

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.



“I would recommend The Skills Connection to companies who have just started dealing with major analyst groups and don’t understand how best to engage. They offer solid, no-nonsense advice. At the end of the day they bring value through better analyst communication which equals analyst recommendations which equals \$\$\$.”

“The Skills Connection helped us communicate with target analysts. As a result, the analysts gained a better understanding of the value we deliver and started giving their clients a stronger endorsement of our solutions. These changes have led to an increase in new business opportunities.”

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:
 - Show them how to effectively communicate their story to analysts
 - Help them enter an assessment, such as an MQ/Wave/Marketscape, for the first time
 - Create compelling evidence-based cases for analysts

Results

- Experience gained with The Skills Connection:
 - Confidence communicating the unique value of their solution to analysts
- Benefit from working with The Skills Connection:
 - Effectively communicates the unique value of their products / services
- Rates The Skills Connection 4 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](#)