

Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on an October 2023 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 would strongly recommend The Skills Connection. It is impossible to have and maintain this kind of in-depth and authoritative knowledge within your organisation.

It was a pleasure to work with our Skills Connection analysts. She's very articulate and clear about what analysts do and don't expect, ensured we kept our focus on the important tasks, and meticulously reviewed all intermediate deliverables, providing the team with valuable and practical feedback.

Specifically she:

- Helped us strictly follow the planning to get all deliverables done on time
- Clearly helped to improve the quality of the responses and content
- Made sure we did not get distracted from what was exactly asked by Gartner

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
 - Help them improve their position in an MQ/Wave/Marketscape
 - Focus just on what was needed, and avoid wasting time on anything else

Results

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

- Experiences gained with The Skills Connection:
 - Confidence in communicating the unique value of their solution to analysts
 - The ability to create a strong evidence-based case for analysts covering their product/service
 - The skills needed to communicate with analysts in the future
- Benefits from working with The Skills Connection:
 - Made the most effective use of their internal resources
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
 - Provided their internal team with the tools and skills to effectively engage with analysts
- 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 coordination 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: strongly agree
- The Skills Connection is:
 - Collaborative: strongly agree
 - Knowledgeable: strongly agree
 - Service-oriented: agree
 - Value for money: strongly agree
 - Best practice focused: 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](#)