

# Why should I create a case study with AWS?

## What is a customer case study?

- Written story or video—either AWS-led (funded by AWS) or partner-led (using AWS MDF).
- Showcases the successful solutions you have created for a customer using AWS.
- A case study will typically outline the customer’s challenge, how you and AWS worked together to provide a solution using AWS services, what the outcomes were for the customer, and future plans.

## Why create a customer case study with AWS?

- Customers relate well to practical vs theoretical examples.
- Showcase your capabilities as an AWS Partner and how easy it is working with you.
- You’ll have an asset you can refer to and quote from.

## What are the benefits to my company?

- A case study shines a light on your capabilities and may be useful for:
  - generating leads
  - as a reference document in new business conversations
  - as a way of attracting new talent
- Customer case studies are eligible for publication on APN and other channels (if requirements are met)—increasing your visibility as an AWS Partner.
- (For AWS-led only): These stories and partners will be prioritized for integration into AWS-led marketing campaigns (if requirements are met).
- You can publish and/or promote your case study through your own channels.

## What is involved?

- The process is straightforward and typically involves:
  - kick-off call
  - outline
  - customer call
  - case study review and approval
- Our content agency will do the heavy lifting so you don’t have to worry about this adding dramatically to your workload.

## What are the options for customers references creation?

	AWS-led (AWS-funded)	Partner-led (MDF-funded or not)	Partner-led (MDF-funded or not)
	For AWS use, aligned to segments and category priorities	Meant to be published and used in AWS field marketing campaigns	Meant to be used by the partner on the partner's website/campaign
Which Partners ?	Strategic Tier 1 partners PMM managed partners	Any managed partner	Any partner
Which Agency ?	<b>Collective Content*</b>	<b>Collective Content *</b> or Agency Connect agencies	Partner's agency or Collective Content or Agency Connect agencies
Publication on AWS website ?	YES (if approved by PMM + MAF approval)	YES (if approved by PMM + MAF approval)	NO (only content produced/approved by AWS is published)

\* Collective Content supports the following languages: English, German, French, Spanish

## Examples

Here are some examples of partner + AWS case studies:

- [Canon France Business Services Migrates to AWS with Gekko](#)
- [Deloitte Helps City of Cascais Better Manage Pandemic Response and Increase Citizen Confidence with AWS](#)
- [Sainsbury's democratized data and analytics to streamline operations across its 1,400+ stores.](#)
- [Partnering With Data Reply - Customer Success.](#)

## How do we get started?

- Get in touch with your AWS contact.
- Or contact Collective Content, directly at [aws@collectivecontent.agency](mailto:aws@collectivecontent.agency). It is the EMEA recommended agency for case studies.