

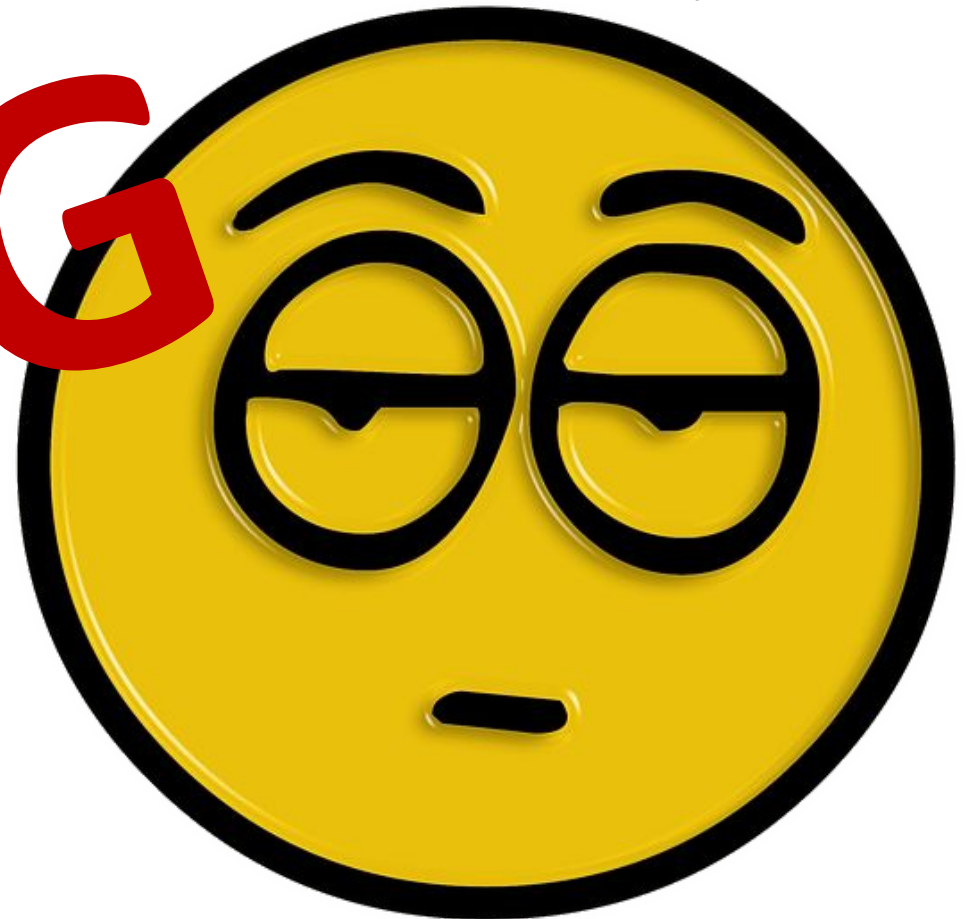
The What and Why of Case Studies



What is a case study?

Case Study – a documented study of specific real-life situations, used as a tool in business.

