

Medium Enterprise Computer Services Company

Introduction

This case study of a medium enterprise computer services company is based on a September 2016 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.



“We met people who believe ‘iron sharpens iron’ and almost immediately developed genuine rapport by exchanging ideas in business, technology and life. Thoroughly enjoyed the event and eager to build on traction found as we move forward with Frost and a specific and reciprocally relevant group of people we were fortunate to have met. ”

Challenges

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

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
 - Transient audiences that drive few relationships
 - 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
 - Poor communication & customer service by organizers
 - A lack of true decision makers in attendance
 - PR opportunities rather than demand generation drivers
 - 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
 - Due to false promises by the vendor

Use Case

The key features and functionalities of Frost & Sullivan 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
 - Ratio of decision markers in attendance
 - Environment which fosters the building of relationships
 - Nonstop networking
 - The ability to access as well as meet with true decision makers
 - Frost teams willingness to facilitate intentional collisions is a win-win-win
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - End-to-end solutions that focus on the return
 - Unique approach to marketing (new marketing channels)

Results

The surveyed company achieved the following results with Frost & Sullivan Growth, Innovation and Leadership:

- Generated 15 relationships as a result of Frost & Sullivan’s GIL.
- 5 times more likely to generate a return on an investment at Frost & Sullivan’s GIL.
- Would strongly recommend sponsorship of the Frost & Sullivan Growth, Innovation and Leadership to a peer.

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:
Medium Enterprise

Industry:
Computer 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.

Learn More:

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