

Small Business Computer Hardware Company

Introduction

This case study of a small business computer hardware company is based on a June 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 is extremely good at what they do. Through strategic counseling and hands-on editing, they helped us create a concrete, memorable, and credible submission to maximize our ability to move up and right in the Magic Quadrant and score well in the Critical Capabilities report.”

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:
 - 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
 - Provide the tools and best practices needed to build a strong case for analysts
 - 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 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:
 - Made the most effective use of their internal resources
 - Generated new business by improving the clarity of their market story
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
 - 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:
Small Business

Industry:
Computer Hardware

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](#)