Informa Global Services

Introduction

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

> **"Pragmatic Institute requires less inside-out thinking and helps me with the fact that I don't get to spend enough time talking to customers."**

Challenges

- Took training courses from Pragmatic Institute in order to:
    - Increase strategic focus
    - Hit revenue targets
    - Address competitive pressure
- Prior to training, Informa Global Services was experiencing:
    - Roadmaps that were guided by opinions and not market facts: Very often
    - Delivered features that weren't being used by customers: Very often

Company Profile

Company:
Informa Global Services

Company Size:
Large Enterprise

Industry:
Financial Services

Use Case

- Informa Global Services employees have taken the following training courses:
    - Foundations
    - Focus
    - Build
    - Market
    - Launch
- The following groups attended the Pragmatic Institute training:
    - Entire product management team
    - Entire product marketing team
    - Members of sales
    - Executives
- Informa Global Services 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 Informa Global Services:
    - Gain a better understanding of product roles within their organization
    - Increased confidence in the roadmap
    - Better focus on the customer and providing a solution
- Quantifiable results since taking Pragmatic Institute training are estimated at:
    - Increase in Product/feature usage: 75-99%
    - Increase their understanding of the market and its relevant problems: 75-99%
    - Reduced time to market: 50-74%
    - Increase in Product sales: 50-74%
    - Reduced rework: 25-49%