

# OutMatch

## Introduction

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



“Simply getting organized through Pragmatic Institute’s training has done wonders. Instituting Win/Loss also saw immediate benefits and drew attention from the executive team.”

## Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Align with internal departments
- Prior to training, OutMatch was experiencing:
  - Roadmaps that were guided by opinions and not market facts: extremely often
  - Deals that were being heavily discounted: very often

## Use Case

- Outmatch employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
- The entire product marketing and product management teams attended the Pragmatic Institute training.
- OutMatch as offered Pragmatic Institute training to its employees for 1-2 years.

## Results

- Pragmatic Institute training has helped OutMatch:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Improvement in understanding of the market and its relevant problems: 75-99%
  - Improved product sales: 25-49%
  - Improvement in customer satisfaction / NPS: 25-49%

### Company Profile

Company:  
**OutMatch**

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.

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