

# Medium Enterprise Computer Software Company

## Introduction

This case study of a medium enterprise computer software company is based on an October 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 team was invaluable with our recent Gartner Magic Quadrant (MQ) project.”

“We used them to augment our internal team. I would certainly recommend them to others. They were a huge help, they coached us and were invaluable in enabling us to achieve our goals. They were able to help us hone our story and improve our survey submission, briefing deck, and demo. I truly believe we benefited in our MQ position because of their help and advice.”

“The money we spent with The Skills Connection proved to be a great investment.”

## 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
  - Wanted to change their position in the MQ/Wave/Marketscape to generate new business
  - Were concerned that coverage of their product/services by analysts would negatively impact their business

## 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 enter an assessment, such as an MQ/Wave/Marketscape, for the first time
  - 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
  - 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: agree
  - Ensured they met schedules and deadlines for the analysts: agree
  - Facilitated the co-ordination of activities across their internal response team: agree
  - Acted as an extension of staff: agree
  - Enabled them to focus on what was needed and avoid wasting time on anything else: 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](#)