ThreatSTOP

Introduction

This case study of Threatstop is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.

> "The courses I've taken with Pragmatic Institute have given me the ability to focus on being an SME for the market and my customer."
>
> "Pragmatic Institute offers great courses for product managers, marketers, and even sales people!"

Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Align with internal departments
  - Identify better business processes
- Prior to the training, ThreatSTOP experienced the following challenge:
  - Deals that were being heavily discounted: Very often

Use Case

- ThreatSTOP employees have taken the following training:
  - Foundations
  - Focus
  - Build
  - Market
- The entire product team has attended the Pragmatic Institute training.

Results

- Pragmatic Institute training has helped ThreatSTOP:
  - Increase the number of releases in a given year
  - Gain a better understanding of product roles within their organization
  - Increase confidence in the roadmap
  - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - 25-49% increase in product / feature usage
  - 25-49% increase in their understanding of the market and its relevant problems

Company Profile

Company:
Threatstop

Company Size:
Small Business

Industry:
Computer Software

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

Learn More:

🔗 Pragmatic Institute

Source: Joe Dahlquist, Vice President, Threatstop