**FACTS regarding the CASE**

**Customer:**

**Customer contact person:**

*Name:*

*E-Mail:*

*Role:*

**Trifork contact person:**

**What is Trifork’s role:**

**Trifork family member involved?**

**Target Group of Solution and Case?**

**Year:**

**Duration of the development:**

**Industry:**

**Forretningsområde:**

**Content of the CASE:**

**Headline:**

*What would be a compelling headline of the story?*

*NOTE: hook to draw in the readers, quick scan/overview of the content of the case*

**The background:** *(app. 125 words)* **– Descriptive Sub-headline describing the content of this paragraph**

* *Brief introduction of the company.*
* *Why did the customer contact Trifork?*
* *What was the customer’s challenge/purpose of the project? (Pain points; burning platform: cut cost? Innovation? New business? Brand building?)*

**The Need:** *(app. 125 words)* **– Descriptive Sub-headline describing the content of this paragraph**

* *What was the objective/goal that the customer wanted to achieve?*
* *Why is this case story important for Trifork?*
* *What is the key message for the case?*

***The Approach/The Tech:*** *(app. 125 words)* **– Descriptive Sub-headline describing the content of this paragraph**

* *How does the case story support the Trifork brand? (as a strategic technology partner/challenger/change agent)*
* *What were the technologies/capabilities/ platforms that Trifork used to develop the solution?*
* *How did we approach the project?*

***The Result:*** *(app. 125 words)* **– Descriptive Sub-headline describing the content of this paragraph**

* *Did we achieve objective?*
* *What was the impact of our solution? i.e.: Did it help the customer achieve:*
  + *Increase in revenue?*
  + *Reduced cost?*
  + *Brand building/ attraction?*

**Numbers/Stats:** *(3 relevant stats)*

**Minimum 3 photos/screens of solution:**

* *Duckwise can help with graphics*

**Quote:**

*Customer quote*

* *What was the objective?*
* *How was the collaboration?*
* *Etc?*

*REMEMBER getting approval for customer quote and use of case in an e-mail, we need written approval.*

**You can send this in an e-mail:**

*“Could you just confirm, that we have your approval for posting the case and the quote on our Trifork website, in our marketing material and in our financial report?.”*