

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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