

# 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.



“We used The Skills Connection to prepare for participation in analyst reports.”

“I thought they were very helpful in crafting a narrative that made sense and providing insight into the analysts’ thought process.”

“I would recommend The Skills Connection as they have a holistic view of the process and were extremely helpful in crafting a narrative that resonated with the analyst.”

## Challenges

- Engaged with The Skills Connection for the following reasons:
  - Previous employer used The Skills Connection to prepare for participation in analyst reports

## 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
  - 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
  - Unique insights about their solution that were instrumental in winning over analysts
- Benefits from working with The Skills Connection:
  - Received better results than when they had engaged 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:  
**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](#)