

Case Study: Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise 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 works together with our internal resources on our Gartner and Forrester rankings. They particularly help us in nurturing the relationship we have with the analyst community.”

“I have been very satisfied with their services due to the unique skillset they have, good co-operation and really great execution.”

“I would recommend, and infact a number of times have, recommended The Skills Connection because we are so satisfied with what they do. They specifically have helped us to improve our existing (already good) Gartner ranking and have brought us from zero to hero at Forrester.”

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
 - Wanted to change their position in the MQ/Wave/Marketscape to generate new business

Use Case

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

- Experiences gained with The Skills Connection:
 - 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
- 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
 - Received better results than when they had engaged with analysts
 - Provided their internal team the tools and skills to effectively engage with analysts
- 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:
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](#)