



## **2024 Case Study Research**

Case Study Submission Form

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**Q1 About this case study:**

**(The following project details are non-editable, if you wish to make any edits, please write to [CaseStudyResearch@isg-one.com](mailto:CaseStudyResearch@isg-one.com))**

- Submitted by \_\_\_\_\_
- Email \_\_\_\_\_
- Alternate contact name \_\_\_\_\_
- Alternate contact email \_\_\_\_\_
- Service provider \_\_\_\_\_
- Client \_\_\_\_\_
- Unique ID (ISG Internal Reference) \_\_\_\_\_
- ISG relationship contact \_\_\_\_\_
- Industry \_\_\_\_\_
- Location \_\_\_\_\_
- Case study description \_\_\_\_\_

**Q2 Engagement duration**

End year											Currently active	
Before 2017	2017	2018	2019	2020	2021	2022	2023	2024	2022	2023		2024

**Q3 Nature of engagement represented by the case study**

- Embedded in an ongoing relationship such as a managed services outsourcing contract
- Standalone project or program
- A combination of multiple related projects that were independently or individually executed
- Based on the purchase of a technology platform or solution (please describe)  
\_\_\_\_\_
- Other or combination (please describe) \_\_\_\_\_

**Q4 Your case study will be shared with the analysts who lead specific ISG Provider Lens studies. [ISG Provider Lens™](#) reports evaluate independent vendors and providers across a range of capabilities by topic and region.**

**This mapping will also help the ISG team to better classify your client work for the candidate provider qualification (CPQ) process. Please select all the studies for which this case study will represent your credentials.**

**You can select multiple studies from the list below. For this case study to be a valuable input, it is important that you include appropriate details as part of your submission.**

- Advanced Analytics and AI Services
- AWS - Ecosystem Partners
- Chemical Industry Services and Solutions
- Contact Center — Customer Experience Services
- Cybersecurity — Services
- Cybersecurity — Solutions
- Digital Adoption and Organizational Change Management Services
- Digital Adoption and Organizational Change Management Solutions
- Digital Business and Innovation Services
- Digital Banking Services
- Digital Banking Technology and Platforms
- Digital Engineering Services
- eMobility
- Enterprise Service Management — Solutions
- Environmental, Social and Governance (ESG) Services
- Finance and Accounting Outsourcing Services
- Finance and Accounting Platforms
- Future of Work (Workplace) — Services
- Future of Work (Workplace) — Solutions
- Generative AI Services and Solutions
- Google Cloud Partner Ecosystem
- HCM Technology Platforms
- Healthcare Digital Services
- HR Outsourcing and Transformation Services
- Insurance Industry Services
- Insurance Platforms
- Intelligent Automation Platforms and Products
- Intelligent Automation Services and Solutions
- Life Sciences Digital Services
- Mainframes — Services and Solutions
- Managed Network Services
- Manufacturing Industry Services
- MarTech Service Providers
- Microsoft Cloud Ecosystem
- Multi Public Cloud Services
- Multi Public Cloud Solutions
- Network — Software Defined Services and Solutions
- Next-Gen ADM Services
- Next-Gen ADM Solutions
- Oil and Gas Industry — Services and Solutions
- Oracle Cloud and Technology Ecosystem
- Payroll Services and Solutions
- Power and Utilities Industry — Services and Solutions
- Private/Hybrid Cloud — Data Center Services
- Private/Hybrid Cloud — Data Center Solutions
- Procurement BPO and Transformation Services
- Procurement Software Platforms and Solutions
- Retail and CPG Services
- Salesforce Ecosystem Partners
- SAP Ecosystem Partners
- ServiceNow Ecosystem Partners
- Supply Chain Services
- Telecom, Media and Entertainment Services
- Travel/Hospitality and Transportation Industry
- Workday Ecosystem Partners
- Not Applicable

**Q5 Client Situation:**

**Describe the client’s situation and objective in the context of your solution or services, and your involvement in framing the situation. Mention any incumbent technology, processes, and roadblocks accounted for in the solution. In addition to the written description — or in lieu of — you may also submit links and attachments below.**

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**Q6 Provide related links that are publicly accessible. ISG will not access any links with access controls.**

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**Q7 Attach related documents.**

Please note: Only one attachment, maximum 16MB. If needed, you can zip multiple attachments into a single file to upload. To replace the uploaded file, click anywhere in the gray area and select another file to replace. No password protected files or attachments.

