

B2B CASE STUDY TEMPLATE

Customer (*Company Name & Website URL, logo / graphic is good here*)

Overview

In a few sentences, explain the overview of our engagement with the client. **Focus:** What problem did we solve for them or what goal did we help them accomplish? Example:

- *A 500 employee telecommunications firm was looking for a solution to implement strong authentication and simplify application access for the operations and engineering teams that run their production telecom service.*

The Situation

What happened up until the point of our involvement? What were their issues? How did they try to solve them? Who was involved? What perpetuated their need to engage us? Why did they choose us? Example:

- *This customer has a decentralized approach to IT and a complex, hybrid environment. Their primary customers are federal government agencies, including the Dept. of Defense. As a result, they are always seeking to strengthen their security posture and reduce the risk of data breaches. They have security policies with password complexity & rotation requirements. They have 4 identity & access management products deployed, including multi-factor authentication. They use <complementary / competitive/ ineffective product/solution> to store the credentials and security keys - literally “the keys to the kingdom” - used to operate their production telecom service. The customer’s security team wanted to implement strong authentication to this application and chose <company> because they felt we delivered the strongest approach to authenticating users. Their operations team also benefits from a “push button / get access” experience when signing in.*

The Solution

What did we do once we were engaged? What solution did we design? What people, processes and tools were used? How did we execute on the solution? How did we overcome obstacles? Example:

- *We were engaged by the customer's security team to run a pilot deployment. Our solution syncs with their active directory environment and <company product> is used to authenticate users and manage access to the <custom/proprietary> application. User access requests are automated, with <company product> capturing the business justification for access and facilitating approvals. Access for user leaving the operations team can be suspended immediately or scheduled in advance. Signed logs are fed into the customer's SIEM system, enriching the security data set available for forensics and incident response.*

The Success

What was the outcome of our efforts? How did we measurably move the needle? Scope? Timeline? Budget? What did the client receive as a result of our involvement, both immediate and longer term? Example:

- *The pilot program was a success and the customer has implemented <company product> as the identity management solution for 100 users of their <custom/proprietary> application. New users of our service were able to provision themselves in minutes. The customer is planning to consolidate multiple identity products and standardize on <company product>. The security team considered the project a huge win because they were able to eliminate the use of passwords and the risks of phishing for their most sensitive application and provide users with a lower friction sign in experience.*

The Proof

The best validation is a direct referenceable quote from the customer. If that cannot be obtained, write an objective summarized explanation of the measurable benefit and outcome(s). Example:

- *"Anyone can do MFA. We chose <company> because of their security architecture. Combining strong device authentication and user behavior analytics represents the state of the art in identity and access management. Rather than knowledge-based authentication, <company> enables cryptographic proof of possession during each sign in request. Eliminating the risks of phishing and providing users with a "push button, get access" experience was a huge win for us."*
<Customer Name, Title>