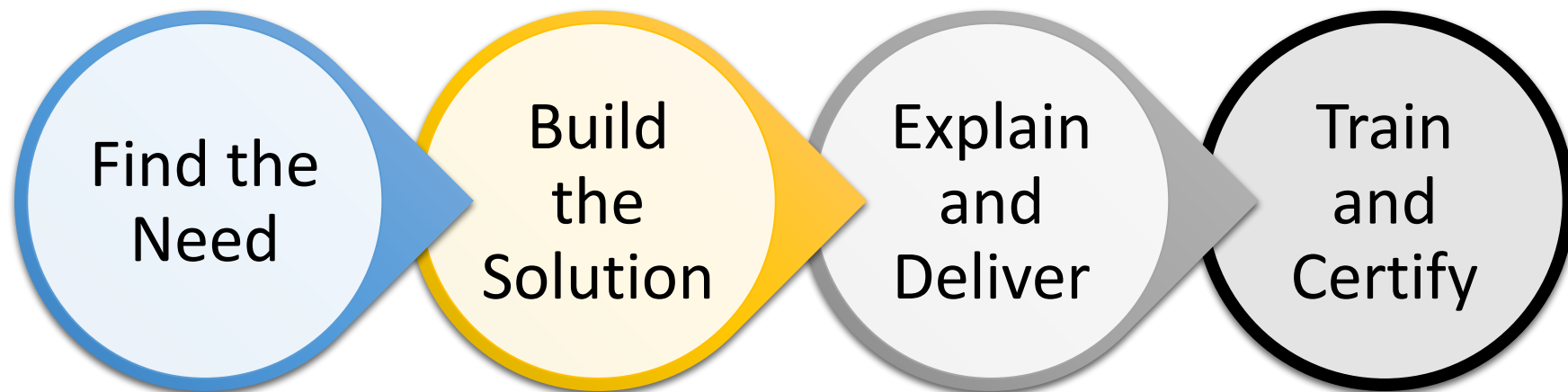
BORING



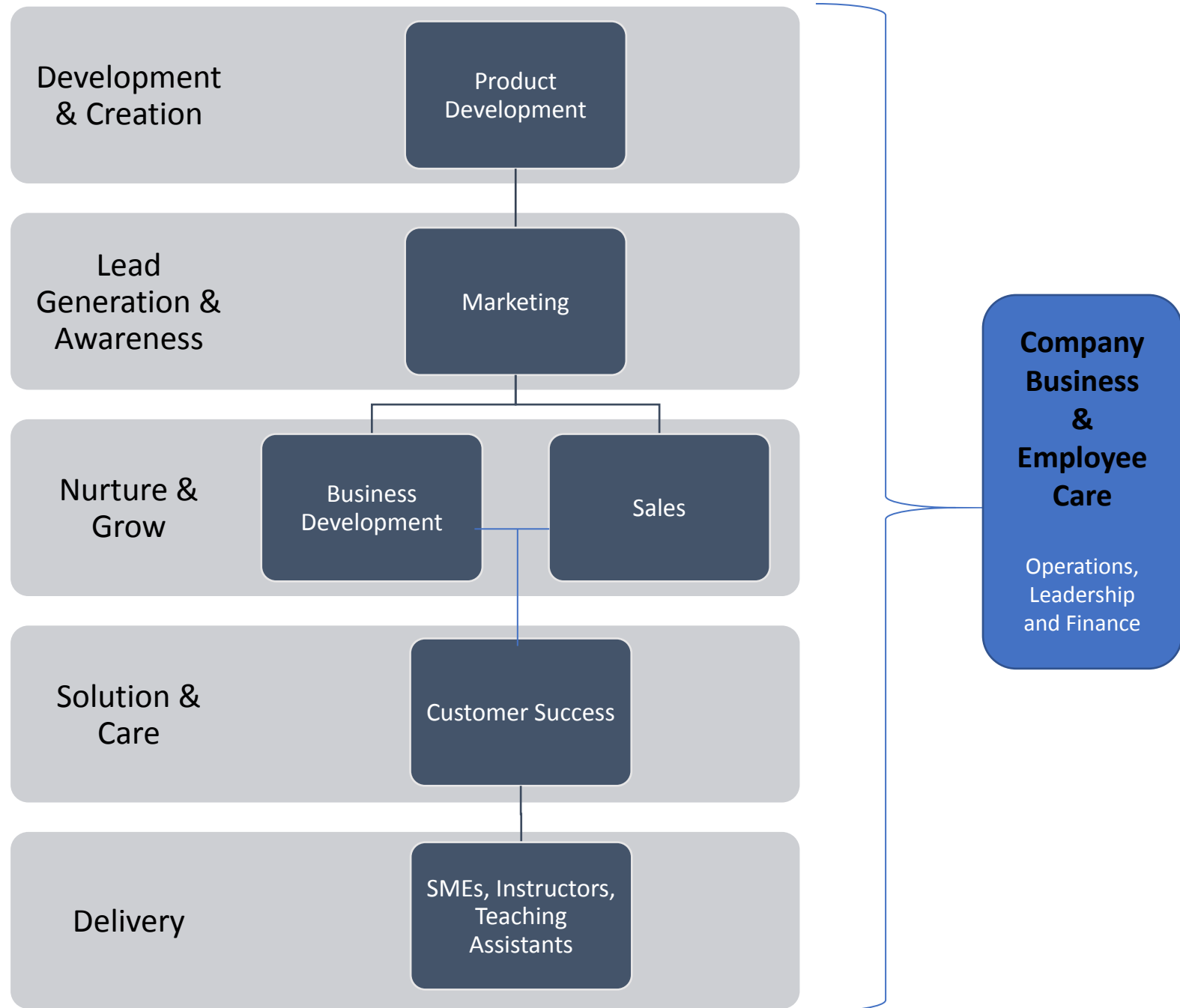
What a Case Study Means for



A way to showcase **our skills**, how well we take care of our customers from start to certification.



Each
Department is
Part of
Customer
Care



A case study proves how good we are at what we do. It's a chance to brag about ourselves and prove it to prospective customers, competitors and the public. This is where we showcase our biggest successes and challenges.

**What a Case
Study is for You**

Framing a Case Study Well

Proving our worth is more than just writing a piece of content. How many times have you believed what companies have written about themselves?

Tesla Stock Drops; Musk Under Fire



Taking Tesla Private

August 7, 2018

The following email was sent to Tesla employees today:

Earlier today, I announced that I'm considering taking Tesla private at a price of \$420/share. I wanted to let you know my rationale for this, and why I think this is the best path forward.

First, a final decision has not yet been made, but the reason for doing this is all about creating the environment for Tesla to operate best. As a public company, we are subject to wild swings in our stock price that can be a major distraction for everyone working at Tesla, all of whom are shareholders. Being public also subjects us to the quarterly earnings cycle that puts enormous pressure on Tesla to make decisions that may be right for a given quarter, but not necessarily right for the long-term. Finally, as the most shorted stock in the history of the stock market, being public means that there are large numbers of people who have the incentive to attack the company.

I fundamentally believe that we are at our best when everyone is focused on executing, when we can remain focused on our long-term mission, and when there are not perverse incentives for people to try to harm what we're all trying to achieve.

