

Case studies and customer references

No one sells your products and services better than an existing customer. We create compelling case studies and other customer reference assets to power your campaigns.



How we can help

Our expert team can help you describe how you work with customers and the business benefits clients gain from using your products and services. We can also secure valuable testimonial quotes.

Using our journalistic expertise, we focus on completing the research, interviews and writing to capture your customer stories. This content can then be delivered in documents or via the web. It can also be used as the foundation for customer videos, podcasts and live events.

We can also help manage your customer reference program by qualifying customers, managing design and completing publishing steps.



Recent examples

Hewlett Packard Enterprise: capturing customers' game changing stories globally. **Read**

Boosting precipitation and water supply via unlikely sources
KAUST scientists have discovered an innovative way to increase rainfall, potentially alleviating Saudi Arabia's water shortage problems

Saudi Arabia's water crisis may have a new solution: solar panels and sea breeze manipulation. A team of scientists from King Abdulaziz University of Science and Technology (KAUST) has found that installing solar panels along the Arabian Red Sea coastal areas could warm the land, intensify sea breezes, and generate an additional 3.5 gigaliters of freshwater annually—enough to provide water for up to 5 million people living superimposed to rain simulations, the study suggests that installing large surfaces to receive freshwater offers a feasible solution to water scarcity problems in arid coastal regions.

Addressing a growing crisis
 Saudi Arabia's population continues to grow at an alarming rate, and its water resources are limited. According to their simulations, installing solar panels along the Arabian Red Sea coastal areas could warm the land, intensify sea breezes, and generate an additional 3.5 gigaliters of freshwater annually—enough to provide water for up to 5 million people living superimposed to rain simulations, the study suggests that installing large surfaces to receive freshwater offers a feasible solution to water scarcity problems in arid coastal regions.

Intensifying sea breezes to alleviate water scarcity
 The research team found that changing the behavior of wind surface could change the way the wind interacts with the sea and air—changing breeze intensity, direction, and altitude. The research team also simulated a range of ways to change precipitation and water supply. However, their simulations also showed that planting trees near the Arabian Red Sea could help increase rainfall over the Arabian Red Sea coastal areas. The approach can be useful for adapting to the changing climate in the Middle East, where warming is happening at a much faster pace than the global average.

NSW Government: highlighting Salesforce's investment in the state.

The Future of Salesforce Australia Made in Sydney

salesforce

NSW GOVERNMENT

Salesforce thrives in Sydney

One of the biggest success stories of the software world, Salesforce, chose Sydney as one of its key international locations and soon's best kept secret.

Salesforce was founded in the United States in 1999 and sells customer relationship management (CRM) software to help organizations, government to their customer in kind new ways. It reported sales of \$2.6 billion in 2018 financial year and employs more than 27,000 people worldwide.

The company established its first Australian office in Sydney in 2004 as one of its first locations outside the US. It now employs more than 3,000 people across the Asia-Pacific region. In 2007, it increased its investment in NSW by partnering with Ameyo, NSW Services to create a platform available on the APNS Sydney Region In-House Cloud.

Our global headquarters is in San Francisco. From our Asia-Pacific headquarters, our Sydney office is an important location for managing our clients in the region's, APAC Region. Our team includes a mix of talent from Engineering, Sales, and Operations for Salesforce.

Fast facts about Salesforce

- Salesforce Australia established in 2004
- Salesforce Australia is a key contributor to the company's APAC Region
- Salesforce Australia is a key contributor to the company's APAC Region
- \$50M TRAILBLAZER FUND
- Salesforce Australia \$50 million Trailblazer Fund established in March 2018

"We continue to be a fast growth region for the company, we had a growth rate here in JAPAC of 28% in our last full fiscal year."

Tom Ripstein
 Senior Director, APAC Region, Global Engineering, APAC
 APAC International for Salesforce

Who we are

The Medibank Better Health Foundation was established in 2013 with the aim of supporting collaborative clinical research and developing partnerships to deliver impactful change.

We promote research and partnerships that seek to improve outcomes, patient experience and reduce patient burden. During the 2021-2022 financial year, we have supported 13 such research and partnership projects.

The Medibank Better Health Foundation funds both research and patient education initiatives, partnering with universities and clinicians, including medical and allied health groups to conduct research that ultimately benefits Medibank customers and all Australians.

Key achievements

- \$1.1m total allocated to research across Medibank
- 25 funded projects
- Partnered with 20 organisations
- 5 conference presentations
- 5 publications

Health Research Governance Committee

Research supported by the Medibank Better Health Foundation is governed by the Health Research Governance Committee (HRGC), which is comprised of Medibank leaders with clinical, professional and academic backgrounds, the governance committee reviews all research proposals to ensure their objectives, and for merit and alignment with our strategy.

Health Research Governance Committee members 2021-22

- Dr Linda Bean**
 Medibank Group Chief Medical Officer and MBF Executive Lead (Senior)
- Dr Sue Atkley**
 Clinical Research Medical Director - Clinical Research Support & Medical Research Director
- Dr Catherine Keating**
 Head of Medical Research, Strategy and Delivery
- Janeen Ellis**
 Head of Performance and Sales, Research Business
- Andru van Ruyk**
 Clinical Research Strategy & Proposition
- Dr Ahmed Elmaghrabi**
 Clinical Research Medical Director
- Dr Jessica Cheung**
 Medical Director - Research, Policy & Innovation (HRGC Chair)

Health Research at Medibank 2022
 1 July 2021 – 30 June 2022

Medibank: profiling medical research projects for top health insurer. **Read**

Verizon Provides Online Customers with a Retail-like Experience Through BlueJeans

Customer Story

Verizon Provides Online Customers with a Retail-like Experience Through BlueJeans

Verizon is building out an enhanced, self-serve experience for its customers. Verizon is building out an enhanced, self-serve experience for its customers.

Jarrett Dawson
 Director of Customer Care, Verizon




Verizon: demonstrating the value of the company's video conferencing platform.

“I really appreciate Editor Group’s great-quality work and consistently reliable, responsive service.”

Marianne Rønne, Marketing Director, EMEA, Digital Realty

Top tips

We’ve researched, written and gained approval for thousands of case studies, testimonials and other customer reference assets. Here are some tips for ensuring success.

-  **Be strategic:** as you consider which customers and events to profile in your case studies and other customer reference assets, think about what other customers want to know, how the stories will relate to your marketing plan and sales priorities, and how you will distribute the stories.
-  **Qualify customers:** it’s vital to engage early with your customers and any partners to be sure they are keen to participate in the customer reference process and will be happy to approve the final product.
-  **Save everyone time:** minimise the time and effort needed from your chosen customers and partners. Learn as much as you can from your internal team before customers are interviewed, and ensure that the drafts you send them for approval are high quality and as complete as possible.



Contact us

To learn more or discuss your requirements, look us up at:

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