

# PRODUCT OVERVIEW

## Case Study

3Sixty Insights Case Studies profile successful technology implementations in order to help companies understand how similarly situated organizations benefit from technology investments as well as the implementation steps that help to maximize success. Case Studies evaluate overall return on investment (ROI), total cost of ownership (TCO), and the value experienced by line of business stakeholders. Reports are primarily based on 3Sixty Insights interviews with subject organizations, but also leverage survey research to provide broader context to the experiences described when available. These reports provide deep examples of how implementations promote technical, financial, and line of business goals.

### A STANDARD CASE STUDY INCLUDES:

- A three to five Page Report
- 3Sixty Insights and analyst commentary
- Perpetual use rights to report and data

A standard Case Study is three to five pages in length and profiles one organization's technology investment including:

- Pain points and recognition of solution need
- Exploration and selection of solution options
- Implementation objectives and strategy
- Challenges of deployment and methods to address
- Value realized as a result of the investment
- Plans for future expansion and improvement

### Benefits include:

- Detailed profiles of user experience with recognized challenges and investment impact
- Insight that bridges the perspectives of executive, financial, IT, and line of business stakeholders
- 3Sixty Insights promotion within website, community, and social networks

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