



5608 Parkcrest Drive
Suite 300
Austin, Texas 78731
www.bulldogsolutions.com

FOR IMMEDIATE RELEASE

Contact:
Amy Bills
Corporate Marketing
Communications
Bulldog Solutions
512.652.2546
1.877.402.9199 x233
abills@bulldogsolutions.com

Global Consulting Firm Frost & Sullivan and Demand-Generation Agency Bulldog Solutions Partner to Deliver Powerful End-to-End Integrated Marketing Programs

AUSTIN, TX—December 3, 2009—[Demand-generation agency](#) Bulldog Solutions and global growth consulting firm [Frost & Sullivan](#) will offer end-to-end integrated demand-generation solutions through a partnership announced today.

The partnership, unique in the BtoB demand-generation industry, will build turnkey demand-generation programs that attract, engage and convert prospects to closed deals. It leverages world-class growth strategies from Frost & Sullivan's global research-driven content covering 10 industries and more than 300 markets, along with market-leading [strategic planning](#) and best-in-breed execution of demand-generation programs from Bulldog Solutions.

"Field marketing is under enormous pressure to perform, and yet the challenge of building end-to-end programs that combine the best technology, process and content can be daunting," said Rob Solomon, CEO and founder of Bulldog Solutions.

"We've brought high-performing marketing process and enabling technology to companies such as Nortel, Intel Health and Fujitsu Network Communications," Solomon added. "Frost & Sullivan brings to the table another critical piece of the end-to-end demand-generation puzzle: powerful research and valuable thought leadership content."

"Frost & Sullivan researched a number of solutions involving marketing automation and demand-generation strategies, and determined that nothing in the marketplace currently exists that integrates turnkey, leading-edge strategy and program execution with research data and dashboards that provide critical insights into marketing program effectiveness," said Bill Archer, VP, Global Marketing and Chief Marketing Strategist for Frost & Sullivan.

"Integrating our global research and broad industry coverage with Bulldog Solutions' cutting-edge demand-generation strategies and tools provides a one-of-a-kind value solution with measurable ROI that no other solution provider can deliver," continued Archer.

Among the tools and services already being produced by the two companies is the [Executive Benchmark Assessment](#) (EBA), an online survey and custom reporting tool that offers participants insight into how their activities measure up to best practices recommended by the experts in the industry, as well as to the activities of their peers.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, 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



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and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit www.frost.com.

About Bulldog Solutions, Inc.

Bulldog Solutions is an online marketing agency that changes the way BtoB companies define demand generation strategy, engage prospects and convert leads to customers. We power demand generation and demand management programs for many of the best business brands in the world. Industry leaders have recognized our unique process and technologies as best-in-breed at turning a higher proportion of prospects into sales and improving the return on marketing investment.

We have been named to the *Inc.* 500 list of fastest-growing private companies in the U.S., the *Austin Business Journal's* Fast 50 List of fast-growing companies in Central Texas, and the list of the best companies to work for in Texas in a survey sponsored by the Texas Association of Business (TAB), the Texas State Council of the Society for Human Resource Management (TSC-SHRM) and Best Companies Group. We're headquartered in Austin, Texas. www.bulldogsolutions.com

View a list of our clients: www.bulldogsolutions.com/clients

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