This is especially true for a company like Tesla that has a long-term, forward-looking mission. SpaceX is a perfect example: it is far more operationally efficient, and that is largely due to the fact that it is private. If we will make sense for Tesla to be private over the long-term, of slower, more predictable growth, it will likely make

TECH

SEC Probes Tesla CEO Musk's Tweets

The regulator is examining whether Musk's statement was truthful and why the disclosure was made on Twitter

By [Dave Michaels](#) and [Michael Rapoport](#)

Updated Aug. 8, 2018 7:27 p.m. ET

WASHINGTON—U.S. regulators are asking Tesla Inc. whether Chief Executive Elon Musk was truthful when he tweeted that he had secured funding for what would be the largest-ever corporate buyout, people familiar with the matter said.

Officials at the Securities and Exchange Commission want to know whether Mr. Musk had a factual basis for tweeting Tuesday that the going-private transaction was all but certain, with only a shareholder vote needed to pull it off, the people said.

RELATED VIDEO



Musk Apology, Model 3 Sales: Tesla Q2 Earnings Call Highlights

Tesla's shares were up nearly 9% in after-hours trading on Wednesday following the company's Q2 results, with the stock rising through parts of the earnings call. Here are some of the highlights. Photo: Associated Press (Originally Published August 2, 2018)

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Case Studies and Social Proof

Social proof increases
conversions and
improves sales



Introducing the Simplilearn Customer Reference Program, designed to provide four levels of customer success to our customers to demonstrate and prove the value of Simplilearn as a training partner.

