

Large Enterprise Computer Software Company

Introduction

This case study of a large enterprise computer software company is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Pragmatic Institute offers an excellent framework and instructors. Thanks to their training, my team understands their roles and processes to get their jobs done.”

“The training has enabled us to engage in data-driven decision making, allowing us to do a better job in prioritizing and aligning R&D with building products that our customers will buy.”

Challenges

- The company took training courses from Pragmatic Institute in order to:
 - Increase strategic focus
 - Gain clarity in roles and responsibilities
 - Align with internal departments
 - Improve underperforming products
 - Increase sales
- Prior to training, the company was experiencing:
 - Roadmaps that were guided by opinions and not market facts: Extremely often
 - Revenue goals that were not being hit: Extremely often
 - Deals that were being heavily discounted: Extremely often
 - Delays in product launches: Very often
 - Important features that were dropped from each new release: Very often

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:
Large Enterprise

Industry:
Computer Software

Use Case

- Company employees have taken the following training courses:
 - Foundations
 - Focus
 - Build
 - Market
 - Price
- The following groups in the company attended the Pragmatic Institute training:
 - Immediate team
 - Entire product management team
 - Entire product marketing team
 - Members of marketing communications
 - Members of development
- The company has offered Pragmatic Institute training to its employees for 1-2 years.

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.

Learn More:

[Pragmatic Institute](#)

Results

- Pragmatic Institute training has helped their organization:
 - Increase the number of releases in a given year
 - Gain a better understanding of product roles within their organization
 - Increase executive support for product efforts
 - Increased confidence in the roadmap
 - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
 - Increased understanding of the market and its relevant problems: 75-99%
 - Increase in customer satisfaction/NPS: 50-74%
 - Reduced time to market: 25-49%
 - Reduced rework: 25-49%