[Descriptive text for this document goes here.]

INSERT LOGO HERE

[Your logo, the logo for the company for whom you are delivering the solution, or another image can be inserted, and we advise using a JPEG file with a maximum height of 70px and a maximum width of 170px.]

PLACE HEADLINE TITLE HERE

[The number of characters in the title will be dependent on the font size. We advise a font size of 18pt to 32pt, allowing for 30 to 75 characters respectively].

***NB. All elements within this document can be edited for colour, font type and size, etc. to match your brand requirements.***

INTRODUCTION GOES HERE

[This section can be used to give a summary of your Case Study and will introduce how   
your product/service was the right solution for the customer identified in this study. We   
would suggest a font size from 12pt to 18pt, allowing for 300 to 500 characters.]

INSERT CUSTOMER QUOTATION HERE

*[This section can be used to promote a customer quote where they endorse your product/service and how this was the right solution to meet their business needs.*

*We would recommend a font size slightly smaller than the introduction text of between 10pt to 13pt. To differentiate this quotation from the other content, try putting the copy in italics.]*

INSERT BUSINESS RESULTS HERE

[This area can be used to highlight the improved business results that your customer experienced after adopting your product/ service.   
We would suggest a short explanatory sentence followed by clear and succinct list   
of results shown as bullet points. The title for this section should be slightly larger than the font used for the other text in this section,   
we would suggest a font size between 14pt and 24pt for the title, and a font size between 10pt and 13pt for the main copy. With a   
font size of between 10pt and 13pt, you can expect to accommodate up to 6 bullet points.]

INSERT SOLUTION BENEFITS HERE

[This area can be used to highlight the advantages that your customer experienced after adopting your product/service.   
We would suggest a short explanatory sentence followed by clear and succinct list of benefits shown as bullet points. The title for this section should be slightly larger than the font used for the other text in this section, we would suggest a font size between 14pt and 24pt for the title, and a font size between   
10pt and 13pt for the main copy. With a   
font size of between 10pt and 13pt, you can   
expect to accommodate up to 6 bullet points.]

THE SOLUTION GOES HERE

[This area can be used to highlight how your product/ service met the customer’s challenges identified in the preceding section.   
The title for this section should be slightly larger than the font used for the other text in this section, we would suggest a font size between 14pt and 24pt for the title, and a font size between 10pt and 13pt for the main copy.]

THE CHALLENGE GOES HERE

[This area can be used to highlight   
the challenges your customers faced.   
The title for this section should be slightly larger than the font used for the other text in this section, we would suggest a font size between 14pt and 24pt for   
the title, and a font size between 10pt and 13pt for the   
main copy.]