Simplilearn Customer Reference Program

Tiers of the Customer Reference Program



Branded and Named

- Full use of name, brand and data
- Press release partnership promotion



Unnamed

- Permission to use data and nothing else
- No public announcement



Industry and Aggregate

- Use of multiple partners with or without names and brands
- Industry aligned data aggregated together




Testimonial

- Customer allows for no use of data or information but will provide a testimonial for the use of promotion


Tier One: Branded and Named

Adobe Customer Story



RBS, earning customer trust.

Focus on modern banking, outstanding service, and inventive marketing transforms customer experiences at leading multinational bank.



RBS
The Royal Bank of Scotland

"We don't expect customer trust—we earn it. Using Adobe Marketing Cloud, we are more helpful and relevant in every customer interaction online, through call centers, and in branches."

Giles Richardson, Head of Analytics, RBS

SOLUTION


Adobe Experience Manager, Adobe Analytics, and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

20% INCREASE


CONVERSION

Boosted loan application completion from mobile channels




FASTER OPTIMIZATION

Accelerated time to market for new experiences from months to two weeks—from initial idea and testing to final deployment




COMMUNICATE

Improved communications across business units with rich data and clear communications



SIMPLIFY

Reduced content management footprint from 40 different solutions to one consolidated platform



Tier Two: Unnamed




Tier Three: Aggregate and Industry

Case Study: Footwear Manufacturer

MarkMonitor®
PART OF THOMSON REUTERS

Leading Footwear Manufacturer Fights Counterfeits to Protect Brand Reputation



INDUSTRY
Footwear and Apparel

CHALLENGE

- A global counterfeit problem across multiple digital channels
- Quality control and customer safety issues
- Damage to brand reputation
- Increased customer service and warranty costs
- Limited internal bandwidth to address counterfeit challenge

SOLUTION

- MarkMonitor Brand Protection™
- MarkMonitor Managed Services

Customer Challenge

A leading footwear manufacturer with a premier global brand first became aware of a significant counterfeit problem when their customer service team began receiving an influx of product complaint calls. Simply put, shoes and boots purchased online were falling apart. Yet authentic products were only sold through retail stores — not in digital channels.

With the help of MarkMonitor® brand protection experts, the footwear manufacturer quickly discovered they faced a large-scale, global counterfeiting problem across multiple online channels: rogue e-commerce websites; marketplaces; B2B exchanges; paid search ads and social media. Problems were especially prevalent in Asia and Russia. In addition to counterfeit goods, fraudulent coupons were in circulation as well.

For a company that takes great care and pride in the craftsmanship of their products, and in delivering quality to their customers, the widespread availability of counterfeit goods online became a corporate-wide concern.

The business impact of counterfeits included quality control and consumer safety issues as well as the erosion of trust in their 100-year-old premium brand. Counterfeits harmed their business reputation, hampering their ability to expand into new markets. Taking immediate and decisive action, the marketing department led a cross-functional team in the development of a comprehensive brand protection strategy.

Tier Four: Customer Testimonial

Comodo ONE Customer Testimonial:



About Comodo ONE

Comodo ONE is a free to use, integrated platform for Managed Service Providers which combines modules of Comodo Remote Monitoring and Management, Comodo Service Desk, Comodo Patch Management, and [Comodo Device Manager](#) into a single, easy-to-use console. Comodo ONE helps MSPs to standardize and automate existing processes, view real-time data and alerts from customer networks, help reduce operating costs, improve the quality of service.

Comodo Remote Monitoring and Management: empowers MSPs to automate routine tasks, monitor and manage multiple endpoints from one central console and proactively service their customers

Comodo Service Desk: provides professional service automation to manage service requests, service level agreements and ticket priorities

Comodo Patch Management: maintains up to date knowledge of all available patches from operating systems to third party software, and helps determine what patches are appropriate for particular systems and ensures that patches are installed properly

Comodo Device Management: allows companies to deploy and manage Comodo Endpoint Security, a multi-layered endpoint protection suite, as well as manage and secure all mobile devices on iOS and Android platforms

Aquaflam is based in Deerlijk, Belgium and manages and sells fire extinguishing materials and systems to government agencies, businesses and individuals across Belgium. The company started back in 1979 and ensures the proper maintenance, inspections, repairs and upgrades to key fire extinguishing and fire deterrent materials and building systems including monitoring and maintenance of emergency lighting and automatic extinguishing systems – from server rooms to kitchen facilities.

