

Case Study: Small Business Computer Software Company

Introduction

This case study of a small business 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 used The Skills Connection to prepare a Gartner Magic Quadrant (MQ) briefing deck with the aim of moving our dot. We also utilized them to discuss messaging with the analysts when we had a CEO change and an impending lawsuit with an industry giant and one of our technology partners mid-way through the MQ process.”

“We thought we were going to just have a great briefing deck. What surprised us and also exceeded our expectations was the breadth of service and process around the preparation of the inclusion package, right down to how the document should be presented/formatted, the references and the Critical Capabilities report. All of those components made a significant difference.”

“Yes, I would recommend them. The insight and experience they bring to the table about the inner-workings at an analyst firm are extremely valuable to ensuring we put the right information forward, in the right format at the right time. Without them we likely would have repeated the same mistakes made the prior year and quite honestly, I’m convinced without them we likely could have risked even lowering our position instead of improving it.”

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
 - Were concerned that coverage of their product / services by analysts would negatively impact their 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
 - Create compelling evidence-based cases for analysts

Results

- Experience gained with The Skills Connection:
 - The ability to create a strong evidence-based case to analysts covering their product / service
- Benefits from working with The Skills Connection:
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Provided their internal team the tools and skills to effectively engage with analysts
 - Effectively communicates the unique value of their products / services
 - Gave us insight into what analysts were looking for..ie. they want evidence on how they can refer you to a client
- 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 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](#)