

## EVault Case Study Template and Guidelines

### Customer Snapshot

[Company logo here]

### Name

<Company Name>

### Overview

125 characters or fewer explaining company business (e.g., Law firm specializing in legal, security, and compliance issues for financial clients.

### Headquarters

<city, state/province, country>

### EVault Product(s)

- Bulleted list of EVault Products/Services

### IT Environment

Include number and kind of servers, platforms, and applications, plus amount of protected data

### <Active headline citing main benefit(s) and EVault product(s).>

Example: “Law Firm Protects Assets, Confidentiality with EVault SaaS”

**See additional guidance regarding the headline on page 2.**

### <Intro paragraph—no subhead>

Short (100 words or fewer), grabby summation that

1. Gives readers a sense of the story—including troubles/challenges, and what it hoped for in a brighter day—and
2. Makes readers say “I need to find out if there are lessons here for me!”

### <Challenges Section(s)>

A little history of life without EVault. Detailed accounting of what got the company into hot water, or what was lacking in its current situation. Should transition smoothly to....

### <Goals Section(s)>

If appropriate, describe what the company wanted from a new B&R solution. This is tricky, because it shouldn't be just a “positive” restatement of its “negative” challenges.

OK to transition to the next section by describing how Company learned of EVault, especially if it involves how EVault beat the competition

### <Solution/Results Section(s)>

Talk about each component of the EVault solution, and the benefits that accrued (brighter teeth, fresher breath, etc.). Use specific metrics if you have them.

OK (but not necessary) to end with a forward-looking wrap-up, especially if the company intends to expand its EVault investment

**See additional guidance regarding subheads, sections, and narrative on page 2.**

### <Pull Quote>

Identify best quote (up to 200 characters or so) and place at end of story.

“Quote”

Full Name, Title, Company name

**See additional guidance regarding quotes on page 2.**

## Case Study

### Case Study Guidelines

#### Challenges

- 3–5 of the company’s most salient difficulties that led it to implement this EVault solution
- Taken from body copy and boiled down to bullet points (each 100 characters or fewer)

#### Results

- 3–5 of the company’s happiest results from its new EVault solution—or expected results if the implementation is too recent; be clear whether actual or expected
- Taken from body copy and boiled down to bullet points (each 100 characters or fewer)
- Call out specific metrics whenever available (e.g., reduced backup windows by 50 percent, saved x number of hours in IT labor, etc.)

### Overall Guidance

- **Length:** body copy not to exceed 850 words
- **Headline/Title:** Action-oriented. About 60 characters per line: one line is best, but two is OK. Use initial caps. Do not name the customer; do name the EVault solution
- **Subheads:** Descriptive and action-oriented. When read together, the subheads should tell the whole story; i.e., readers can scan the subheads and know everything
- **Sections:** Each section should be tightly wound around a single story element; e.g., the ways EVault has saved them money
- **Narrative:** Sections must flow logically together into one, smooth narrative. Generally, move from challenges/problems to goals to solution to results. Transitions are key!
- **Quotes:** Quotes must voice an opinion or shimmer with personality; if the statement is bland or just straight facts, you can use it in the copy, but don’t quote it. Introduce the speaker with full name and title the first time s/he speaks. In longer quotes, identify speaker immediately after first sentence, then finish quote. (E.g., “I love my job,” says Jo Blo, chief honcho at Company X. “I really really do....”) Use only “says.”
- **Technical accuracy:** Writers are not expected to be engineers. But that’s who we’re talking to, so your descriptions of EVault products and services, and the customer’s business and IT environment, really have to be beyond reproach.
- **Language:** Use active, uncluttered/lean prose. Present tense when possible. Casual is good; wacky is not. No hyperbole or opinion or unsubstantiated claims—especially for EVault products. Remember the Five Cs:
  - o Clear—if readers don’t understand what you’re saying, you’re doomed
  - o Compelling—if readers don’t care about what you’re saying, you’re doomed; logical flow, or narrative, is critical
  - o Concise—if readers lose patience digging through your prose, you’re doomed
  - o Correct—if readers think you don’t have your facts straight, you’re doomed
  - o Consistent—if readers think you’ve changed (your story, your facts, your positioning, etc.), you’re doomed
- **Misc:** Rewrite to avoid most instances of the word “of.” Company is an “it,” not a “they.” Always spell out “EVault.” Never turn EVault into a possessive (EVault’s). Don’t abbreviate product names.



**Headquarters** | 201 3rd Street | Suite 400 | San Francisco, CA 94103 | 877.901.DATA (3282) | [www.evault.com](http://www.evault.com)  
**Netherlands (EMEA HQ)** +31 (0) 73 648 1400 | **France** +33 (0) 1 55 27 35 24 | **UK** +44 (0) 1932 445 370

EVault and the EVault logo are registered trademarks, and cloud-connected is a trademark, of EVault, Inc.  
All other trademarks or registered trademarks are the property of their respective owners.

2012.06.0015\_OV (updated 06/29/2012)