

How Equifax Reduced Delays

Delivering Value to Customers from Pragmatic Training

Industry: Data, Analytics, Technology

Company: Equifax

Focus: Strategic Focus, Team Alignment, Role Clarity, Customer-Centricity

Pragmatic Solution: Foundations, Focus, Build, Market, Launch, Price



Overview

Equifax is a global leader in data, analytics, technology, and decision intelligence, serving businesses and consumers worldwide. As an S&P 500 company with vast data assets and a customer-focused mission, they recognized the importance of aligning their product teams around consistent, market-driven practices.

Equifax partnered with Pragmatic Institute to train their product organization using proven frameworks rooted in real market insights. The goal was to sharpen strategy, improve internal alignment, and ensure their products were solving the right problems.

Challenge

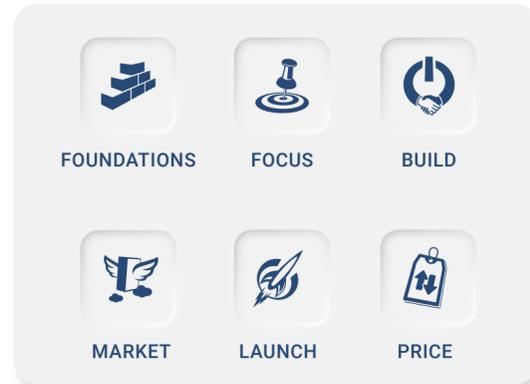
Before Pragmatic training, Equifax product teams encountered several common roadblocks that limited their strategic effectiveness and customer impact:

- ▶ Product launches were frequently delayed
- ▶ Teams often built features or solutions that customers didn't use
- ▶ Roadmaps were driven by internal opinions rather than market evidence
- ▶ Cross-functional alignment was inconsistent
- ▶ Roles and responsibilities within product teams lacked clarity

These challenges created inefficiencies, limited team confidence, and made it harder to prioritize and deliver products that truly resonated with their market.

Solution: Teamwide Training for Strategic Clarity

Equifax trained its entire product management and product marketing teams across six Pragmatic Institute courses:



This comprehensive, role-based training empowered product professionals to:

- ▶ Clarify ownership across product functions
- ▶ Use data and research to prioritize real customer problems
- ▶ Align go-to-market strategies with the needs of buyers and users
- ▶ Gain confidence in pricing, planning, and delivering meaningful solutions

“The training has allowed us to be more focused, resulting in improved productivity and more strategic products.”

— KEVIN G., PRODUCT MANAGER, EQUIFAX

Results

The impact of Pragmatic's training was both measurable and transformative, elevating how Equifax teams plan, collaborate, and deliver value to their market:

50–74% IMPROVEMENT
in alignment across internal teams

25–49% IMPROVEMENT
in understanding of market problems

25–49% INCREASE
in product and feature usage

Greater clarity around team responsibilities and ownership

Improved ability to prioritize with confidence and customer insight

These outcomes helped Equifax product teams become more strategic, more aligned, and more effective in delivering solutions that resonate with their customers.

Conclusion: Building Strategy Through Shared Learning

By investing in cross-functional training with Pragmatic Institute, Equifax gave its teams the tools and frameworks they needed. This empowered them to align around the customer and drive data-informed decisions.

The outcome is a strategically aligned product organization capable of driving innovation and delivering meaningful results. These outcomes are fueled by insight from the market, not speculation.



Learn more about how product training can benefit your organization at PragmaticInstitute.com/product/team



Source: Kevin G. | Product Manager, Equifax