FROST & SULLIVAN

Case Study: Small Business Computer Software Company Cites Excellent Networking

Introduction

This case study of a small business computer software company is based on a November 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:
  - Transient audiences that drive few relationships
  - Limited networking and dull activities, resulting in lack of touch points with participants
  - A lack of true decision makers in attendance
  - PR opportunities rather than demand generation drivers

Use Case

- Generates their greatest returns from the following marketing tactics:
  - Webinars
  - Event sponsorship
- Finds the Frost & Sullivan Executive MindXchange so unique and valuable in comparison to other events their company sponsors due to:
  - Environment that fosters relationship building
  - Nonstop networking
- Agrees that Frost & Sullivan's Executive MindXchange is the best sponsorship investment in the market.

Results

- Leveraged 15 different touch points through their sponsorship of the Frost & Sullivan Executive MindXchange.
- Generated 10 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 5 times the investment as a past sponsor.

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:
Small Business

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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