

# Case Study: Large Enterprise Computer Services Company

## Introduction

This case study of a large enterprise computer services 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.



“We use The Skills Connection to develop Gartner Magic Quadrant (MQ) responses. The Skills Connection do an excellent job by helping us understand our strengths and weaknesses in the context of an MQ. This understanding is then used to help us develop plans and materials to capitalise on the strengths and constructively address the weaknesses found.”

“We have seen improvements in our Gartner Magic Quadrant positions in several areas which have attracted positive comments from our customers.”

“The Skills Connection understand the process, the analysts and the client very well. I am particularly impressed by how they quickly familiarise themselves with the clients business and use this knowledge to suggest improvements and the means to address analyst perceived weaknesses.”

“I would strongly recommend The Skills Connection. Not only do they understand and communicate what the analysts are looking for, they actively engage with us and push us, politely but firmly, to think deeply about how we can best portray ourselves. The interactive, enquiring nature of the engagement gets the best from us. The excellent results speak for themselves.”

## 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
  - Were concerned that coverage of their product / services by analysts would negatively impact their 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
  - Focus just on what was needed, and avoid wasting time on anything else
  - 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
  - Unique insights about their solution that were instrumental in winning over analysts
- Benefits from working with The Skills Connection:
  - 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
  - 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:  
**Large Enterprise**

Industry:  
**Computer Services**

### 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:**

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