

Medium Enterprise Automotive & Transport Company

Introduction

This case study of a medium enterprise automotive & transport company is based on an August 2020 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.



“Improved my understanding of the product manager role and how it fits into the organization.”

“The Pragmatic training really made a change in my mindset to be more outward looking”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Pragmatic Institute:

- Took training courses with Pragmatic Marketing for the following reasons:
 - Gain clarity in roles and responsibilities
 - job training
- Experienced the following challenges with the corresponding frequency:
 - delays in product launches: extremely often
 - roadmaps that were guided by opinions and not market facts: very often
 - delivered features that weren't being used by customers: very often
 - important features that were dropped from each new release: uncommon
 - revenue goals that were not being hit: somewhat often
 - deals that were being heavily discounted: somewhat often

Use Case

The key features and functionalities of Pragmatic Institute that the surveyed company uses:

- Employees have taken training classes in the following areas:
 - Foundations
- Had the following groups attend the Pragmatic Marketing training:
 - Immediate team

Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
 - Gain a better understanding of product roles within their organization
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Marketing training:
 - product/feature usage: 25-49%
 - their understanding of the market and its relevant problems: 25-49%

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:
Medium Enterprise

Industry:
Automotive & Transport

About Pragmatic Institute

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