SIGNAL & STORY

PROOF WITH A POINT OF VIEW

# Customer Case Study

A credible customer story framing the original challenge, selected approach, delivery experience, measured outcomes, evidence, and next steps.

PREPARED FOR

Aperture Mobility

Northstar Systems · Mara Klein · 4 August 2026

**Document contents**

Client outcome: align the scope, value, ownership, and decision path before delivery begins.

# Outcome at a glance

Lead with the customer, operating context, verified result, time period, and concise statement of what changed.

| Document control | Detail |
|---|---|
| Owner | Mara Klein |
| Reference | NS-055-2026 |
| Effective date | 4 August 2026 |
| Status | Ready for review |

# The challenge

Explain the starting point, business impact, affected teams, constraints, previous attempts, and evidence that made action necessary. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

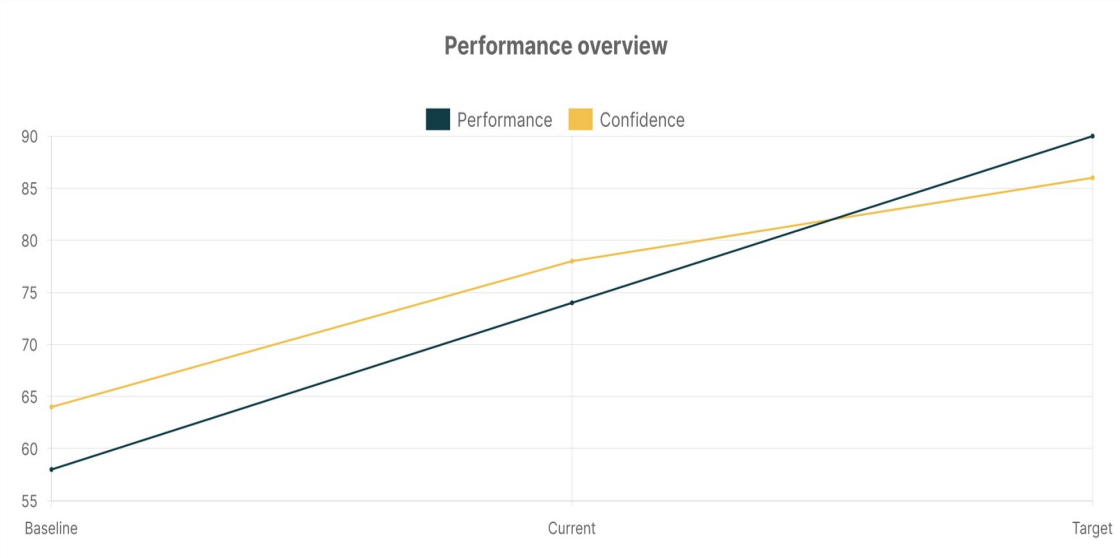



*Figure 1: Illustrative performance profile*

# Why this approach

Describe the decision criteria, alternatives considered, selected solution, and reasons it fit the customer environment.

| Deliverable | Scope | Owner | Target |
|---|---|---|---|
| Why this approach | Agreed client outcome | Mara Klein | 4 August 2026 |
| Review and handover | Evidence and acceptance | Client team | To be confirmed |

# Implementation

Show the delivery phases, customer contribution, dependencies, adoption activity, controls, and important adjustments made in practice. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

# Measured results

Report baseline, current result, unit, measurement source, period, attribution limits, and relevant qualitative evidence. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

# Customer perspective

Include an approved quotation with speaker, role, context, and language that reflects the customer experience without unsupported claims. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.

# What comes next

Describe the next phase, further value opportunity, planned improvements, and a relevant call to action for comparable organizations. **Review record:** Assign the owner, evidence, dependencies, decision date, and next action.