PRAGMATIC INSTITUTE CASE STUDY

Fiserv

Introduction

This case study of Fiserv is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service.

> "The training we've received with Pragmatic Institute has been outstanding and allowed our conversation to change from customer-driven development to market-driven development."

Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Improve time to market
  - Gain clarity in roles and responsibilities
  - Hit revenue targets
  - Align with internal departments
  - Improve underperforming products
- Prior to training, Fiserv was experiencing:
  - Delays in product launches: Extremely often
  - Roadmaps that were guided by opinions and not market facts: Extremely often
  - Delivered features that weren't being used by customers: Extremely often
  - Important features that were dropped from each new release: Extremely often
  - Deals that were being heavily discounted: Extremely often

Use Case

- Fiserv employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
  - Market
  - Launch
  - Price
- The entire product management team and members of the development team attended the Pragmatic Institute training.

Results

- Pragmatic Institute training has helped Fiserv:
  - Gain a better understanding of product roles within their organization
  - Increase executive support for product efforts
  - Increase confidence in the roadmap
  - Better align with internal teams
- Quantifiable result since taking Pragmatic Institute training are estimated at:
  - 75-99% increase in their understanding of the market and its relevant problems

Company Profile

Company:
Fiserv

Company Size:
Fortune 500

Industry:
Financial Services

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

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⬀ Pragmatic Institute

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