

# How to Build a Customer Case Study

The purpose of this document is to provide best practices on building a customer case study. Note that the definition of a reference is included below to avoid confusion between the two items. The best way to compare them is that a reference is associated as a marketing asset, where a case study is associated as a technical asset. A customer reference can certainly be used to meet case study requirements as long as it follows case study best practices.

## What is a Customer Reference?

A Customer Reference is a positive story about delivery of services and solutions to an individual customer. This can be presented in multiple formats: customer testimonial, summary statement, high level overview of the solution, etc. Customer References should be identified in writing to AWS as being either public (can be shared with public audiences) or non-public (can only be shared with AWS and its third-party auditor for the purpose of the audit or demonstrating to AWS that the Partner is meeting program requirements).

## What is a Case Study?

A Case Study is a report detailing an individual customer solution and outcomes. It should include an introduction to the customer, overview of the challenge, details about the solution implemented, and outcomes realized by the customer. Individual AWS programs will provide details about specific requirements for Case Studies. Case Studies should be identified in writing to AWS as being either public (can be shared with public audiences) or non-public (can only be shared with AWS and its third-party auditor for the purpose of the audit or demonstrating to AWS that the Partner is meeting program requirements).

## How to Build a Case Study

AWS Case Studies are written stories by the partner about the delivery of AWS services or solutions to an AWS customer that highlights successful outcomes with external customers. AWS Case Studies for APN Partners, showcase the value of working with an APN Partner and how AWS played an integral role in solving a business need or IT challenge. AWS Case Studies are key for APN Partners to establish rapport and credibility with AWS and its customers. Additionally, APN partners may leverage their AWS Case Studies to attract new customers and highlight their company's portfolio. AWS Case Studies demonstrate APN partners maintain a strong AWS-based practice that represent the APN partner's ability to deliver for past and current customers.

## How the APN uses Case Studies

The APN requests partner submitted references to gain a comprehensive and detailed understanding of customer engagements, problem-solving, and deployment of AWS services. Case Studies will be requested when applying for a new Competency or Service Delivery designation. Case Studies will be reviewed by the designated APN team, as well as auditors. These teams verify the partner has built an ecosystem, solution, industry or workload area related to the Service or Competency being applied to, and reflects the AWS Well-Architected framework to ensure customers have the most secure, high-performing, resilient, and efficient infrastructure possible. Private diagrams and Case Studies will not be used for any marketing purposes or external use.

## Best Practices

To follow AWS best practices when writing and submitting your Case Studies, confirm the content includes:

- Customer Engagement Company Name – The external company worked with
- Problem Statement/Definition – What problem or challenge was the customer facing that required external help from the partner
- Proposed Solution & Architecture – Detailed explanation of the solution and AWS service(s) proposed to the customer
- What AWS services were used as part of the solution
- Ensure usage of the correct AWS Service and Product names <https://aws.amazon.com/products/>
- Address third party applications or solutions used
- Results from the solution/delivery of AWS services and how the project affected customer
- Metrics for Success – The data used to validate customer engagement was successfully deployed and implemented
- Lessons learned/ Outcomes – From the customer engagement, what was learned to better future engagements or company practices

## Examples

- Example: <https://crowdskout.com/case-study-50can-data-build-relationships-beyond-list-building/>
- Example: <https://mesosphere.com/blog/yelp-cut-cloud-costs-aws/>
- Example: <https://www.plm.automation.siemens.com/global/en/our-story/customers/np-innovation-machinery/18981/>
- Example: <https://forge.autodesk.com/customer-stories/moicon>