

# Medium Enterprise Financial Services Company

## Introduction

This case study of a medium enterprise financial services company is based on a March 2017 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.

## Challenges

- Took training courses with Pragmatic Institute for the following reason:
  - Improve underperforming products
- Experienced the following challenges with the corresponding frequency:
  - Roadmaps that were guided by opinions and not market facts: extremely often
  - Delivered features that weren't being used by customers: very often
  - Important features that were dropped from each new release: very often
  - Revenue goals that were not being hit: very often

## Use Case

- Employees have taken the following training courses:
  - Foundations
  - Build
  - Market
  - Launch
- Has offered Pragmatic Institute training to its employees for 6+ years.

## Results

- Pragmatic Institute training has helped their organization:
  - Gain a better understanding of product roles within their organization
  - Better align with internal teams

### 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:  
**Financial Services**

### 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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