

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.



“We leverage The Skills Connection to refine our approach with the analyst community and ensure that we communicate effectively. They provide us with an annual strategy and then work with us to ensure we are executing on that plan.”

“Within the first few months, they identified areas where we could refine our communication with the analysts, built a roadmap for our engagement, and identified where we could increase our visibility.”

“The level of engagement from the team at The Skills Connection makes all the difference. They do not treat each client with boiler plate material. They take the time to review and understand the needs of the company and create a strategic plan to execute.”

“We would recommend The Skills Connection. It is like hiring an analyst bootcamp. They will work with your team to develop and refine your company’s analyst strategy and then continually push your team to execute.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - 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:
 - 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
 - Provide the tools and best practices needed to build a strong case for analysts
 - 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:
 - 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
- 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:
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](#)