

Case Study: Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on a March 2016 survey of The Skills Connection customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“The Skills Connection act as a conduit for our Tier 1 analyst relations. They help us with guidance and review for our Gartner Magic Quadrant (MQ) survey response. They offer on-going guidance, insight and optimal execution in our analyst relations.”

“I absolutely recommend them. The Skills Connection provides an invaluable outsider’s perspective and asks us the key questions the analysts will want answered. They are intensely committed to ensuring we’re optimally positioned and prepared for every analyst engagement.”

“They offer a level of experience, insight, and expertise in analysts relations that is second to none.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Wanted to change their position in the MQ/Wave/Marketscape to generate new business
 - We wanted a well informed and strategic outside perspective informing our ongoing engagements with tier 1 analysts

Use Case

- Uses The Skills Connection to:
 - Provide the necessary expertise to effectively engage analysts
 - Show them how to effectively communicate their story to analysts
 - Help them improve their position in an MQ/Wave/Marketscape
 - Create an internal learning environment so that their team can be more effective in the future
 - Provide the tools and best practices needed to build a strong case for analysts
 - Create compelling evidence-based cases for analysts

Results

- Experiences gained with The Skills Connection:
 - Confidence communicating the unique value of their solution to analysts
 - The ability to create a strong evidence-based case to analysts covering their product / service
 - The skills needed to communicate with analysts in the future
 - Unique insights about their solution that were instrumental in winning over analysts
- Benefits from working with The Skills Connection:
 - Made the most effective use of their internal resources
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
 - Provided their internal team the tools and skills to effectively engage with analysts
- Rates The Skills Connection 5 out of 5 stars.

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:
Computer Software

About The Skills Connection

The Skills Connection helps technology companies to get the right results from analyst engagement. They work with technology clients that want to optimize their chances of success in a Gartner MQ or Forrester Wave assessment. In addition, they work with elite analyst firms, providing coaching and training services to sharpen delivery and improve client satisfaction and renewal rates.

Learn More:

[The Skills Connection](#)