

TraceSecurity

Introduction

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



“Training has allowed me to develop role responsibilities within the product team that focus on collecting market data and solving market problems.”

“We’ve developed several products using the Pragmatic Institute techniques, and we’ve enjoyed much higher success although they are not as feature-heavy as before. We’ve learned how to determine which features are important and we spend our time on the features that have the largest impact with respect to solving market problems.”

Challenges

- Took training courses from Pragmatic Institute in order to:
 - Increase strategic focus
 - Align with internal departments
- Prior to training, TraceSecurity experienced the following:
 - Delivered features that weren’t being used by customers: Extremely often
 - Roadmaps that were guided by opinions and not market facts: Very often
 - Revenue goals that were not being hit: Very often
 - Deals that were being heavily discounted: Very often

Company Profile

Company:
TraceSecurity

Company Size:
Small Business

Industry:
Security Products & Services

Use Case

- TraceSecurity employees have taken the following training courses:
 - Foundations
 - Focus
 - Build
- The following groups attended the Pragmatic Institute training:
 - Entire product management team
 - Executives
- Has offered Pragmatic Institute training to its employees for 3-5 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 TraceSecurity:
 - 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
 - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
 - Increased understanding of the market and its relevant problems: 100%+
 - Reduced time to market: 75-99%
 - Reduced rework: 75-99%
 - Improvement in Customer satisfaction/NPS: 75-99%
 - Increase in Product/feature usage: 50-74%
 - Increase in Product sales: 50-74%