

# Case Study: Beckman Coulter, Inc.

## Introduction

This case study of Beckman Coulter, Inc. is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“Some great ideas were presented. My challenge will be to sell my VP/Sr VP on making the investments we need to make to be better.”

“I was able to see some demos of tools I’d like to have (speech and text analytics for example). I made some contact with some friendly people I will keep in touch with on a professional level to share business ideas. And I got brochures on some Tier 1 technology products which was important because we will be upgrading our telephone in 2 to 3 years.”

## Challenges

- Finds that traditional trade show and industry events are plagued by the following participant challenges:
  - Presentations that produce too few action items and takeaways because they are too theoretical
  - My Call Center is somewhat unique as we troubleshoot \$100K medical analyzers so it’s a lot different than someone handling cell phone billing questions or taking orders for sweaters. Because of this, it’s more difficult for me to apply some of what I learned.

## Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as good.
- Has attended the Frost & Sullivan Executive MindXchange for the first time.

## Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
  - Access to best practices
  - More value overall
- Generated 5-10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 4 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would recommend the Frost & Sullivan MindXchange to their peers.

### Company Profile

Company:  
**Beckman Coulter, Inc.**

Company Size:  
**S&P 500**

Industry:  
**Pharmaceuticals**

### 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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