

Promoting Case Studies can have huge impact with potential customers. To create a compelling, useful case study, try answer each of these questions as thoroughly as possible when submitting an idea:

1. Client Background

Industry, size, location, OEM/end-user, etc.

2. Challenge or Objective

Clearly define the application, the problem or goal the client faced—such as efficiency issues, outdated systems, or production bottlenecks, competitor problems, etc. If we replaced another product we want to provide the details of the product we replaced.

3. Solution Provided

In detail, provide the specific SEW products, services or technologies used to address the challenge. Be detailed about the implementation process and timeline.

4. Results and Impact

Quantify the outcomes – customer satisfaction, future business (expected sales dollars), detailed cost savings, production increase, downtime reduction, energy efficiency gains. Use before-and-after customer supplied metrics when possible.

5. Timeline and Process

Show how long the project took and outline key phases or milestones. This helps establish credibility and project management capability.

6. Client Testimonial (if available)

A quote from the client adds authenticity builds trust, and carries more weight.

7. Sharable lessons or innovations

Highlight any special approaches, adaptations, or innovations that made the project successful.

8. Good pictures

Pictures of the installation before and after. Include as many high-resolutions pictures as possible.

1. DSE/IGP/MCP - Submit the details using any one of these formats:

- this QR code →
- this [web form](#), or
- email your PDF to marketing@seweurodrive.com

2. Marketing review for content/use

3. Marketing interview with DSE/IGP/MCP - to gather additional project details

- Standard [interview questions](#)

4. Marketing - write story

- Include customer quotes/data/references

5. Initial review with DSE/IGP/MCP

6. Review with customer / interview for additional info/quotes

- Get permission releases signed

7. Final edits

8. Publish to website, print library, blog pages, social media, email campaigns

