

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 team work with us on a range of activities. This starts with our overall analyst engagement, including briefings and participation in various vendor evaluations. In addition, they are working with us on our user conference. This involves training staff on presenting, helping them to work out the right content and reviewing their draft presentations. Lastly, they are also a part of the team that is working to improve our product roadmap document; ensuring that all our messages are really clear.”

“I would strongly recommend The Skills Connection for the following reasons: – they have always provided very good advice on how to create a convincing story, their ability to structure our arguments to focus on the main ideas, their capacity to understand new developments quickly and integrate them into our story for the relevant analysts. Overall they have the capacity to help craft an effective storyline and bring out the essential elements, they provide very constructive feedback, and have a very effective structured approach.”

“With their help we became a leader in the Magic Quadrant and have remained a leader for the last 3 years. We are now also a leader in the relevant IDC MarketScape (on our first attempt) as well as a leader in Nelson Hall’s NEAT assessment where we are one of the most highly rated suppliers.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Did not have the in-house expertise to effectively engage with analysts
 - 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
 - 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
 - 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:
 - 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:
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](#)