

# Small Business Computer Software Company

## Introduction

This case study of a small business computer software company is based on an August 2019 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 engaged The Skills Connection (TSC) to help us with our Magic Quadrant (MQ) submission.

TSC provided us with a comprehensive end-to-end service with intellectual rigor, spot-on advice and contribution – easily becoming an extension of our team.

We would certainly recommend them as they were able to synthesize the MQ submission process into an actionable process, and create internal alignment with our various stakeholders who otherwise would have had difficulty executing efficiently.

The work has further enabled us to align our future product development, marketing, and sales with the MQ looking forwards.”

## 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 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

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 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
  - Help them enter an assessment, such as an MQ/Wave/Marketscape, for the first time
  - Focus just on what was needed, and avoid wasting time on anything else
  - 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 were instrumental in winning over analysts
- Benefits from working with The Skills Connection:
  - Made the most effective use of their internal resources
  - Received better results than when they had engaged with analysts
  - 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
- Agrees with the following statements:
  - 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:  
**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](#)