

CHECKLIST CASE STORY

1

NON-EXCLUSIVITY

Case stories must not be exclusive. However, most of the articles featured in Orbit GT Magazine are picked up by major magazines, such as LiDAR News, American Surveyor, PositionIT, xyHt or others. They do prefer exclusivity.

2

STRUCTURE

A Use Case / User Story should contain a summary, an introduction paragraph and a body of at least 2 pages. By preference, it is fully or cowritten by the customer. We expect 1.000-3.000 words.

3

VOICE

Write in first person and describe the experience, if appropriate.

4

BALANCE

Make sure the story is about a real life case in which Orbit GT software plays an relevant role. The case is predominant, but do mention where Orbit GT solutions make the difference.

5

IMAGES AND VIDEO

We need at least 3 high quality screenshots or pictures to go with an article. They should be high resolution (300 dpi), of good size, and have descriptions accompanying them. Please don't embed graphics in Words documents - send them separately. Video's are great to post on our website !

6

AUTHOR AND COMPANY

Your article must include a brief bio of the author and a direct quote from the author, related to the story. We also need a company description. You can see examples in previous editions of the Orbit GT Magazine.

Orbit GT welcomes article submissions

A great Case Story is something people like to read. Orbit GT assigns great value to real life stories and knows that Resellers are closer to the customer than Orbit GT.

A Case Story is a valuable document that can be reused throughout the Reseller network and is a great reference. As writer(s), both Reseller and Customer can reach a broad audience and emphasise your leadership.

Copies are delivered to all Resellers for use in promotional activities such as fairs and other events.

Please consider each of the 6 criteria, as it is a guarantee for proper story delivery. Be sure to deliver your materials on time and allow extra time for feedback or supplementary questions from Orbit GT's team.

Examples can be found in the previous Orbit GT Magazines that are available online on www.orbitgt.com

Contact us to present your idea or to discuss options.
Email to : marketing@orbitgt.com.

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DEADLINE :

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