

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 growing reliance on oil for energy development and demographic growth put pressure on water resources. Countries are forced to invest in water desalination to meet the annual water supply of 100 cubic km per year, but Saudi Arabia has 95 billion cubic km of high potential. The high consumption rate of freshwater is resulting in the depletion of 600-year-old groundwater reserves.

Intensifying sea breezes to alleviate water scarcity

The research team found that changing the behavior of wind surface could change the surface along the coast. This is done by solar panels that have temperature response and energy storage between the land and an on-shore energy storage system, which could also enhance the energy of the wind. These solar panels also reduce the amount of heat that is transferred to the land, which in turn reduces the amount of heat that is transferred to the sea. This in turn reduces the amount of heat that is transferred to the sea.

Generating an additional 3.5 gigaliters of freshwater each year would be sufficient to meet the annual consumption needs of 5 million people.

Energy Research Foundation and **KAUST** researchers have discovered an innovative way to increase rainfall, potentially alleviating Saudi Arabia's water shortage problems.

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.

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 diverse 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 Swan** - 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
- Jane 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

Verizon is looking to improve its customer experience through Bluejeans video conferencing. The company is looking to improve its customer experience through Bluejeans video conferencing. The company is looking to improve its customer experience through Bluejeans video conferencing.

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Bluejeans

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

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 home's head office.

Salesforce was founded in the United States in 1999 and sells customer relationship management (CRM) software to large organisations, government and other customers in 180+ countries. It reported sales of \$20.5 billion in 2020 financial year and employs more than 37,000 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 8,000 people across the Asia-Pacific region. In 2007, it increased its investment in NSW by partnering with Amperio Web Services to create a platform available on the AWS Sydney Region Infrastructure.

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 high-growth, high-value business environment. Sales Engineering (SE) and implementation for Salesforce.

Fast facts about Salesforce

- Salesforce Australia established in 2004
- Salesforce Australia is a key contributor to the Sydney's job and growth in the Sydney region (GDP Regional Fund)
- Salesforce Australia has 8,000 people in Asia Pacific
- \$50M TRAILBLAZER FUND
- Salesforce Australia \$50 million Trailblazer Fund established in 2018

"We continue to be a fast growth region for the company, we had a growth rate here in JAPAC of 20% in our last full fiscal year."




Tom Ripstein
Salesforce Vice President, Southeast Engineering, APAC
www.international.salesforce.com

“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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