

# Lenos Software

## Introduction

This case study of Lenos Software is based on a September 2015 survey of GIL 2015: Silicon Valley customers by TechValidate, a 3rd-party research service.



“Frost & Sullivan made it easy for us to be successful. The peer to peer networking was engaging. The content was on point. The speakers and breakout sessions were valid to today’s issues. I learned a lot and built strong lasting relationships.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately sponsor Growth, Innovation and Leadership:

- 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 lack of touch points with participants
  - Poor communication & customer service by organizers
  - A lack of true decision makers in attendance
  - A lack of ROI
- 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

## Use Case

The key features and functionalities of Growth, Innovation and Leadership (GIL) that the surveyed company uses:

- Cites the following as aspects of Frost & Sullivan’s GIL which make it unique and valuable:
  - Positioning of vendors as peers
  - Environment which fosters the building of relationships
- would agree with the following statement: “Frost & Sullivan’s GIL is the best sponsorship investment in the market.”
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
  - Integrated marketing approach
  - Access to analysts/industry thought leadership
  - Best-in-class program management and support
  - Unique approach to marketing (new marketing channels)

## Results

The surveyed company achieved the following results with GIL :

- Generated 10 relationships as a result of Frost & Sullivan’s GIL: Silicon Valley.
- 5 times more likely to generate a return on an investment at Frost & Sullivan’s GIL.
- Would strongly recommend sponsorship of the Frost & Sullivan GIL to a peer.

### Company Profile

Company:  
**Lenos Software**

Company Size:  
**Small Business**

Industry:  
**Computer Software**

### About GIL 2015: Silicon Valley

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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