THE SKILLS CONNECTION CASE STUDY

Small Business Computer Software Company

Introduction

This case study of a small business computer software company is based on a December 2019 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.

> "I would certainly recommend the Skills Connection. Our goal was to get recognized by Gartner as a Cool Vendor and we achieved that. We were able to leverage their professionalism and knowledge. Our consultant was proactive in bringing ideas. She led the process and made sure we made the right progress. She clearly cared about making this engagement a success, which it was."

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:
  - We worked with Anne to win the Gartner Cool Vendor

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 were instrumental in winning over analysts
- Benefits from working with The Skills Connection:
  - Positively shifted their position in the MQ/Wave/Marketscape
  - Received better results than when they had engaged 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: agree
  - enabled them to focus on what was needed and avoid wasting time on anything else: agree
- Agrees with the following statements:
  - collaborative: agree
  - knowledgeable: agree
  - service-oriented: agree
  - value for money: strongly agree
  - best practice focused: 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:
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