



Case Study Reward Program

2024



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Why this program



Enhancing Brand Visibility

By showcasing TSC's successful cases, we increase the market's awareness of its professional capabilities, thereby enhancing the brand's visibility and appeal in the target market.



Market Learning and Business Expansion

Case studies provide opportunities to learn from different markets, identify potential development opportunities, and promote business performance growth and market expansion.



Strengthening Customer and Partner Relationships

Demonstrating TSC's practical experience and achievements enhances the trust of existing and potential customers and deepens relationships with partners.



Knowledge Sharing and Internal Growth

Case studies facilitate knowledge sharing, which not only aids in learning and progressing from known cases but also motivates the internal team to innovate, driving the organization's continuous growth and improvement.

Overview

- **Competition Structure:**

- Each case scoring over 7.5* is a prize-winning case and will receive a reward ranging from **\$500 to \$1,200 USD**, depending on the number of participants in the case of writing. Our reward program has been allocated a budget of \$15,000 USD for 2024 and is subject to further increases.

Each prize-winning case			
Participant(s)	1 Person	2 People	3 People and more
Reward	500 USD	1000 USD	1200 USD

**Go to Case Study Scoring for details.*

- **Eligibility Criteria:**

- All employees are eligible to participate in this program, but the focus this year is on printer cases.

Overview

- Duration:

- We will review submissions and announce the program winners bi-monthly. The program submission will run until December 31, 2024. Adjustments for 2025 will be made based on the outcomes in 2024.

Submission period	Review period	Announce the review results
April ~ May	June	Mid July
June ~ July	August	Mid September
August ~ September	October	Mid November
October ~ December	January 2025	Mid Feb 2025

**The above table primarily serves as a reminder of when your submission will be reviewed and when the submitter will receive rewards. Submissions are accepted from April 1st to December 31st without any time restrictions for submission.*

The Submission Process

Discovery

- Discover and review the details of the program. If you have any questions, feel free to contact Christy at christy_wang@tscprinters.com.

Submission

- Submit the Word file to Christy, copy to Liyin

Evaluation

1. After your case is submitted, a case mentor will be assigned to work with you on refining the details to improve your content submission.
2. Once the mentor notifies Christy, she will organize the cases for committee evaluation. The case with an average score of 7.5 points or above will win the prize.

Notification and Reward

- Christy will email the winners and notify their regional heads, who will then issue the reward.

Case Study Submission Session Overview

Section	Details
Case Study Title & Summary	Suggested title & up to three sentences overview
Client Information	Company name, Industry, Size, Location
Challenge	Main issue & Impact
Solution	Product/Service & Why us?
Implementation	Project details including implementation steps, diagram, and joint partners
Key Features	Critical features & Usage scenarios
Results	<ul style="list-style-type: none">- Quantitative outcomes: benefits/measurable results, such as performance improvements, cost savings, or revenue growth- Business impact (optional)

Case Study Scoring

- Scoring System:** Each case can receive a score ranging from 1 to 10 points.
- Reward Criteria:** Cases that achieve a score of 7.5 points or above will be eligible for a reward.
- Scoring Method:**
 - Session Evaluation:** Committee judges are required to score each session based on the richness and completeness of its content.
 - Percentage Multiplier:** Each session is associated with a different percentage.
 - Calculation Process:** The score for each session will be multiplied by its corresponding percentage. These adjusted scores are then summed to determine the final evaluation. By the scoring deadline, all scores from participating judges will be averaged. Cases with an average score higher than 7.5 points will receive the reward.

Section	Percentage
Title & Summary	
Client Information	
Challenge	15%
Solution	20%
Implementation	20%
Key Features	20%
Results	25%

Case Study Example

Sum 7.65
↓

Section	Score		Percentage		Weighted Score
Case Study Title & Summary					
Client Information					
Challenge	7	✘	15%	=	1.05
Solution	8	✘	20%	=	1.6
Implementation	8	✘	20%	=	1.6
Key Features	7	✘	20%	=	1.4
Results	8	✘	25%	=	2

1 to 10 each



$$(\text{Judge A } 7.65 + \text{Judge B } 8 + \text{Judge C } 8 + \text{Judge D } 7) / 4 = 7.66$$

Bonus Reward

Obtaining customer approval can be challenging, but it significantly strengthens our case. Therefore, we have established bonus:

Items	The Original reward has been increased by
Approval to use the company name and logo	50%
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	50%

Example:

- **Individual Submission:** For an individual submission that achieves an average score of 7.5 or higher, the base reward is \$500. If the customer also consents to display their company name and logo, the total reward increases by 50%, amounting to \$750.
- **Team Submission (Three People):** For a team of three submitting a case that receives an average score of 7.5 or higher, the base reward is \$1200. If the customer agrees to reveal their company name and logo, permits filming at their site with the real application, and provides an on-camera testimonial, the total reward doubles, adding up to \$2400 (with a 50% increase for the logo and another 50% for the filming and testimonial).

Start Now !



Microsoft Word
Document

- Please double-click the Word document and save it to your folder.
- Complete the form and submit it to christy_wang@tscprinters.com, with a copy to liylin_lin@tscprinters.com. If you have any questions, feel free to contact Christy.
- You are welcome to include any supporting documents within the file.



Thank You

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