

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.



“The Skills Connection helped us in responding to the Gartner Magic Quadrant (MQ) survey.”

“We witnessed very good, visible results after using their services – specifically our position improved.”

“The MQ is one of the most important factors influencing our target buyers’ decision-making for solutions like ours. We have been included in the MQ in the past but without any position improvement year-over-year. Improving position is definitely a favorable factor in attracting prospects and The Skills Connection helped us to achieve this. I would definitely recommend them.”

Challenges

- Engaged with The Skills Connection for the following reasons:
 - Did not have the in-house expertise to effectively engage with analysts
 - Wanted to change their position in the MQ/Wave/Marketscape to generate new business

Use Case

- Uses The Skills Connection to:
 - 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

Results

- Experiences gained with The Skills Connection:
 - The ability to create a strong evidence-based case to analysts covering their product / service
 - Unique insights about their solution that were instrumental in winning over analysts
- Benefit from working with The Skills Connection:
 - Positively shifted their position in the MQ/Wave/Marketscape
- Rates The Skills Connection 4 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](#)