"The business around Aquaflam is built in part around our ability to service our customers remotely and ensure there is never any down time with our service calls, our maintenance, or our upgrades to customers. The Comodo ONE platform is a great opportunity for us as a small business to take full advantage of a free, proven, secure RMM technology that we think will help us to monitor and service our customers better."

- Tim Debuf, IT Manager, Aquaflam

Challenge:

Aquaflam was looking for a new RMM solution as a means to improve business process and help its workforce monitor its customers, maximize workforce efficiency, and deepen its customer relationships

The company has a small workforce of nearly a dozen executives and sales leads, yet must manage the needs of more than 4,000 customers across Belgium

When looking at any new technology offering, the company needs to evaluate costs and performance – ensuring that the technology would deliver value for both its customers and its own workforce - while at the same time not adding cumbersome costs or sacrifice security or reliability

Solution:

Aquaflam signed up for the free Comodo One platform – which pulls together Remote Management and Monitoring, [Patch Management](#), [Service Desk](#) and Device Management all under one platform tool

Aquaflam has started using the free Comodo RMM tool and uploading devices as an early adopter of the technology, to track and monitor endpoints

The company is already starting to see easier IT management for its customers and its workforce through the [Comodo RMM tool](#)

Additional Options

Growing Unmet Demand for Digital Marketers:

"Many believe this rapid rate of change has caused a marketing skills gap, making it difficult to find candidates with the technical, creative, and business proficiencies needed to succeed in digital marketing," ~ Kelsey Libert ~

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Train From Home ~ Choose Your Own Hours ~ Get Qualified



Udemy for Business Helps Drive Employee Engagement At Pinterest



Simplilearn Partners With Orange Romania to Upskill 600+ Telecom Employees in Digital Technologies

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Simplilearn →
Jun 07, 2018, 08:00 ET

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BUCHAREST, Romania, June 7, 2018 /PRNewswire/ --

Simplilearn, a global leader in online training, announced today its partnership with **Orange Romania**, the telecom market leader in Romania. Simplilearn will train more than 600 employees in digital technology skills, using a blended learning platform involving online coursework and instructor-led, labs, and student interaction. The domains Simplilearn will provide training for, are digital marketing and communication, social media, user experience (UX)/user interface (UI) design and artificial intelligence (AI).

So how do we show off if we don't tell our customers we are doing it? That's where you come in...

**How can YOU
help?**

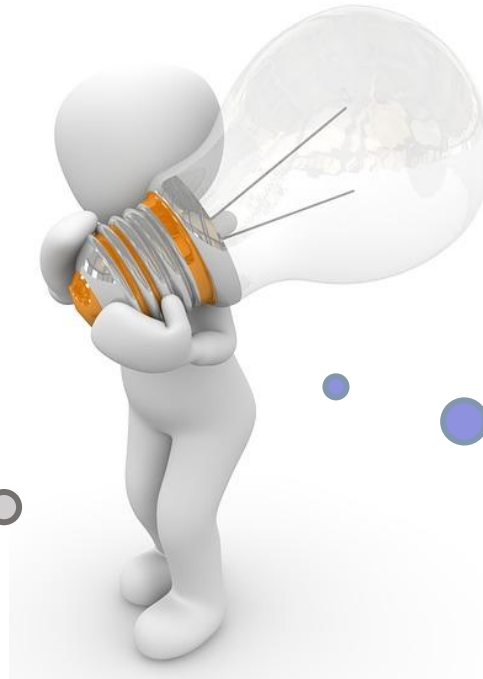
Conversation Points for Customers

These are great training results, we'd love to help you showcase them internally...

Your delivery was one of the most successful and we'd love to share your story.

Wow, that's quite the transformation on your team? We would love to showcase that transformation in a case study. What do you think?

Our marketing department would love to hear you say that, how do you feel about becoming one of our success stories?



Where we are going...

