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877.7Collab
877.726.5522
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White Paper & Case Study Samples

The following are samples by copywriter Gordon Graham. Works such as these can be designed and written for vendor clients including telecom software and solution providers in conjunction with CollabGen's derivative series on [Unified Telecommunication Model](#)®. We apply proven methodologies and processes to achieve your specific marketing and PR objectives. Contact Ed LaBanca elabanca@collabgen.com or direct at 949.786.3835.

[NASA – Intelligent Data Case Study](#)

by Gordon Graham, [CollabGen](#)

Published March 2004

Description:

This case study shows how the mass storage systems available from ADIC support one of largest data collection efforts in existence. Every day, five of NASA's Earth Observing System satellites beam down terabytes of scientific data about the earth, oceans, and atmosphere. This data is processed and made available to climate researchers around the world using NASA's Earth Observing System Data and Information System Core System—one of the most ambitious data-gathering and distribution systems ever conceived. The storage of this irreplaceable information, is entrusted to ADIC's AMASS for UNIX data management software.

[Machine Vision White Paper](#)

by Gordon Graham, [CollabGen](#)

Published April 2003

Description:

Today, machine vision is used to ensure the quality of everything from tiny computer chips to massive space vehicles. Machine vision has evolved into a vital and effective automation tool that enables computers to replace human vision in many high-speed and high-precision manufacturing applications. This white paper is focused on one of the key processes within the vision system—the image acquisition process—and more specifically, on the image acquisition board (frame grabber) and the related software. It outlines the critical functions these components play, and discusses some of the recent engineering innovations that can significantly increase the reliability of this process.

[HelpSTAR® – Corel Case Study](#)

by Gordon Graham, [CollabGen](#)

Published February 2006

Description:

This case study shows how Corel, one of the top packaged software companies in the world, improved its help desk system when its existing ticket-management system couldn't show what was happening in IT support. Corel switched to HelpSTAR help desk software, customizing it to automatically dispatch service requests to the right technician. Now Corel's managers can see a graphical dashboard, plus detailed reports, that give a clear picture of the help desk operations.

[Software Integrity: Bringing Order to the Notes Development Process](#)

by Gordon Graham, [CollabGen](#)

Published **December 2005**

Description:

This white paper examines some of the challenges faced by Lotus Notes development managers and introduces the many advantages of automated process control solutions. With an estimated 88 million users worldwide, Lotus Notes is a pillar of the IT infrastructure for many organizations. However, the informal development culture prevalent among Notes developers is colliding head-on with new regulatory requirements that demand tighter controls of business processes. Fortunately, automated process control solutions are now available for Notes development environments. By establishing order, automated process control encourages a systematic development process, higher-quality applications, and enough documentation to satisfy any audit.

[Reconnecting with Lost Online Customers](#)

by Gordon Graham, [CollabGen](#)

Published **September 2006**

Description:

This white paper examines the challenges of reconnecting with lost customers, and introduces the benefits of integrating dynamic print with email marketing to create more effective multi-channel campaigns. When an online customer is unreachable, either because they changed their e-mail address, stopped reading e-mails from you, or their messages are being filtered, your options are limited. With no effective way to re-engage out-of-touch customers, marketing directors have come to accept that some customers are lost forever. But that doesn't have to be the case. Marketers can now combine the personalization of e-mail with the impact of direct mail to recapture lost customers.