

# Growth, Innovation and Leadership: Silicon Valley: Participant Case Study

## Introduction

This case study of Westinghouse Air Brake Technologies Corporation is based on a September 2016 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“Networking and Future Market Dynamics.”

## Challenges

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

- Problems that plague today’s “traditional” trade show and conference include:
  - Speakers which are not qualified to present on a topic/content which does not stay on point
  - Content being a one-way push from the podium with little interaction or Q&A
  - Presentations which produce too few action items and takeaways
  - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
  - Lack of community amongst event participants

## Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Evaluates the following as some of the most important factors when deciding on an event:
  - The speakers
  - The content
- The unique interactive structure of Frost & Sullivan’s GIL: Silicon Valley leads to:
  - Increased networking & relationship building
  - More value overall
- Recommends that 4 team member(s) are sent to Frost & Sullivan’s GIL: Silicon Valley.
- Would be more likely to inquire about Frost & Sullivan’s GIL: Silicon Valley’s services if a solution provider sponsored them.

## Results

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

- Generated 15 business and/or personal relationships at Frost & Sullivan’s GIL: Silicon Valley.
- Evaluates the value of the content received as being timely and relevant.
- would attend a Frost & Sullivan GIL: Silicon Valley external event.
- Would strongly recommend this event to their colleagues and/or peers.

### Company Profile

Company:  
**Westinghouse Air Brake Technologies Corporation**

Company Size:  
**S&P 500**

Industry:  
**Automotive & Transport**

### 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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