

# Thomson Reuters

## Introduction

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



“As a result of the training with Pragmatic Institute, we’ve been able to deliver products faster, with the features that the customer wants, ultimately delighting our customers.”

## Challenges

- Prior to training, Thomson Reuters was experiencing:
  - Roadmaps that were guided by opinions and not market facts: Very often
  - Revenue goals that were not being hit: Very often

## Use Case

- Thomson Reuters employees have taken the following training courses:
  - Foundations
  - Focus
  - Build
- The immediate product management team and executives attended the Pragmatic Institute training:
- Thomson Reuters has offered Pragmatic Institute training to its employees for 6+ years.

## Results

- Pragmatic Institute training has helped Thomson Reuters:
  - 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
  - Identify and penetrate new markets
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Reduced time to market: 100%+
  - Increase in product / feature usage: 75-99%
  - Increase in product sales: 75-99%
  - Increased customer satisfaction / NPS: 75-99%
  - Reduced rework: 50-74%
  - Increased understanding of the market and its relevant problems: 50-74%

### Company Profile

Company:  
**Thomson Reuters**

Company Size:  
**Large Enterprise**

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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