

Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on a January 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.



“The Skills Connection (TSC) has been an integral part of our business from the beginning.

TSC has touched every analyst interaction we’ve had. From assessments to business update briefings, TSC has been both part of the team and an invaluable outside voice with a different perspective to ensure that we are being honest with ourselves and our target analysts.

Initially, TSC was able to help us achieve inclusion in a Gartner Cool Vendor report in 2014, and the relationship grew from there. TSC was instrumental in helping our company to craft and communicate a unique, differentiated story about our core product which ultimately led to a Leader position in the inaugural Magic Quadrant (MQ) for this category in 2017 (a position that the company has continued to hold in every subsequent MQ).

Outside of assisting the team with any assessments that we are included in, TSC has instrumented a culture of AR best practices at our business. The entire team, from the CEO on down, understands the value and benefits of a targeted, engaged AR program.

I would wholeheartedly recommend TSC. Every organization, from 10-person start-ups to large enterprises, can benefit from a relationship with TSC. They are client-focused, proactive and diligent in helping organizations initiate and/or improve their AR strategy. Our company owes a lot of our success to TSC and our TSC consultant.”

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:
 - 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

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 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
 - Help them enter an assessment, such as an MQ/Wave/Marketscape, for the first time
 - Focus just on what was needed, and avoid wasting time on anything else
 - Create an internal learning environment so that their team can be more effective in the future
 - 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:
 - 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:
 - 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
- 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: strongly 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

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](#)

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

Source: TechValidate survey of a Medium Enterprise Computer Software Company

Research by **TechValidate**
by SurveyMonkey

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