

# Small Business Automotive & Transport Company

## Introduction

This case study of a small business 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.

## 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:
  - Increase strategic focus
  - professional self improvement
- Experienced the following challenges with the corresponding frequency:
  - delays in product launches: uncommon
  - roadmaps that were guided by opinions and not market facts: somewhat often
  - delivered features that weren't being used by customers: somewhat often
  - important features that were dropped from each new release: 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:
  - Entire product management team
- Has offered Pragmatic Marketing training to its employees for 3-5 years.

## Results

The surveyed company achieved the following results with Pragmatic Institute:

- Has been able to realize the following benefits by taking the courses:
  - Increased confidence in the roadmap
- Estimates their level of improvement to be as follows for each of the corresponding areas since taking Pragmatic Marketing training:

### 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:  
**Small Business**

Industry:  
**Automotive & Transport**

### About Pragmatic Institute

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