

Guidelines for Submitting a Case History

Length can range from 600 words to 2,500 words; articles will be edited. The focus should be on problem-solving, technology, and the application rather than products. The company must be named, and the metric is required.

- Timeline
- User company name, location and background - size, number of employees, product lines, etc.
- The situation/problem/issue that compelled the company to seek a solution
- The various alternatives that were considered and why the solution was chosen over the others
- Implementation steps
- Metrics (could be savings, ROI, improved reliability or reduced downtime or increased uptime, but needs to have a number associated with it) that prove the solution has been a success
- Future plans
- The story should include some meaningful quotes from the customer (include name and job title)
- One or two high-resolution photos of the application/implementation

Deliver the article as a Microsoft Word or similar text document. Provide a minimum of one photo of the application or implementation or a graphic (chart, table, etc.). Photos should be high-resolution at minimum of 3 in. x 3 in. at 300 dpi, any format. Preferred formats for charts, graphs, and drawings are image or Excel files, but can be delivered in any format, including data tables.

Direct questions and submissions to Editor in Chief Mike Bacidore (mbacidore@putman.net).