

Amazing results, time and again

Introduction

This case study of a small business computer software company is based on a February 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 have seen that a significantly better Magic Quadrant position, and momentum year-on-year, increases deal volume significantly.

The money we spent with The Skills Connection proved to be a great investment as they have helped us to aggressively improve our Gartner Magic Quadrant (MQ) position in a very crowded space. They have outstanding insight into Gartner and provide invaluable advice and great guidance.

We would certainly recommend The Skills Connection as they have delivered amazing results for us, time and again.

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

Results

The surveyed company achieved the following results with The Skills Connection:

- Experiences gained with The Skills Connection:
 - The ability to create a strong evidence-based case to analysts covering their product/service
 - 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
 - Positively shifted their position in the MQ/Wave/Marketscape
 - Received better results than when they had engaged with analysts
- 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: Agree
 - Acted as an extension of staff: Strongly agree
 - Enabled them to focus on what was needed and avoid wasting time on anything else: Agree
- Agrees with the following statements:
 - Collaborative: Strongly agree
 - Knowledgeable: Strongly agree
 - Service-oriented: Strongly agree
 - Value for money: Agree
 - Best practice focused: 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](#)