



IT Innovation—Solution Case Study Worksheet and Template

Growth, Leadership, Innovation
Growth, Leadership, Innovation

The Case Study Worksheet and Template is a guide to assist PPG's IT Innovation Team through an interview process or the PPG SBU Champion guidelines that will:

- Create a standard process in creating case studies that they can use to present the IT Innovative product or service solution to potential customers.

Use this template to show potential customers how your solution can meet their needs to finalize the Solution Case Study documentation.

Version 0.0: [Date published]

Presented by: [Presenter's Name]



Worksheet

Client approval: Yes _____ No _____

Note whether your case study needs to be ready in time for a specific event:

Date: _____ Event: _____

Company information

SBU—BRANCH	
Address	
City, State, ZIP Code	
Country	
Phone number	
Fax number	

Contact name	
Title	
Phone number	
Fax number	
E-mail address	

Solution group	
Solution offering	
Project name or title	



Customer profile

Customer name	
Division	
Address	
City, State, ZIP Code	
Country	
Phone number	
Fax number	
Web site address	

Industry	
Number of employees	
Annual revenue	

Contact name	
Title	
Phone number	
Fax number	
E-mail address	



Template

Case Study for [Customer Name]

Company profile

[Briefly describe your customer's products or services. Include information about the company's history.]

EXAMPLE:

Country or Region: United States

Industry: Manufacturing: Chemicals

Customer Profile:

PPG Industries is a leading manufacturer of glass products, protective and decorative coatings, and Industrial and specialty chemicals.

Based in Pittsburgh, Pennsylvania, PPG has 108 locations worldwide.

Revenues in xxxx [year]: \$x.x million

Estimated IT budget for [year]: \$x.x million

Business situation

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

EXAMPLE:

[PPG wanted to reduce costs related to support and maintenance of its 20,000 desktop and portable computers and enhance reliability, security, and collaboration for its global enterprise.]

Quotes:

[Where appropriate, include supporting customer quotes.]

EXAMPLE:

["The workflow, global collaboration, document management, and information-sharing capabilities in Windows Vista and Microsoft Office 2007 are exactly what PPG needs." Jim Johnston, Director of Enterprise Architecture and Advanced Technology, PPG Industries]

EXAMPLE:

[PPG wanted to reduce costs related to support and maintenance of its 20,000 desktop and portable computers and enhance reliability, security, and collaboration for its global enterprise.]



Technical situation

[Provide a detailed evaluation of your current technical situation. Identify what you 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: Wingtip Toys' current environment runs on older computers that are no longer capable of handling the bandwidth necessary for servicing Wingtip Toys' worldwide customer base. Additionally, Wingtip Toys would like to allow customers to automate their orders and also would like to eliminate telephone and paper orders.]

Business Solution

[Summarize your company's solution for your customer's problem. Identify how your company implemented the solution, the resources that it used, and what steps it took and why. Describe the specific technology that your company used and why. Explain the technological benefits of your company's solution.]

EXAMPLE:

[PPG selected the Windows Vista™ operating system as the cornerstone of its Desktop of the Future. The improved security and management features, ease and speed of deployment, and dramatically improved search capabilities met each of PPG's requirements...]

Benefits

[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.]

The specific paragraph headers will make the bullets on the front page of the published Case Study.]

EXAMPLE:

[By building its Desktop of the Future based on Windows Vista and the 2007 Microsoft Office System, PPG empowered its workers to collaborate more efficiently and perform everyday tasks faster in a more secure environment. These technologies also helped reduce deployment time by xx percent and reduced desktop support costs by \$xx.]

[Benefits

- More efficient collaboration
- Increased productivity
- More granular security
- Streamlined deployment
- Reduced desktop support requirements]



Products and services your company used

[List the products and services that your company used for the solution.]

EXAMPLE: For an IT solution, list the server products used for the solution.

List the client operating system used for the solution.

List other desktop, e-mail, or Internet products used by the customer.

List third-party products used for the solution.

List the services your company used, such as IT business consulting and user experience engineering.]

Services provided by other groups or companies

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

Summary of Solution

[Summarize your company's solution for your customer's problem. Identify how your company implemented the solution, the resources that it used, and what steps it took and why. Describe the specific technology that your company used and why. Explain the technological benefits of your company's solution.]

EXAMPLE:

[Windows Vista can help your organization use information technology to gain a competitive advantage in today's new world of work. Your people will be able to find and use information more effectively. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows Vista, go to: www.microsoft.com/windowsvista

For more information about Microsoft solutions for the manufacturing industry, go to www.microsoft.com/manufacturing]

For More Information

[Provide details if a user would like more information about the products and services.]

EXAMPLE:

[For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about PPG Industries products and services, call (412) 434-3131 or visit the Web site at: www.ppg.com.]



Technical Specs

[If appropriate, list the products and services that your company used for the solution.]

EXAMPLE: For an IT solution, list the server products used for the solution.

List the client operating system used for the solution.

List other desktop, e-mail, or Internet products used by the customer.

List third-party products used for the solution.

List the services your company used, such as IT business consulting and user experience engineering.]

Services provided by other groups or companies

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

Summary of Solution

[Summarize your company's solution for your customer's problem. Identify how your company implemented the solution, the resources that it used, and what steps it took and why. Describe the specific technology that your company used and why. Explain the technological benefits of your company's solution.]

EXAMPLE:

[Windows Vista can help your organization use information technology to gain a competitive advantage in today's new world of work. Your people will be able to find and use information more effectively. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows Vista, go to: www.microsoft.com/windowsvista

For more information about Microsoft solutions for the manufacturing industry, go to www.microsoft.com/manufacturing]

For More Information

[Provide details if a user would like more information about the products and services.]

EXAMPLE:

[For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about PPG Industries products and services, call (412) 434-3131 or visit the Web site at: www.ppg.com.]