

Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on an April 2021 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 money we spend (and will continue to spend) with The Skills Connection has proved to be an invaluable investment. Our target analysts have a much sharper understanding of the value we deliver, and now give their clients stronger endorsements of our solutions, and we hear way more feedback from our customers that a Gartner analyst recommended our company, and the deal was sealed because of it. In my view, working with the Skills Connection has definitely led to a tangible increase in new business opportunities.

There’s simply now way to navigate the nuances and complexities of a major research assessment without some insight into how analysts think and behave in the context of a research study. It’s a rigorous process for both analyst and vendor if done right, and you must go in with the right mindset and the right approach when responding to study questionnaires, and interaction in general. Only a former research analyst can truly guide you through an experience like that. We joke that our Skills Connection analyst is our “oracle”, but without her we’d be flying blind. Sure – you might get top right eventually based on execution alone, but the experience you give analysts and the quality of the information you provide gives analysts a sense of how organized and ready for prime time you are. Don’t be sloppy and don’t provide the wrong kind of information or you’ll miss out on massive opportunities. Trust me – you won’t get it right without the right guidance.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select The Skills Connection:

- Engaged with The Skills Connection for the following reasons:
 - Wanted to learn how to effectively differentiate themselves from their competitors when talking with analysts

Use Case

The key features and functionalities of The Skills Connection that the surveyed company uses:

- Uses The Skills Connection to:
 - Provide the necessary expertise to effectively engage analysts
 - Show them how to gather the right information for analysts
 - Show them how to effectively communicate their story to analysts
 - Help them improve their position in an MQ/Wave/Marketscape
 - Focus just on what was needed, and avoid wasting time on anything else
 - Provide the tools and best practices needed to build a strong case for analysts
 - Create compelling evidence-based cases for analysts

Results

The surveyed company achieved the following results with The Skills Connection:

- 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 was instrumental in winning over analysts
- Benefits from working with The Skills Connection:
 - Made the most effective use of their internal resources
 - Generated new business by improving the clarity of their market story
 - 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
 - Effectively communicates the unique value of their products / services
- Agrees with the following statements:
 - Met their internal schedules and deadlines: strongly agree
 - Ensured they met schedules and deadlines for the analysts: strongly agree
 - Facilitated the coordination of activities across their internal response team: agree
 - Acted as an extension of staff: strongly agree
 - Enabled them to focus on what was needed and avoid wasting time on anything else: strongly agree
- The Skills Connection is:
 - Collaborative: strongly agree
 - Knowledgeable: strongly agree
 - Service-oriented: strongly agree
 - Value for money: strongly agree
 - Best practice focused: strongly agree

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](#)

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