

# Medium Enterprise Computer Software Company

## Introduction

This case study of a medium enterprise computer software company is based on a November 2023 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 engaged The Skills Connection to assist us in preparing, and planning activities around analyst review submissions, as well as equipping our organization with a different mindset to ‘think like the analysts’ and not thinking we know it all.

The Skills Connection listens, engages, and makes recommendations professionally and are a pleasure to deal with. They clearly have experience in the field and know the right way of approaching and engaging with analysts. The Skills Connection ‘tell it like it is’ and are firm, honest, yet fair. Often tunnel vision means you cannot get out of the ‘we’ve always done it this way’ mindset, but the collaborative approach they follow means that step by step, the doubters start to buy in. They provide a clear organizational change capability.

For the Magic Quadrant (MQ), they brought together the response team and made it more coherent, as well as enforcing the fact that ‘doing it the same way’ would not cut it if the organization was to move up in the rankings. The biggest value that has been realised is by assisting us in moving up to a higher quadrant in our industry MQ.”

## 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

## 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 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

The surveyed company achieved the following results with The Skills Connection:

- Experiences gained with The Skills Connection:
  - The ability to create a strong evidence-based case for analysts covering their product/service
  - The skills needed to communicate with analysts in the future
- 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
- 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: strongly agree
  - Acted as an extension of staff: strongly agree
  - Enabled them to focus on what was needed and avoid wasting time on anything else: strongly 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](#)