

# McKesson Technology Solutions

## Introduction

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



“Helps the product manager understand their job and encourages them to look first to their markets as opposed to their internal teams.”

“Increased job satisfaction within product management function.”

## Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Improve time to market
  - Address competitive pressure
- Prior to training, McKesson Technology Solutions was experiencing:
  - Roadmaps that were guided by opinions and not market facts: Very often
  - Delivered features weren't being used by customers: Very often

## Use Case

- McKesson Technology Solutions employees have taken the following training courses:
  - Foundations
  - Focus
  - Launch
- The entire product management team attended the Pragmatic Institute training.
- McKesson has offered Pragmatic Institute training to its employees for 6+ years.

## Results

- Pragmatic Institute training has helped McKesson Technology Solutions:
  - Gain a better understanding of product roles within their organization
  - Increase confidence in the roadmap
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Improved their understanding of the market and its relevant problems: 25-49%

### Company Profile

Company:  
**McKesson Technology Solutions**

Company Size:  
**Fortune 500**

Industry:  
**Pharmaceuticals**

### 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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