

# Small Business Computer Services Company

## Introduction

This case study of a small business computer services company is based on a June 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 provided valuable counsel to us through the journey of building our value proposition for a new SaaS product, identifying and sharpening appropriate use cases, and collecting the evidence to support our suggested product positioning.”

“The money we spent with The Skills Connection proved to be a great investment. Our target analysts have a much sharper understanding of the value we deliver, and now give their clients a stronger endorsement of our solutions, which has led to a tangible increase in new business opportunities.”

## 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
  - 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:
  - 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 enter an assessment, such as an MQ/Wave/Marketscape, for the first time
  - Focus just on what was needed, and avoid wasting time on anything else
  - 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:
  - 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
- Benefits from working with The Skills Connection:
  - Generated new business by improving the clarity of their market story
  - 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:  
**Small Business**

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](#)