

WELCOME

Have you seen any of the customer case study videos on the Opto 22 website? Or read any case studies about customers who've used our products to help meet their automation challenges?

Understanding someone else's approach can give you good ideas for solving your own automation problems or improving your own system.

As an Opto 22 customer or integrator, case studies offer good, positive exposure for your business, products, and services.

Dan Malyszko, Senior Systems Engineer at Malisko Engineering, recognized these benefits when he agreed to let us feature his work as system integrator for an [industrial furnace controls upgrade project](#).

"There are tons of these types of furnaces out in the field, and our documented experience makes us well suited to assist customers that might need similar upgrades.

"I'm very proud to be associated with an official Opto 22 case study. It's really cool to get a bit of recognition that could potentially bring in more business."



Case Study: Malisko Engineering

System integrator designs and implements a furnace control system upgrade

OPTO 22
Automation made simple.

WHAT'S THE CASE STUDY PROGRAM?

The Opto 22 Case Study Program offers a chance to promote your successful automation application to customers and others in your industry. The Case Study Program is free of charge. While we do the work, you're involved at the level you want to be and have final say on what's published and where.

For us, it's a chance to show off the quality and capabilities of Opto 22 products, training, and support services. For you, it's a way to:

- Provide proof of concept to prospective customers
- Promote your company through exposure in industry trade media
- Gain recognition for implementing new technologies and improving operations
- Create a sales tool to gain new business
- Document your success in automation, control, and monitoring solutions
- Produce trade show literature

LEVELS OF PARTICIPATION

Opto 22 end users and systems integrators can participate at any of these four levels:

1. Application Brief
2. Written Case Study
3. Case Study with Promotion
4. Video Case Study

You can increase your level of participation at any time. At all levels, you retain control over content and distribution and have final approval over all documents and videos.

Level 1: Application Brief

An Application Brief is a one-page document providing a concise overview of your automation application using Opto 22 products. After a short phone conversation (10–15 minutes) with our writer, we draft the brief and send it to you for your review.

An application brief can publicize your company by name, or it can safeguard your identity. For example, your company could be referred to as “a large pharmaceutical manufacturer” or “a well-known soft drink bottler” rather than by name.

Application briefs typically stay “in house”—that is, they are used exclusively by your employees and ours. Sales people, for example, use application briefs as sales tools or references when talking with similar prospects.

Level 2: Written Case Study

An Opto 22 Case Study is typically two or more pages. This document not only outlines your project but also delves into more of the technical details. A case study presents the specific business and technological challenges you faced, describes how the use of Opto 22 products addressed those challenges, and reports the resulting success. Quotes from you or others in your company may be included. High-resolution digital photos of the application are usually included.

Your case study begins with a 15- to 20-minute phone interview with our writer. We then complete the case study and send it to you for review. One of our representatives may take the photos, or we can use ones you provide.

[Case studies appear on our website](#) in PDF format. This PDF is available for you to print and distribute in any way you want.

Level 3: Case Study with Promotion

At level 3, Case Study with Promotion, we market your case study to print and online trade publications. We also promote it in social media. This type of promotion puts your company on a broader stage and can provide excellent publicity for your company, its products, and business operations.

In social media, Opto 22 has a continuing presence on Twitter, LinkedIn, and Facebook. Leading trade magazines and websites our case studies have appeared in include:

Automated Buildings	InTech
Automation World	Machine Design
Automation.com	M2M
Control	Plant Engineering
Control Design	Remote Site & Equipment Management
Control Engineering	RTC
Design World	The Industrial Ethernet Book
Design News	Water & Waste Digest
Energy Efficiency & Technology	Wind Power Engineering
Industrial WaterWorld	Wired

Level 4: Video Case Study

Video Case Studies include a high-quality video, promotion, and optionally a written case study as well.

Video case studies run about five minutes in length and include interviews with you and/or your staff as well as footage of the application itself.

A recent example of a video case study is the [California Controlled Atmosphere \(CalCA\) video](#). CalCA provides industrial refrigeration systems for fruit and vegetable growers in Central California, a region that grows most of the nation's produce.

To produce the video, Opto 22's Multimedia Production Team visits your site and films short segments with key personnel, as well as footage of the application as it's up and running.

Terry Biederman of Waterford Township, which uses the Opto 22 SNAP PAC System in the town's state-of-the-art water and wastewater systems, says the video process was a pleasure. "Working with Opto to produce the video was very enjoyable. They were very professional, efficient, and focused."

Video case studies appear on our website and on [YouTube](#), and we also market them to trade publications and other websites. We also promote them in social media. The visual appeal of a video case study draws added attention and promotes your products and services to a wider audience.



Pomologist and control programmer Doug Gerds in a CalCA industrial refrigeration installation

GETTING STARTED IN THE CASE STUDY PROGRAM

To get started in the Opto 22 Case Study Program, simply pick the level of participation you'd like and contact us by phone or email. We'll be happy to answer any questions you may have and start working with you at a time that suits you best.

Contact Us

Phone: 800-321-6786 (toll-free in the U.S.) and ask for Janice Colmer, or dial directly, 951-695-3061

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