

# Case Study: Global 500 Telecommunications Company Leverages Frost & Sullivan’s Account-Based Marketing Research To Reach Key Decision-Makers

## Introduction

This case study of a global 500 telecommunications services company is based on an August 2017 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We were able to identify new decision makers as a result of Frost & Sullivan Account-Based Marketing (ABM) Research.”

## Challenges

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

- Faces the following challenges when conducting their own Account-Based Marketing (ABM) Research:
  - A lack of internal resources
  - A lack of external resources

## Use Case

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

- Finds Account-Based Marketing Research important to their company for the following reasons:
  - It provides real-time intelligence to their sales & marketing teams
  - It frees up the sales team to maximize their sales time
  - It provides them with the ability to develop customized marketing/sales approaches for key accounts
  - It identifies new decision makers
- Chose Frost & Sullivan for Account-Based Marketing (ABM) Research because of the following reasons:
  - Its expertise
  - Its industry / vertical knowledge

## Results

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

- Finds Frost & Sullivan Account-Based Marketing (ABM) Research to be excellent.
- Finds Frost & Sullivan Account-Based Marketing (ABM) Research to be much better versus alternative research sources.

### 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:  
**Global 500**

Industry:  
**Telecommunications Services**

### About Frost & Sullivan

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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