Case Study: Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise 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.

> "We use The Skills Connection as an extension to our analyst relations (AR) team and to provide the knowledge, objectivity, and consistency we could well lack if we relied solely on our own in-house resource."

> "We find them professional, helpful, engaged and they understand our needs well."

> "They ensure that we are presenting, inquiring with, and engaging the right analysts to progress our coverage and understanding by the relevant analysts."

> "I would absolutely recommend them. They have helped us to get far better and more consistent results with our AR program and have helped us to achieve better and more consistent results with Magic Quadrants. They clearly have the skills in abundance to do that for other organizations looking to achieve the same."

Challenges

- 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
  - Were concerned that coverage of their product / services by analysts would negatively impact their 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
  - Focus just on what was needed, and avoid wasting time on anything else
  - Provide the tools and best practices needed to build a strong case for analysts
  - Create compelling evidence-based cases for analysts

Results

- 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
  - Generated new business by improving the clarity of their market story
  - Positively shifted their position in the MQ/Wave/Marketscape
  - Received better results than when they had engaged with analysts
  - Provided their internal team the tools and skills to effectively engage with analysts
- Rates The Skills Connection 4.5 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:
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