

# Medium Enterprise Computer Software Company

## Introduction

This case study of a Medium Enterprise Computer Software Company is based on a November 2018 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 all know that having a great product alone will not necessarily get you a spot in the Leader’s Quadrant of the Gartner Magic Quadrant (MQ). You have to execute at a high-level on the 3 phases of the MQ: customer references, questionnaire, and demo.

The Skills Connection guided our team and enabled us to successfully execute on a strategic process for each phase of the MQ with the result that we are a Leader for the 2nd year in a row.

I could not imagine going through this process without The Skills Connection team at our side. They act as a true extension of our team and are instrumental in ensuring we put our best foot forward at every phase.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select The Skills Connection:

- Many of us have had experience working with analysts and have worked through Gartner MQ processes in the past, but we wanted to bring in an expert that would take our efforts to the next level.

## 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
  - 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
  - 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 coordination 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:  
**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](#)