

# 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.



“We are working with The Skills Connection, as an extension of our analysts relations (AR) team, to help us to organize the activities and stories that we need to create and deliver to better engage with our target analysts.”

“Our experience with The Skills Connection during the last year has been very good. We see a great value in working with them. We managed to create a good story that helped us to move positively in the most recent Gartner Magic Quadrant.”

“We see great value in working with The Skills Connection. I would recommend them.”

## Challenges

- Engaged with The Skills Connection for the following reasons:
  - 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:
  - 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
  - Create compelling evidence-based cases for analysts

## Results

- Experiences gained with The Skills Connection:
  - 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:
  - Positively shifted their position in the MQ/Wave/Marketscape
  - Provided their internal team the tools and skills to effectively engage with analysts
  - Effectively communicates the unique value of their products / services
- 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](#)