

Medium Enterprise Computer Software Company

Introduction

This case study of a medium enterprise computer software company is based on a July 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 use The Skills Connection to review our AR programs, and also our value proposition reviews. They have been outstanding in the quality of advice provided for our analyst-related programs.”

“I strongly recommend The Skills Connection for software vendors, especially in an emerging category because they can make a big impact. But also, for mature categories, as highly experienced former Gartner analysts they provide a better understanding of how your target analysts may be thinking, which may help you improve your company positioning significantly. In our case, it helped us hone the skills, methodology and actual responses for Gartner Magic Quadrants. With a highly innovative product and an outstanding PM team, we have been able to position as a Leader six times in the past 3 years across 2 markets. It is rare that any vendor performs so well so fast, and I can attest that The Skills Connection contributed to this success as I led the teams managing all these deliveries.”

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 effectively communicate their story to analysts
 - Help them improve their position in an MQ/Wave/Marketscape

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
- Benefits from working with The Skills Connection:
 - 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 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: 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](#)