

Medium Enterprise Computer Services Company

Introduction

This case study of a medium enterprise computer services company is based on a July 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.



“We used The Skills Connections as our consulting partner during our Gartner Magic Quadrant and Critical Capabilities assessment. They worked with us prior to us receiving the Gartner welcome package until the final report was published. It was an eight-month period of co-working, where we received far more from them than we ever expected.

They pushed us to understand what we do, why we do it, how we do it, and most importantly answer the question ‘so what?’ (from our customers’ perspective). To have that clear allowed us to not only present ourselves to the analysts with a strong vision, but equally to the rest of the market as well.

We would strongly recommend them because they work as if they are a part of the team. At some points during our time together, they had more energy to fight for things in our favor than we had ourselves. And that is priceless.

They gave us the map. Based on their former research experience we were able to get into the analysts’ internal mindset. So not only were we able to provide relevant content during the assessment, but we also understood how to use it for our benefit when interacting with the rest of the market. We now have strong marketing positioning because of the work we did with The Skills Connection."

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
 - 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:
 - 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
- 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: agree
- Agrees with the following attributes of The Skills Connection:
 - 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 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:

[The Skills Connection](#)