

# Fortune 500 Computer Hardware Company

## Introduction

This case study of a Fortune 500 computer hardware 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.



“Through the training with Pragmatic Institute, we have realized better alignment of roles and responsibilities between research & development, product and marketing.”

## Challenges

- Took training courses with Pragmatic Institute for the following reasons:
  - Increase strategic focus
  - Improve time to market
  - Gain clarity in roles and responsibilities
  - Hit revenue targets
- Experienced the following challenge prior to the Pragmatic Institute training:
  - Roadmaps that were guided by opinions and not market facts: very often

## Use Case

- Employees have taken the following training classes:
  - Foundations
  - Build
  - Market
- The following groups attended the Pragmatic Institute training:
  - Entire product management team
  - Members of development
  - Executives

## Results

- Since taking the training, the client has been able to:
  - Gain a better understanding of product roles within their organization
  - Better align internal teams
- Their measurable level of improvement since taking Pragmatic Institute training includes:
  - A 25-49% increase in product/feature usage
  - A 25-49% increase in customer satisfaction/NPS
  - A 25-49% increase in their understanding of the market and its relevant problems

### 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:  
**Fortune 500**

Industry:  
**Computer Hardware**

### 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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