



Method M

One Hamarpe Street, POB 45283
Har Hotzvim Technology Park
Jerusalem, Israel 91450
info@methodm.com
<http://www.methodm.com/>

HOW TO WRITE WINNING CASE STUDIES



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Effective Marketing Communications With
Method M

Use this document to produce effective case studies.

How to Write Winning Case Studies

EFFECTIVE MARKETING COMMUNICATIONS WITH METHOD M

Planning and Tracking

If the case study needs to be ready in time for a specific event, specify: Date: _____, Event: _____

Client approval	Yes/No, Date _____
Client Contact name	
Title	
Phone number	
Fax number	
E-mail address	

The Basics – Why The Case Study is Interesting and To Whom

- Company: [Company]
- Division/Location [Enter here the division]
[Enter here the address – at least the country]
- Web Site [Enter here the URL]
- Industry/Business Area: [Enter here the business area]
- Number of employees [Enter here the number of employees]
- Annual Revenue [Enter here the annual revenue]
- Major Benefits: ➤ [Enter here the major benefits enjoyed by the customer.]
➤ [More benefits]



Method M

About AJAX

Insert a brief overview of the company in the case study. Include information about the company's history.

Example:

- AJAX, established in 1986, is the premier supplier of linen to hospitals in the Twin Cities.
- Revenues in 2006: \$10 million
- Estimated transportation budget for 2007: \$1.5 million
- AJAX set a corporate goal to decrease expenses on its truck fleet to no more than 15% of revenue.

Challenges Faced by AJAX

Explain the challenges faced by AJAX.

Business factors

[Identify the problems that your customer is facing and their goals and objectives. List the strategic business or competitive reasons that caused the customer to reevaluate their current situation. Be as specific as possible, citing examples when appropriate and including supporting customer quotes.

Example: Facing both increased competition and higher fuel costs, AJAX needed to reduce its transportation expenses.

Technical factors

[Provide a detailed evaluation of the customer's current technical situation. Identify what the customer uncovered during the evaluation of its systems, the technical challenges the customer is facing, and how the customer believes it can meet the challenges.

Example: The AJAX fleet runs on older trucks that require conventional fuel, require frequent maintenance and have no provision for automatically loading linens at the hospital loading docks.

AJAX Meets The Challenges

Explain how our products/services met the business challenges, the resources saved and used, and what steps were required en route to success.

Describe the specific technology that your company used and why. Explain the technological benefits of your company's solution.

Example: We were able to replace conventional fuel consumption with used cooking oil on the entire fleet of trucks. By adding automated loading machinery to the trucks we reduced load space in the truck by 5% but we dramatically decreased the time spent by each truck loading and unloading at each stop.



Business Benefits Delivered for AJAX

Explain the benefits that our products/services delivered [faster turnaround, single sourcing, etc.].

[Summarize the business benefits that your company's solution provided for your customer. Focus on the quantifiable benefits, such as the dollar amount saved in training costs, the percentage increase in productivity, or the percentage increase in sales. Note that return-on-investment figures will greatly increase the impact of the case study. Identify any new capabilities and future plans that the customer has as a result of the solution.]

Example:

- By using cooking oil instead of diesel we were able to reduce running costs per mile driven by \$0.10/mile. With an average annual run of 100,000 miles per truck, the \$3,000 investment in conversion to cooking oil was repaid in the first quarter and AJAX realized a net savings of \$9,000 per truck during the first year.
- The installation of automated loading machinery to the trucks resulted in an average gain of 20% in daily load per truck and virtually eliminated overtime premium pay for drivers. With a cost of \$10,000 per loading device, and a net savings of labor of \$22,000 per year per truck, AJAX realized an additional net savings of \$12,000 per truck during the first year.
- AJAX was able to retire 10% of its fleet of 20 trucks and use another 10% as substitute trucks for peak periods while trucks were in service, enabling improved reliability and improved on-time delivery. The additional savings totaled \$45,000 in the first year.
- For the entire fleet, AJAX experienced a net savings of \$425,000 in the first year, and reduced expenses for transportation to just 12% of revenue, well below the 18% in 2005 and well below the target of 15%.

Services provided by other groups or companies

[List any external companies that participated in the solution and what services they provided.]

Example: We worked together with Minnesota Mobility Inc. to deliver the impressive gains to AJAX.

The Next Steps

Explain the future of our products/services at AJAX.

