

Global 500 Computer Services Company

Introduction

This case study of a Global 500 computer services company is based on an August 2020 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Pragmatic training helped design and product managers to better work together on market definition”

“helped us to prioritize design work, that is often overlooked”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Pragmatic Institute:

- Took training courses with Pragmatic Institute for the following reasons:
 - Increase strategic focus
 - Improve time to market
 - Align with internal departments
 - Improve underperforming products
- Experienced the following challenges with the corresponding frequency:
 - delays in product launches: uncommon
 - roadmaps that were guided by opinions and not market facts: very often
 - delivered features that weren't being used by customers: very often
 - important features that were dropped from each new release: uncommon
 - revenue goals that were not being hit: somewhat often
 - deals that were being heavily discounted: very often

Use Case

The key features and functionalities of Pragmatic Institute that the surveyed company uses:

- Employees have taken training classes in the following areas:
 - Foundations
 - Focus
 - Build
- Had the following groups attend the Pragmatic Institute training:
 - Entire product management team
 - Members of development
- Has offered Pragmatic Institute training to its employees for 6+ years.

Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
 - mixed based on product and how many folks are familiar with PM

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:
Computer Services

About Pragmatic Institute

Pragmatic Institute is committed to providing great education to product leaders, business professionals and data scientists. Become market- and data-driven, and enhance your products, your business and your career with Pragmatic Institute.

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