

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.

“The Skills Connection has helped us to establish and improve our overall analyst relations. In terms of Gartner Magic Quadrant (MQ) analysis, they guide us through the whole process and challenge our positions. With their highly proficient skills they have helped us to improve our MQ Position for the third successive time.”

“The Skills Connection provide highly qualified support in a timely manner. I recommend them without any reservation. By virtue of their experience in the analyst business they really complete our team. They help us to persistently focus our analyst communication on what really counts. They have helped us to sharpen our value proposition and show how we truly differentiate from our competition.”

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:
 - Provide the necessary expertise to effectively engage 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

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:
 - 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 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](#)