

Island of Ingenuity

Case Study Guidelines

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INTRODUCTION

The Island of Ingenuity (IOI) portal aims to highlight the stories, activities and products of ingenuity in the Sri Lankan IT/BPM sector.

By submitting a case study to the portal, your company's achievements will be featured amongst others recognized and acclaimed by peers and industry leaders. Whether your objective is awareness, lead generation or attracting investment, there's no doubt that having your company featured only amongst high-performing industry players will both boost your promotional efforts and validate your standing in the business community.

To ensure the portal is consistently updated with only content deemed high quality, all submissions will be subject to an approval process conducted by a select panel of members from the IT/BPM sector. Approval criteria will be based on the content of these guidelines. Hence, the purpose of these guidelines is two-fold:

- Ensure consistency in the structure, layout and tone of the case studies on the Island of Ingenuity portal.
- Ensure coverage of the key factors that potential buyers and investors use as decision-making criteria.

In line with the above, we request all companies interested in submitting a case study to keep the following in mind:

- Case studies must offer content of considerable value, allowing end-users to leave the portal having learned something even if they decide to not pursue business with your company.
- Case studies must only contain information on products, services and/or operations that have had an outcome i.e., it must have achieved something of substance or there has been a quantifiable benefit from its use.
- Case studies must not contain content that is political, fraudulent, malicious or harmful towards any person, company, race, ethnicity or religion.

Please bear in mind that upon receipt of your case study, the administrators of the Island of Ingenuity will assume you have obtained the necessary permissions to disclose all information and material contained in the case study, including the use of logos, videos, images, statistics, charts, etc.

STRUCTURING YOUR CASE STUDY

Every case study must begin with an executive summary, not exceeding more than a quarter of the length of the rest of your content.

Depending on what you wish to highlight about your company, the format of your case study should provide answers to a relevant set of questions that have been given below. While every question need not be answered, providing as much information as possible will greatly enhance the value of your case study.

If your case study is about a product or service offering:

1. What do you provide/specialize in?
2. What product/service are you looking to highlight?
3. Who is your client and what challenges did they face?
4. How did your product/service address these issues?
5. What were the outcomes/benefits for your client?

If your case study is about a captive operation:

1. Who is your parent company and what do they do?
2. Why did your parent company choose to set up an office or operation in Sri Lanka?
3. How do you aid your parent's operations globally?
4. What distinct advantages does Sri Lanka provide for your parent compared to other destinations?
5. What have you achieved for your parent company?

If your case study highlights an investment or recent acquisition:

1. Who is your investor and what do they do?
2. What do you provide/specialize in?
3. What is your value proposition and how do you differentiate yourself from others in the space?
4. Why did the investor choose you?
5. What were the outcomes/results of the investment for both you and your investor?

Please note that the questions above only serve as a guideline for the ideal case study format—feel free to add or amend questions, especially if client confidentiality is a concern.

You may write and submit as many case studies as you wish, for instance either highlighting achievements in multiple domains (one case study per product/service) or highlighting your captive operation / recent acquisition and your product/service separately.

HIGHLIGHTING KEY NEEDS IN YOUR CASE STUDY

Through our research, we uncovered key decision-making factors among buyers/investors of the following sectors—Captive Centers, Professional Services, Software Development, Technology Products, Investments/Acquisitions. For each of these sectors, these requirements were segmented at the country, company, people and domain levels.

Based on the type of your company and the highlight of your case study, please make sure your content includes three (3) or more of these factors. If, for example, you belong to a captive operation developing products, include the concerns under Captive Centers in your case study highlighting your captive operation, and the concerns under Technology Product Development Companies in your case study highlighting your technology product.

Captive Centers	
Country-level Concerns: <ul style="list-style-type: none"> Country-level Cost Effectiveness / Value for Money Political & Economic Stability Regulatory Framework Intellectual Property & Data Security Legislation 	People-level Concerns: <ul style="list-style-type: none"> Access to Top Talent Cultural Adaptability
Software Development Firms and Professional Service Firms	
Company-level Concerns: <ul style="list-style-type: none"> Notable Clients, References & Testimonials Data Privacy 	People-level Concerns: <ul style="list-style-type: none"> Relationship Management Quality / Responsiveness Management Team's Background & Credibility Engineering / Delivery Team's Competencies Cultural Adaptability
Technology Product Development Companies	
Company-level Concerns: <ul style="list-style-type: none"> Notable Clients, References & Testimonials Product Performance & Customizability Quality of After Sales & Relationship Management 	Domain-level Concerns: <ul style="list-style-type: none"> Exceptional Domain Expertise
Firms Targeting Investments/Acquisitions	
Country-level Concerns: <ul style="list-style-type: none"> Regulations for Foreign Investors Political & Economic Stability Security Provided by Legal Mechanism 	Company-level Concerns: <ul style="list-style-type: none"> Core Team's Background & Credibility Stability of Business Model and Strategy

