

Educational Institution

Introduction

This case study of a educational institution is based on a March 2023 survey of The Skills Connection customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.



“The money we spent with The Skills Connection proved to be a great investment.

We have used them to prepare and execute two Gartner analyst briefings. We found The Skills Connection team extremely helpful in this process. They helped us to synthesize and communicate a complicated message in a short period of time and absolutely increased my confidence going into the analyst presentations.

Challenges

The business challenges that led the profiled organization to evaluate and ultimately select The Skills Connection:

- Engaged with The Skills Connection for the following reasons:
 - 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 organization 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
 - Focus just on what was needed, and avoid wasting time on anything else
 - Create compelling evidence-based cases for analysts

Results

The surveyed organization 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
- Benefits from working with The Skills Connection:
 - Provided their internal team the tools and skills to effectively engage with analysts
 - Effectively communicates the unique value of their products / services
- 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: agree
 - acted as an extension of staff: agree
 - enabled them to focus on what was needed and avoid wasting time on anything else: agree
- The Skills Connection is:
 - collaborative: agree
 - knowledgeable: strongly agree
 - service-oriented: strongly agree
 - value for money: strongly agree
 - best practice focused: strongly agree

Organization Profile

The organization 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.

Industry:
Educational Institution

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](#)