ISG Case Study Research

Case Study Submission Form

![ISG logo]

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**)**

- 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**

Start Year	End Year
Before 2017, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025	2023, 2024, 2025, Currently active

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
☐ Aerospace and Defence
☐ Agrobusiness and Chemicals
☐ Automotive and eMobility
☐ AWS Ecosystem Partners
☐ BPO GCC Services
☐ Contact Center/ Customer Experience
☐ Cyber Security - Solutions and Services
☐ Digital Business and innovation Services
☐ Digital Engineering Services
☐ Enterprise Managed Network Services (MNS)
☐ Enterprise Service Management (ESM) Platform
☐ Enterprise Service Management (ESM) Services
☐ Finance and Accounting (FAO) BPO Services
☐ Future of Work (Workplace) - Services
☐ Future of Work (Workplace) - Solutions
☐ Generative AI (GenAI) Services
☐ Google Cloud Partners Ecosystem
☐ Guidewire Services Ecosystem
☐ Healthcare Digital Services
☐ HR Outsourcing and Transformation Services
☐ Insurance Industry Services
☐ Intelligent Automation - Services
☐ Life Sciences Digital Services
☐ Life Sciences and Healthcare Vertical Analytics
☐ Mainframe Services
☐ Manufacturing Industry Services

☐ MarTech Service Providers
☐ Media, Communications and Technology
☐ Medical Devices
☐ Microsoft Cloud Ecosystem
☐ Multi Public Cloud - Services
☐ Multi Public Cloud - Solutions
☐ Network - Software Defined Solutions and Services
☐ Next-Gen ADM Services
☐ Oil and Gas Industry — Services and Solutions
☐ Oracle Cloud and Technology Ecosystem
☐ Payroll Services
☐ Power and Utilities Services
☐ Private/Hybrid Cloud - Data Center Services
☐ Procurement BPO Services
☐ Public Sector
☐ Retail Vertical Analytics
☐ Salesforce Ecosystem Partners
☐ SAP Ecosystem
☐ ServiceNow Ecosystem
☐ Snowflake Ecosystem Partners
☐ Supply Chain Services
☐ Supply Chain Vertical Analytics
☐ Sustainability and Environmental, Social and Governance (ESG) Services
☐ VMware Ecosystem
☐ 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.

_____

_____

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

_____

Q7 **Attach related documents.**

Please note: Only one attachment, maximum 5MB. 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
_____ Improve 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 the approach to AI in your solution, if applicable.**

_____

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Q12**. Describe how the partnership between your organization and the client was structured to ensure alignment of goals.**
- Explain how both parties established a shared vision and aligned their individual and collective objectives. Include any formal mechanisms (e.g., joint planning sessions, shared KPIs) used to maintain alignment throughout the engagement.

Q13. How did the partnership demonstrate transparency, mutual accountability, and adaptability throughout the engagement?
- Provide examples of how open communication was maintained, how roles and responsibilities were clearly defined, and how the partnership adapted to changes in client needs or market conditions. Highlight any continuous improvement practices or governance models used.

Q14 Provide details on how your team addressed environmental sustainability or diversity of thought or experience in your solution, if applicable. For example, how these considerations influenced the solution design, including the makeup of the team.

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_____

Q15 Provide related links that are publicly accessible. ISG will not access any links with access controls.

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Q16 Attach related documents.

Please note: Only one attachment, maximum 5MB. 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.

Q17 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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_____

Q18 Provide details on how your solution provided outcomes for your client specifically related to sustainability, if applicable.

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_____

Q19 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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_____

Q20 **Provide related links that are publicly accessible. ISG will not access any links with access controls.**

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Q21 **Attach related documents.**

Please note: Only one attachment, maximum 5MB. 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.

Q22 **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

Q23 **Client contact for case study validation:**
- Client contact name _____
- Email _____

Q24 **Provide supporting links that are publicly accessible. ISG will not access any links with access controls. (OPTIONAL)**

_____

Q25 **Attach any further supporting material here:**

Please note: Only one attachment, maximum 5MB. 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.