

# 2 Column Case Study Template

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## Background

In the first paragraph, open with the context (location, partnership, funding), continue with a brief description of objectives, target audience, technology and approach followed, and close with the main results, conclusion and recommendations. (6 to 10 lines)

Include photos, pictures and/or tables that make the description of the project more visible and easy to understand and read. Please include figure caption in respective places. The suggested number of lines is exclusive of figures and tables

*Sample: In addition to providing loans and leases, the financing arm of an international financial services firm wanted to expand its product lines across other media outlets, such as internet, radio, and mobile devices.*

## Customer Profile

Describe the customer's areas of specialty e.g.; accountancy software for SMEs, flagship products; alliances and partnerships; notable achievements. Outline the issues that your customer faced and the goals you aimed to achieve. Identify the strategic or competitive reasons that caused you, or your customer, to require this solution. (5 lines)

Challenge

## Context

Expand on the background of the case study by highlighting the main reasons behind this project, such as significant problems, business drivers and, if appropriate, details of the physical location, government legislation, socio-economic, and technical factors. (6 to 10 lines)

*Sample: How can the subsidiary of a luxury fashion designer house leverage its well-known brand to expand into other services? How could these products be developed, branded, and brought to market?*

## Solution Overview

### Customer Profile

Describe the customer's areas of specialty e.g. web-based accountancy; flagship products; alliances and partnerships; notable achievements.

Outline the issues that your customer faced and the goals you aimed to achieve.

### Objectives

Describe the project's aim with details of its specific objectives and the strategies used to achieve them.

### Solution

List the technologies used on the implementation.

- Software and Services
- Windows NT Server
- SQL Server

### 1 Technical Components

List the technologies used on the implementation.

- Software and Services
- Salesforce
- SQL Server

### Third Party Tools

- Google Cloud
- Amazon AWS
- Oracle

### Benefits

- Benefit #1
- Benefit #2
- Benefit #3

## Objectives

Describe the project's aim with details of its specific objectives and the strategies used to achieve them.

Sample: The challenge was to establish a web-based business for accountants. The solution would need to allow the fastest possible time to release, reliability, and flexibility. Java technologies were selected over several alternatives because of these requirements. (6 to 10 lines)

*"Never leave that till tomorrow which you can do today. Never leave that till tomorrow which you can do today. Never leave that till tomorrow which you can do today. Never leave that till tomorrow which you can do today. Never leave that till tomorrow which you can do today." Name, Role, Company*

## Finding the Right Partner

Describe why the customer selected your product or services. Expand on what they liked about your company, particularly in terms of your ability to solve their problem. Highlight the unique skills your company offered in designing, developing, and implementing the solution.

Row Title	Column Title
[table text]	[table text]
[table text]	[table text]
[table text]	[table text]

## Solution

Describe how the project was delivered including key concepts and methodologies adopted.

Describe each phase of the process in detail and how issues were addressed. Describe both positive and negative aspects of the process. Highlight where/when the solution impacted users; describe the target audience, and methods and technologies used including rationale e.g. feasibility costs. Describe the main project phases; problems encountered and how they were resolved. (20 to 30 lines)

Row Title	Column Title
[table text]	[table text]

Sample Table

*Sample: Following the research phase of the project, we developed an integrated strategy to align both the offline and online brands. Long-term goals were identified for the products, and milestones were established to drive the implementation timeline. An implementation plans were created for each product etc.*

## Using the Solution to Solve the Problem

Describe the process involved in planning the solution, including all resources used, certified individuals and their respective roles, and the business problem the solution was meant to solve. If possible, identify critical success factors.

## Technologies and Delivery Method

Describe the technology used in the solution, including the delivery mechanisms. If an online solution was used, describe the delivery and timeframe as well as any value added services provided, e.g. the solution is based on Windows architecture and the Component Object Model.

## Results and Benefits

Provide a summary of the business benefits the solution provided. Focus on quantifiable business value, such as the tangible cost savings, a specific increase in sales, or a specific reduction in operating costs. Return on investment figures will greatly increase the impact of the case study. Provide figures, if available, e.g. percentage of improvements etc. Include bench-markings where appropriate. Describe the degree in which objectives were realized. (20 lines with graphs/ tables)

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*Sample: We helped the client quantify its opportunities and defined a clear course for developing and launching new products. This project enabled the client to extend its brand into new markets while preserving its core brand values.*

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## Customer Quote

Include a customer quote on the business value of using this solution. State the business benefits of your solution and the advantages that your technologies and/or services have provided. When quoting, include the person's name, position, and company name.  
(3-5 lines)

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## *Lessons learned*

Describe the positive aspects of project implementation, the problems encountered and how (if) were they addressed. Describe how other parties could use the solution. (15 to 25 lines)

## *Ratings*

List any rating programs and ratings of this project including date and level achieved. (2-3 lines)

## *Awards*

List any awards associated with this project including award name, date, and category. (2-3 lines)

## *Publishing*

List any book, periodical, or website in which this project has appeared including: publication name, publisher, publication date, volume, issue, page or URL (2-3 lines)

## *For More Information*

For more information about [company] products and services, call [company] at [telephone number]

To access information using the World Wide Web, go to:  
[http://www.\[company\].com](http://www.[company].com)

For more information, call [contact person] at [telephone number] or email us at [email address]

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