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| |  | | --- | | **HEADLINE ABOUT THE CASE – Customer Innovation** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | |  | | |  | | --- | | **Company or Organization**  Customer  **Headquarters**  City, country  **Industry (optional)**  XXX  **Products and Services**  XXX  **Employees (optional)**  XXXX (roughly)  **Web Site**  www. | |  | |  | | |  | | |  | | --- | | **Company or Organization**  Partner  **Headquarters**  City, country  **Business Focus**  XXX  **Web Site**  www. | |  | |  | | |  | |  | | --- | |  | |  | | |  | | --- | | **COMPANY CONTEXT**   * What customer challenge(s) were/are you trying to solve?   **SOLUTION/SERVICE CONTEXT**   * Short description of the solution or service, what is it that was sold/delivered (beyond Microsoft products) and how this addressed the customer challenge   **KEY BENEFITS**   * What business benefit(s) or advantage(s) does this customer see/anticipate? *(Cost savings? ROI?)* * What technical benefit(s) or advantage(s) does this customer see/anticipate? *(Performance? Flexibility? Security? Platform future proofing*?) * Other mission critical customer KPIs?   **LESSONS LEARNED/HOW YOU DID IT**   * How did/are you approach(ing) solving the customer’s business challenges outlined above? * What do you know now that you didn’t when you began? * What blockers did you overcome? * Looking back, what would you do differently (if anything)? * What is the one thing that made a difference? * If Microsoft was involved, describe the involvelment and how we helped you / what worked well and what could have worked better?   **LINKS**  Other Links / Web Sites relevant to the case | |  | | |  | |  | | --- | |  | |  | | |  | | --- | | ADD CUSTOMER LOGO HERE  “CUSTOMER  QUOTE” | |  | | ADD YOUR LOGO HERE  “YOUR  QUOTE OR KEY TAKEAWAY” | |  | | | |  |  |  |  |  | | | | |