1. Case Study Basics (Mandatory)

- **Title (Suggested)**: A simple, straightforward title reflecting the main success achieved
- **Summary**: Up to three sentences overview of the problem solved and the key outcome

2. Client Information (Mandatory)

- **Company Name**: Please ensure the customer's name is clearly stated, as it aids the committee in understanding the case and facilitates future case study writing. However, we will not disclose the company name in publicly released case studies unless the customer agrees to or requests its disclosure.
- **Industry**:
- **Size**: General scale of operations (e.g., small, medium, large, Fortune 500)
- **Location & Scope:** For example, start with the first case in the UK and then expand to all European countries

3. Challenge (15%)

- **Main Issue**: Description of the specific challenges or issues the client faced before seeking the solution (brief bullet points)
- **Impact**: How these challenges affected the client's day-to-day operations and overall business performance (brief bullet points)

4. Solution (20%)

- **Product/Service Used**: Name the solution provided
- **Why Us?** Key reasons the client chose our solution (brief bullet points)

5. Implementation Overview (20%)

- **Steps**: Outline the key phases of the process, including essential tasks for each phase. (simple bullet points)
- **Diagram**: In-depth system integration information - Draw a diagram (see example)
- **Partners**: for example, but not limited to, details on software integration with ISVs and IHVs partners

6. Key Features Utilized (20%)

- **Features**: List critical features or services that were crucial in addressing the client's needs (bullet points)

- **Usage Scenarios**: Examples of how the client uses these features in their operations

7. Results (25%)

- **Quantitative Outcomes**: Key benefits or measurable results, such as performance improvements, cost savings, or revenue growth (bullet points or short phrases)
- **Business Impact (Optional)**: Short note on how the solution has impacted the client's business operations or growth

8. Who has supported this case?

Please list the TSC colleagues who have supported in the case of writing.

9. Bonus Reward

Items	Detail	Yes / No
1	Approval to use the company name and logo	
2	Provide pictures and/or videos of the customer's printing application, along with customer endorsements or quotes that can be utilized in the case study	

*Diagram Example:

Take the SATO case as an example: SATO's collaboration with Toyota Motor East Japan. The required diagram can be like the one below, providing clear connections with concise and clear descriptions. There is no need for a complete graphical representation like the one on the SATO website.