Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on a November 2023 survey of The Skills Connection customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

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"We use The Skills Connection to improve our position in analyst reports e.g., Gartner Magic Quadrant (MQ) through continuous conversations with analysts. They've been fundamental for us to better understand the analysts' mindset, establish the right cadence of analyst interactions, and identify suitable content to be discussed. They are clearly very knowledgeable and supportive about everything to do with analyst relations.

We consider the money we spent with The Skills Connection proved to be well-invested. Although our changing target analysts don't share our view of the market, they have a much deeper understanding of the value we deliver and don't give their clients the wrong impression about our solutions. We continued to grow our business at a rate of 50% YoY but were unable to measure if the improved analyst relations had directly led to a tangible increase in new business opportunities. Since we managed to become a Leader in the Gartner MQ, we have mitigated general concerns from procurement stakeholders."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select The Skills Connection:

- Engaged with The Skills Connection for the following reasons:
  - Wanted to change their position in the MQ/Wave/Marketscape to generate new business
  - Were concerned that coverage of their product / services by analysts would negatively impact their business
  - One of our investors recommended working with TSC

Use Case

The key features and functionalities of The Skills Connection that the surveyed company uses:

- Uses The Skills Connection to:
  - Provide the necessary expertise to effectively engage analysts
  - Show them how to effectively communicate their story to analysts
  - Help them improve their position in an MQ/Wave/Marketscape
  - Provide the tools and best practices needed to build a strong case for analysts
  - Create compelling evidence-based cases for analysts

Results

The surveyed company achieved the following results with The Skills Connection:

- Experiences gained with The Skills Connection:
  - The ability to create a strong evidence-based case for analysts covering their product/service
  - The skills needed to communicate with analysts in the future
- Benefits from working with The Skills Connection:
  - Positively shifted their position in the MQ/Wave/Marketscape
  - Received better results than when they had engaged with analysts
- Agrees with the following statements:
  - Met their internal schedules and deadlines: strongly agree
  - Ensured they met schedules and deadlines for the analysts: strongly agree
  - Facilitated the coordination of activities across their internal response team: disagree
  - Acted as an extension of staff: agree
  - Enabled them to focus on what was needed and avoid wasting time on anything else: agree
- The Skills Connection is:
  - Collaborative: agree
  - Knowledgeable: strongly agree
  - Service-oriented: strongly agree
  - Value for money: strongly agree
  - Best practice focused: strongly agree

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:
Medium Enterprise

Industry:
Computer Software

About The Skills Connection

The Skills Connection helps technology companies to get the right results from analyst engagement. They work with technology clients that want to optimize their chances of success in a Gartner MQ or Forrester Wave assessment. In addition, they work with elite analyst firms, providing coaching and training services to sharpen delivery and improve client satisfaction and renewal rates.

Learn More:

The Skills Connection