

Sparkcentral

Introduction

This case study of Sparkcentral is based on a May 2016 survey of Frost & Sullivan Virtual Think Tank customers by TechValidate, a 3rd-party research service.



“Very happy with the structure of the Virtual Think Tank and the thoroughness of the Frost & Sullivan team.”

Challenges

The business challenge that led the profiled company to evaluate and ultimately select Frost & Sullivan Virtual Think Tank:

- Was able to start or further develop relationships with key decision makers as a result of a Frost & Sullivan Virtual Think Tank.

Use Case

The key features and functionalities of Frost & Sullivan Virtual Think Tank that the surveyed company uses:

- Sponsored a Frost & Sullivan Virtual Think Tank for the following reasons:
 - Gain insight for the sales team
 - Access new prospects
 - Accelerate the sales cycle with existing prospects
 - Position themselves as a thought leader
- Their sales team was able to gather more candid pain points, challenges, and strategies than they would have on their own.

Results

The surveyed company achieved the following results with Frost & Sullivan Virtual Think Tank:

- Would very strongly recommend a Frost & Sullivan Virtual Think Tank as a thought leadership tool.
- Very strongly recommends a Frost & Sullivan Virtual Think Tank as a business development tool.
- Is confident they will get a great return on their investment after the dialogue with their prospects and/or customers at the Frost & Sullivan Virtual Think Tank.
- Would very strongly recommend sponsorship of a Frost & Sullivan Virtual Think Tank to their peers.
- Did not find the Frost & Sullivan’s Virtual Think Tank to be the best sponsorship investment of its kind.
- Describes Frost & Sullivan’s Virtual Think Tank as the following:
 - Extremely innovative and unique

Company Profile

Company:
Sparkcentral

Company Size:
Medium Enterprise

Industry:
Computer Software

About Frost & Sullivan Virtual Think Tank

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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