event that we attend. There are plenty of Frostie around to ask questions, everything is on time and the content is top-notch.”

Challenges

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

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
 - Transient audiences that drive few relationships
 - Limited networking and dull activities, resulting in a lack of touchpoints with participants
 - Lack of brands in attendance
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - We have very limited proactive demand-generation efforts.

Company Profile

Company:
Alta Resources

Company Size:
Medium Enterprise

Industry:
Consumer Services

Use Case

Reasons the Frost & Sullivan Executive MindXchange is unique and valuable.

- Positioning of vendors as peers
- An environment that fosters relationship building
- Nonstop networking
- Access & time to meet with true decision-makers

Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner because:

- Its a trusted 3rd party independent brand that drives credibility to their message/brand

Results

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

- Based on the executive audience in attendance, the format of the Executive MindXchange, and Frost & Sullivan’s focus on driving a “Return on Relationships” (ROR), they expect their sales cycle to be reduced by 50%.
- 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.
- They disagree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.
- Generated a return that was 50 times the investment as a past sponsor.