Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on an April 2023 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 did not have the in-house expertise to effectively engage with analysts and were concerned that coverage of our product/services by analysts would negatively impact our business.
>
> Our consultant at the Skills Connection has been awesome. With their, and in particular, his help we significantly improved our analyst relations strategy and our placement in the Gartner Magic Quadrant. They provided an excellent complement to our small in-house team.

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
  - Were concerned that coverage of their product / services by analysts would negatively impact their business

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
  - 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:
  - The ability to create a strong evidence-based case to analysts covering their product / service
- 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
- 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
- The Skills Connection is:
  - collaborative: strongly agree
  - knowledgeable: strongly agree
  - service-oriented: strongly agree
  - value for money: strongly agree
  - best practice focused: 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](#)