

**INDUSTRY**

Global Growth Consulting

**ON24 APPLICATIONS**

[ON24 Webcast Center](#)

**SUMMARY**

With ON24, Frost & Sullivan's expanded analyst briefings program increased sales revenues attributed to briefings by 80% and participation by 91%.

**ABOUT FROST & SULLIVAN****Line of Business**

Business Research & Global Growth Consulting

**Headquarters**

San Antonio, Texas

**Organization Size**

1,500 people in 26 global offices

Frost & Sullivan is a global growth consulting company with over 1,500 industry consultants, market analysts, technology analysts and economists worldwide. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Global 1000 corporations, emerging companies and the investment community turn to Frost & Sullivan for the company's extensive insights on the industry.

For Frost & Sullivan, analyst research findings are instrumental in positioning the company as an industry leader. The company leverages this research to discuss industry outlooks and communicate key findings via analyst briefings.

“In 2005, Frost & Sullivan held an average of 120 plus analyst briefings across all of our industry categories in the Americas and Europe,” stated Tom Abel, Marketing Manager - Americas,

Frost & Sullivan. “These briefings are influential in demonstrating our expertise and services to current and prospective customers.”

**Objective: Reliability and Scalability are Paramount**

In 2005, Frost & Sullivan was scaling its analyst briefings program, leveraging webcasting technologies from three or four different vendors. Though the briefings were important for driving sales revenues for the company, the technology was unreliable and not scalable. This concerned Frost & Sullivan as the company was seeking to expand the number of analyst briefings on a global level.

Abel further elaborated, “Our attendees found the content valuable, but the syncing of slides with audio was unreliable. For us, reliability and scalability were just two of the many factors we considered as we looked to 2006 and beyond.”



## **Solution: Creating a Seamless Experience**

By September 2005, Frost & Sullivan consolidated all of its analyst briefings onto one technology platform provided by ON24 Inc., which provides a hosted technology platform for webcasting and video communications. Working with ON24, Frost & Sullivan addressed several issues for a seamless attendee experience:

- **Synchronous Streaming:** ON24's robust technology platform enabled slides and audios to be synced properly, alleviating the asynchronous streaming previously experienced by Frost & Sullivan and the company's customers.
- **Global Event Registration:** Implemented a single global registration platform that enabled attendees to register for multiple analyst briefings on one registration form versus registering individually for each event.
- **One Event, Global Reach:** Occasionally, an analyst was unable to repeat a briefing due to scheduling or geographic restrictions. With ON24's platform, Frost & Sullivan could record an event, stream it on another day and time, and incorporate a live Q&A to serve the company's diverse needs and clientele.
- **Easy-to-use Event Manager:** ON24's web-based application provides a central, easy-to-use event manager that enabled Frost & Sullivan to produce and manage multiple events globally, while expanding the company's Analyst Briefing program to more clientele.

## **Result: Expanded Program Increased Attendee Participation and Sales Revenues**

By leveraging ON24 for their analyst briefings, Frost & Sullivan has focused on expanding the reach of their Analyst Briefings program to their clientele. Overall, the number of analyst briefings has increased 100 percent from 180 to 366 events, which resulted in a 91 percent increase in participation.

*“Since partnering with ON24, we have more than doubled the number of our analyst briefings, directly impacting our lead generation by 100 percent. This phenomenal growth has cultivated an 80 percent increase in sales from analyst briefing leads.”*

- Naylor Gray, Director of Marketing, Frost & Sullivan

