

SECTION:	Marketing Communications
POLICY #:	MC 6 PAGE: 1 of 1
SUBJECT:	Case Studies
DATE:	9/97 SUPERSEDES: 9/91

TITLE: MC6, Case Studies

POLICY: StoreNext works produces case studies and histories depicting the details of various installations that are particularly unique and effective

SCOPE: All StoreNext Resellers

PROCEDURES:

1. If a Reseller has a StoreNext system installation that might be of interest to others, the Reseller should notify StoreNext's Account or Reseller Manager, StoreNext Marketing or other applicable StoreNext personnel.
 - a. Case studies often result from press releases regarding the account
2. StoreNext will work with the Reseller to collect and arrange the information describing the installation.
3. A writer will normally be assigned to some projects. This may require follow-up phone calls and cooperation to get all highlights.
4. StoreNext case studies are normally formatted in a consistent manner with other StoreNext collateral materials and designed for dealers to use in sales campaigns. These may be available as:
 - a. PDF-format files available for download from the StoreNext Web site
 - b. Printed copies (may qualify under Marketing Co-op Program, [see MC 1](#)) that may be offered as a standard or customized print-run for the dealer.

