Trend Report Case Study | Guidelines

The goal of the sponsored case study is to share a successful partnership with your client and the primary outcomes achieved through your company's offerings.

Writing tip: Keep it concise and simple, describing only what is necessary to illustrate the challenge to the DZone audience.

Challenge

Describe the primary challenge(s) that your client was facing and/or the goal(s) they were trying to achieve. If applicable, speak to how the challenge was preventing the client from achieving their goal.

Solution

Describe the solution, as it relates to the Trend Report topic, that helped your client solve their challenge and/or achieve their goal, as well as the high-level steps taken to implement that solution.

- Discuss the resource requirements for implementation (e.g., time, money, human capital, any additional technologies).
- Focus on the innovative aspects of the solution that helped them solve their challenge(s).

Results

Describe the outcome(s) related to your company's solution. Quantify the results of your project with the client (e.g., saved $X, productivity increased X%, revenue increased X%).

If you cannot quantify the results:

- Discuss the outcome at a higher level (e.g., saved money in operational costs, increased X productivity, integrated multiple business units into one operating system).
- Address the lessons learned from the project that were unrelated to the results (e.g., we learned that XYZ doesn't work well in this scenario).

Company Details

LOGO
Send your client's logo (3:1 landscape with transparent background) as a separate file.

NAME
If you do not wish to disclose your client's name, use a pseudonym with an asterisk (*).

SIZE
Indicate your client's approximate number of employees.

INDUSTRY
Identify your client's type of business.

PRODUCTS
List the product(s) your client uses.

PRIMARY OUTCOME
Describe the client's key outcome in one sentence.

CUSTOMER QUOTE
Provide a client quote related to the product(s) used and the solution and/or outcomes. Name and job title are encouraged (see examples on the following pages).

Trend Report Sponsors: Please submit your case study materials via the Sponsorship Content form located here.