

## Medium Enterprise Computer Software Company

### Introduction

This case study of a medium enterprise computer software company is based on a February 2020 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 invested in The Skills Connection to support our efforts to set realistic goals for our first Magic Quadrant (MQ).

The money we spent with them proved to be a great investment. We entered our first MQ as a vendor, and The Skills Connection played a critical role empowering us to set expectations with our executives and achieve realistic goals. They helped us maximize our position in our first MQ with great momentum for our second MQ. Our position was strong enough to call out key differentiators in our MQ reprints that we delivered to our prospects and customers. In addition, the MQ results were strong enough to make a positive impression with our investors.

The Skills Connection educated us on how to effectively communicate our value propositions and key differentiators in a way that would resonate with the analysts. They reviewed and provided feedback for all our content including questionnaire responses. They have established themselves as a highly valued source of coaching, support and insight for business-critical initiatives with large industry analyst firms.

The real-world experience of The Skills Connection team provides a level of credibility and insight that can't be matched by any other consultant or expert. Setting realistic internal expectations is half the battle when participating in MQs, and there isn't a more credible source to educate participants about the facts regarding process, methodology and scoring for MQs. Not only did our Skills Connection consultant help us build and deliver content effectively, but he also made himself available to join calls that were convenient for our team, but not convenient for him with respect to his time zone. We were very impressed with the level of expertise, professionalism and availability that was delivered by the The Skills Connection.

The Skills Connection team have real-world expertise based on hands-on work experience. Not only does that contribute to producing results, but it also empowers the client to set realistic expectations by debunking misconceptions about competitive evaluation processes and methodologies. Setting realistic expectations internally is half the battle."

### 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
  - It was our first MQ, so we needed to set realistic goals and expectations.

#### 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](#)

### 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
  - Help them enter an assessment, such as an MQ/Wave/Marketscape, for the first time
  - Create compelling evidence-based cases for analysts
  - Be prepared to manage potential vendor escalations.

### Results

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

- 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
  - The skills needed to communicate with analysts in the future
  - 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
  - Provided their internal team the tools and skills to effectively engage with analysts
  - Effectively communicates the unique value of their products / services
  - Helped us set and achieve realistic goals in our first MQ.
- Agrees with the following statements:
  - met their internal schedules and deadlines: strongly agree
  - ensured they met schedules and deadlines for the analysts: strongly agree

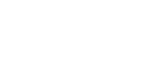
- facilitated the co-ordination of activities across their internal response team: agree
- acted as an extension of staff: strongly agree
- enabled them to focus on what was needed and avoid wasting time on anything else: strongly agree

- Agrees with the following statements:

- collaborative: strongly agree
- knowledgeable: strongly agree
- service-oriented: strongly agree
- value for money: strongly agree
- best practice focused: strongly agree

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Source: TechValidate survey of a Medium Enterprise Computer Software Company

Research by  TechValidate  
by SurveyMonkey

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