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| **HEADLINE ABOUT THE CASE – Customer Innovation** |
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| **Company or Organization**Customer**Headquarters**City, country**Industry (optional)**XXX**Products and Services**XXX**Employees (optional)**XXXX (roughly)**Web Site** www. |
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| **Company or Organization**Partner**Headquarters**City, country**Business Focus**XXX**Web Site** www. |
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| **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 |
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| ADD CUSTOMER LOGO HERE“CUSTOMER QUOTE” |
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| ADD YOUR LOGO HERE“YOUR QUOTE OR KEY TAKEAWAY” |
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