

# NCR Corporation

## Introduction

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



“Allowed me to contribute to the organization by focusing on the problems.”

“The most significant impact realized as a result of taking the training is the ability to understand the user.”

## Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Gain clarity in roles and responsibilities
  - Align with internal departments
- Prior to training, NCR Corporation was experiencing:
  - Roadmaps that were guided by opinions and not market facts: Very often
  - Delivered features that weren't being used by customers: Very often
  - Revenue goals that were not being hit: Very often

### Company Profile

Company:  
**NCR Corporation**

Company Size:  
**Fortune 500**

Industry:  
**Computer Hardware**

## Use Case

- NCR Corporation employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
- The entire product management team attended the Pragmatic Institute training.
- Has offered Pragmatic Institute training to its employees for 1-2 years.

### 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.

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## Results

- Pragmatic Institute training has helped NCR Corporation:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increased confidence in the roadmap
  - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Increased understanding of the market and its relevant problems: 75-99%
  - Increase in product / feature usage: 50-74%