**Q8 How would you describe the client’s strategic objective?**

- Operational transformation or improvement of an ongoing business
- New experience or way of business made possible by the solution
- Creation of a new or disruptive business model
- Other or combination (please describe) \_\_\_\_\_

**Q9 What were your client’s goals for the project? Rank up to three options from the list by entering 1-2-3 in the space provided, where 1 is the highest priority.**

- \_\_\_\_\_ Grow revenue of ongoing business
- \_\_\_\_\_ Grow through new products, markets, or go-to-market strategies
- \_\_\_\_\_ Lower operating costs
- \_\_\_\_\_ Improve the efficiency of business operations
- \_\_\_\_\_ Reduce or manage business risks (not related to security)
- \_\_\_\_\_ Improve security including cybersecurity
- \_\_\_\_\_ Increase customer or user experiences
- \_\_\_\_\_ Create a positive impact for diversity
- \_\_\_\_\_ Improve sustainability
- \_\_\_\_\_ Other or combination (please describe) \_\_\_\_\_

**Q10 Solution Description**

**Provide an overview of your solution and specific role in working with the client, technology platforms, and providers that were part of the project. In addition to the business-technology solution, ISG is interested in learning about specific services, expertise, IP, commercial models, or any other notable aspects of the approach used to arrive at the solution. In addition to the written description — or in lieu of — you may also submit links and attachments below.**

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**Q11 Provide details on how your team addressed sustainability in designing or deploying your solution, if applicable.**

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**Q12 Provide details on how your team addressed diversity of thought or experience in your solution, if applicable. For example, consider how diversity was leveraged in the makeup of the team, or as a factor in part of the solution’s design.**

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**Q13 Provide related links that are publicly accessible. ISG will not access any links with access controls.**

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**Q14 Attach related documents.**

Please note: Only one attachment, maximum 16MB. If needed, you can zip multiple attachments into a single file to upload. To replace the uploaded file, click anywhere in the gray area and select another file to replace. No password protected files or attachments.

**Q15 Business Outcome:**

**How did your solution drive successful outcomes for the client? ISG is interested in tangible or quantified outcomes as well as qualitative aspects of success, as they relate to the client's business objectives. In addition to the written description — or in lieu of — you may also submit links and attachments below.**

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**Q16 Provide details on how your solution provided outcomes for your client specifically related to sustainability, if applicable.**

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**Q17 Provide details on how your solution provided outcomes to your client specifically related to diversity, if applicable. For example, in terms of expanding access or promoting new avenues offer diversity of thought or lived experience.**

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**Q18 Provide related links that are publicly accessible. ISG will not access any links with access controls.**

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**Q19 Attach related documents.**

Please note: Only one attachment, maximum 16MB. If needed, you can zip multiple attachments into a single file to upload. To replace the uploaded file, click anywhere in the gray area and select another file to replace. No password protected files or attachments.

**Q20 The contact information of your client is REQUIRED for ISG to validate your case study.**

**If you do not participate in client validation, your case study will be used in ISG research, but will not be eligible in ISG awards programs, or to be promoted as a standout case study.**

- Provide client contact information as part of the case study submission
- Complete the case study submission now and provide the client contact information later
- Do not participate in client validation

**Q21 Client contact for case study validation:**

- Client contact name \_\_\_\_\_
- Email \_\_\_\_\_

**Q22 Provide supporting links that are publicly accessible. ISG will not access any links with access controls. (OPTIONAL)**

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**Q23 Attach any further supporting material here:**

Please note: Only one attachment, maximum 16MB. If needed, you can zip multiple attachments into a single file to upload. To replace the uploaded file, click anywhere in the gray area and select another file to replace. No password protected files or attachments.