

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.



“The Skills Connection helped us to build our analyst briefing deck.”

“They helped us to phrase and formulate the deck in a way that made sense for the analysts. They gave us confidence in our approach and in knowing that the final deck was right.”

“I would recommend them to others. They are very professional and very knowledgeable. They managed to direct us to do what was needed in a very short period of time.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Wanted to learn how to effectively differentiate themselves from their competitors when talking with analysts
 - 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
 - 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

- 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
- 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:
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](#)