

*Information Management*  
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## ***Information Management* Editorial Opportunity** **Case Studies**

An exciting editorial opportunity is available in *Information Management* for our case studies section. Case studies are published on a space-available basis in the order they are received. Submissions **must not exceed 750 words** and **must contain the following information:**

1. *Name and title of the author of the submission.* (**Note:** We require that these features be third-party testimonials; the author must be an employee at the implementation site.)
2. *Background:* Line of business and mission statement of company implementing the solution.
3. *Implementation Summary:*  
Describe the opportunity/problem facing the organization.

How did the company strategically address the opportunity/problem? Describe the approach taken to gain executive sponsorship for the solution. How was the team put together within the organization? How were resources allocated/obtained as a result of the approach?

Describe what measurements were used to evaluate the success of the implementation.

What was the final solution implemented to solve the business problem? Describe the technology implemented to address the problem and how it integrated with existing technology. Why was this the chosen solution?

4. *Practical advice:* Include tactical and/or strategic tips for others implementing a similar solution.
5. *Success factor:* How has the organization benefited? What is the ROI from the implemented solution?
6. Provide *sidebar text* including: name of the primary product and a 50-word (or less) product description.

Please call Julie Langenkamp, ext. 215 if you have any questions. Copyright release is required and will be sent if your submission is accepted for publication.

Please send submissions to [julie.langenkamp@sourcemediacom.com](mailto:julie.langenkamp@sourcemediacom.com).

(Publication is not guaranteed.)