Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on a June 2021 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.

> "I was very impressed with the quality of work and effort provided by The Skills Connection. And I truly enjoyed working with them. They encouraged and guided us to think about our messaging at a level I don't think we ever had . It wasn't always easy work but they made it fun and the end result is something we'll not only be using for the Magic Quadrant submission but in various forms throughout our company.
>
> We would certainly recommend The Skills Connection as our engagement with them helped teach us how to communicate the value of our products more effectively."

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:
  - 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
  - Create an internal learning environment so that their team can be more effective in the future
  - 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
  - Unique insights about their solution that was instrumental in winning over analysts
- Benefits from working with The Skills Connection:
  - Made the most effective use of their internal resources
  - 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: 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
- The Skills Connection is:
  - 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 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