

Medium Enterprise Telecommunications Equipment Company

Introduction

This case study of a medium enterprise telecommunications equipment company is based on a June 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 team at The Skills Connection is first-class. They are easy to work with, have an incredible knowledge of the industry, are quick to react, and really want to make an impact for your company. I would recommend them to anyone.”

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
 - 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

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 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
 - Effectively communicates the unique value of their products / services
- Rates The Skills Connection 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:
Telecommunications Equipment

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](#)