WRITING FOR HIGH SKIM VALUE

Case studies should possess high skim value allowing readers to capture the gist of the case study simply by scrolling through the document. Hence, your case study must contain the following attributes:

- **Outcome-oriented Headline:** Avoid bland headlines filled with technical jargon, instead clearly indicate the outcome/benefit to the reader at the outset.

DO	AVOID
AES International Increases Leads by 7.5X With HubSpot	Increasing Leads with HubSpot

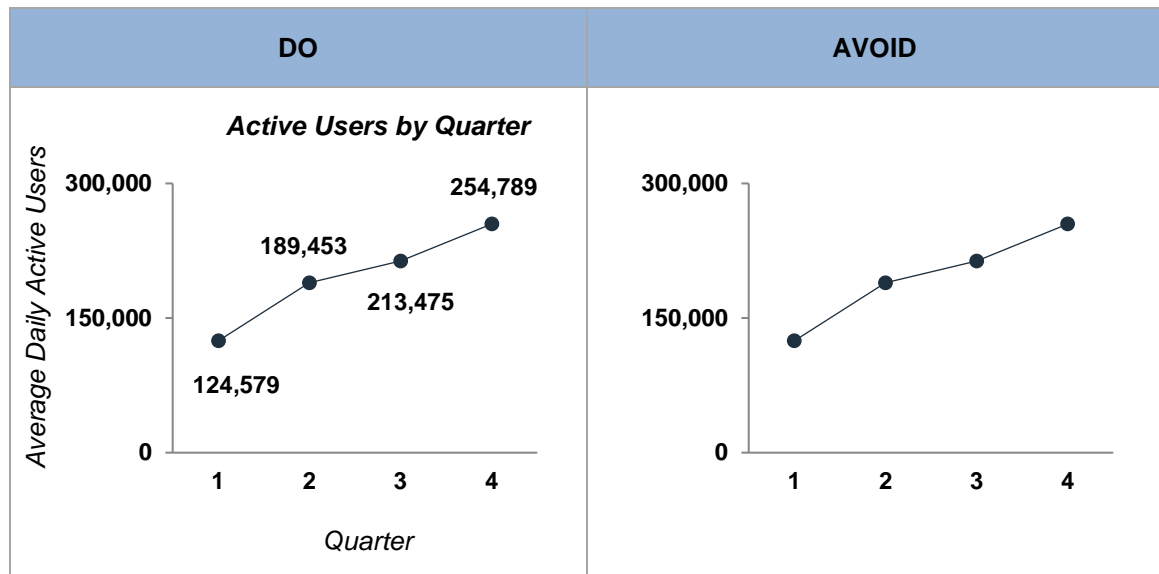
- **Subtitles:** Divide your case study into sections using subtitles that are descriptive as opposed to indicative. If possible, capture the essence of the section in the subtitle.

DO	AVOID
Ensuring Data Security While Building a Dashboard	Data Security

- **Professional Tone:** Ensure your content is concise and to-the-point with nothing more than necessary. Avoid fluff, repetition, and over explanation.

DO	AVOID
Our in-house team of WordPress Developers and Designers created a dynamic and visually striking website.	Our in-house team of highly talented and extremely skilled developers—specializing primarily in the content management system known as WordPress—as well as our designers, created a dynamic website incorporating near-military grade web technologies and visually striking elements of design.

- **Statistics, Graphs and Charts:** Whenever possible, back your statements up with relevant statistics, and well-labeled graphs and charts.



- **Using Pull Quotes:** Consider highlighting key needs (see Highlighting Key Needs in Your Case Study) or the most important statements in every section of your case study as a pull quote. While you should avoid highlighting quotes by employees, board members, or founders, do highlight quotes from customers or partners.

DO	AVOID
<p>"From 11-21 July, the campaign generated an eye-watering 52.6 million impression. To add to this, the number of calls to the hotline reached a whopping 362,882."</p>	<p>"We have a great team."</p>