dotmagazine

Template for a Case Study

An informative-style text with concrete figures, showing how a company dealt with a specific challenge.

Why write a case study?

To **raise awareness for the digital transformation process** being used to solve a problem; to show why **change** was necessary, what **decisions** needed to be made, which **challenges** had to be overcome, and what the **outcome** was.

It should try to answer the question: **How can a company overcome challenge XY?**

Case Study Structure:

1. **Short abstract** – showing readers the rationale for choosing this particular case and to help readers to assess whether it is relevant to their needs **(maximum 600 characters)**
   - A succinct summary of the article, highlighting key challenges, the company involved, methods, and results

2. **Situation at the start** – challenge needing to be overcome, project objective
   - Type of company requiring support
   - Type of challenge
   - Choice of solution/product/provider – why was this one chosen

3. **Implications for operations** during the change process
   - Number of departments involved/size of project team
   - Impact on operations/avoidance of potential impact
   - Budget/time needed

4. **Methods/Process steps**
   - Brief summary of methods/key steps taken

5. **Results**
   - **Figures** – percentages, growth rates, revenue increase, cost savings, reach, etc.
   - **Intangible benefits** – reputation, security, staff morale, efficiency
   - **Expected longer-term impact**

6. **Conclusion**
   - How did the solution/product/provider meet the objectives of the project?
   - (How) did the solution/product/provider exceed the company's expectations?
   - Recommendations for best practices for other companies

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