

# Case Study: Small Business Computer Software Company

## Introduction

This case study of a small business 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.



“Based on their extensive experience and knowledge with analyst companies, The Skills Connection have helped us to re-build our analyst presentation, particularly focusing on our company offering through relevant and effective messages.”

“I would recommend them. Their valuable knowledge and in-house familiarity with Gartner makes their service extremely valuable for companies who decided to invest in promoting their analyst relations.”

## Challenges

- Engaged with The Skills Connection for the following reasons:
  - Did not have the in-house expertise to effectively engage with analysts
  - 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

- Uses The Skills Connection to:
  - 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
  - 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
- Benefits from working with The Skills Connection:
  - Effectively communicates the unique value of their products / services
  - It is simply too early to tell regarding these options, but we hope that in the upcoming weeks they will turn out to be positive: “Generated new business by improving the clarity of our market story”, “Helped us to positively shift our position in the MQ/Wave/Marketscape”.
- Rates The Skills Connection 4 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:  
**Small Business**

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](#)