

**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



# Contents

## 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.

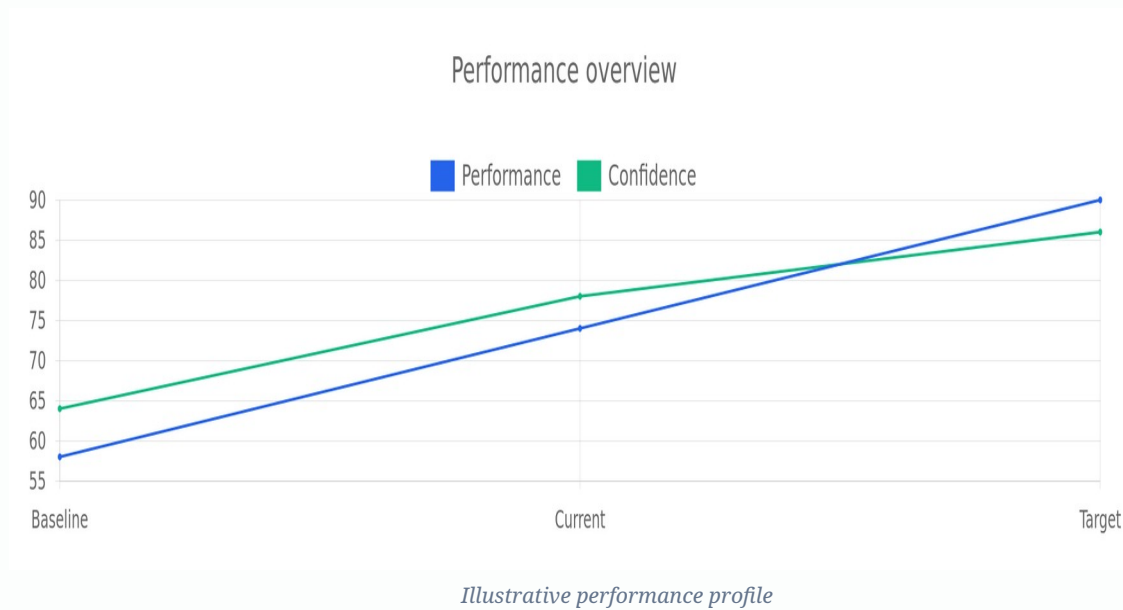
| Document control | Detail           |
|------------------|------------------|
| Owner            | Mara Klein       |
| Reference        | NS-055-2026      |
| Effective date   | 4 August 2026    |
| Status           | Ready for review |



## The challenge

Explain the starting point, business impact, affected teams, constraints, previous attempts, and evidence that made action necessary.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



## 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.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.

## Measured results

Report baseline, current result, unit, measurement source, period, attribution limits, and relevant qualitative evidence.

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

## Customer perspective

Include an approved quotation with speaker, role, context, and language that reflects the customer experience without unsupported claims.

- Confirm the responsible owner and decision deadline.
- Record evidence, assumptions, and dependencies explicitly.
- Convert the agreed outcome into a trackable next action.



## What comes next

Describe the next phase, further value opportunity, planned improvements, and a relevant call to action for comparable organizations.

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