

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; 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 answer the question: **How can a company overcome challenge XY?**

Case Study Structure:

1. **Situation at the start** – challenge needing to be overcome, project objective
 - Type of company
 - Type of challenge
 - Choice of solution/product/provider – why was this one chosen and others not?
2. **Implications for operations** during change process
 - Number of departments involved/size of project team
 - Impact on operations/avoidance of potential impact
 - Budget/time needed
3. **Process steps**
 - Brief summary of major/key steps taken
4. **Results**
 - **Figures** – percentages, growth rates, revenue increase, cost savings, reach, etc.
 - **Intangible benefits** – reputation, security, staff morale, efficiency
 - **Expected longer-term impact**
5. **Conclusion**
 - How did the solution/product/provider meet the objectives of the project?
 - (How) did the solution/product/provider exceed the expectations of the company?
 - Recommendations for best practice for other companies

Please note:

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Please contact dotmagazine@eco.de for further information.