

Medium Enterprise Computer Services Company

Introduction

This case study of a medium enterprise computer services company is based on a June 2019 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 would recommend The Skills Connection without hesitation, they did a truly outstanding job and it was great value for the money.

We used The Skills Connection to assist us in the preparation of our responses to the Magic Quadrant. Our score improved over the prior year as we went from the Challenger's Quadrant to the Leaders Quadrant and we attribute much of that improvement directly to their efforts. That is what we hired them to do and they were successful. They can think like the analysts which is invaluable in terms of ensuring that responses hit the mark. They were also very flexible with their time and willing to work around our schedules which we greatly appreciated. We will use them again.

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:
 - 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

The key features and functionalities of The Skills Connection that the surveyed company uses:

- Uses The Skills Connection to:
 - 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
 - Did an excellent job analyzing their prior MQ responses to see where they fell short

Results

The surveyed company achieved the following results with The Skills Connection:

- 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
 - The skills needed to communicate with analysts in the future
 - Unique insights about their solution that were instrumental in winning over analysts
 - Helped them effectively frame our MQ responses in the ways that would best resonate with the analysts
 - Helped them to understand what the analyst wanted to hear rather than what they thought they should say
- 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
 - They did a great job of helping them distill their responses on the MQ to the elements that would most likely hit home with the analysts
 - Their objective review of their work led to many improvements they would not otherwise have achieved
- 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: strongly agree
- Agrees with the following statements:
 - 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](#)