

Case Study: Medium Enterprise Computer Services Company

Introduction

This case study of a medium enterprise computer services 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.



“The Skills Connection enabled us to craft the right response to the Gartner Magic Quadrant (MQ) questionnaire and tailor our presentation to focus on each element that the analysts were looking at. The net result was that we were included for the first time.”

“I would recommend The Skills Connection as they provide an excellent insight into the analyst world. We received, for them, exactly the help and services that we needed to achieve our objective of MQ inclusion.”

Challenges

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

Use Case

- Uses The Skills Connection to:
 - Provide the necessary expertise to effectively engage 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

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
- Benefit from working with The Skills Connection:
 - Effectively communicates the unique value of their products / services
- Rates The Skills Connection 4.5 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 Services

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](#)