2D Barcodes case study template

[Author] | [Company] | [Country] | [Date]

TITLE

[Include name of company, country and catchy headline]

SUB-TITLE

**[Introductory sentence highlighting the success or measurable outcome from the pilot]**

# Challenge

[Describe the challenge that motivated starting a 2D pilot]

# Solution

[Describe the solution]

# Benefits

[Outline the benefits realised by using 2D barcodes]

MAIN BODY OF TEXT

[DESCRIPTION OF THE PROJECT HERE]

YOU CAN TALK ABOUT:

1. Set-up of the pilot:
   1. Involved stakeholders internal and external
   2. Collaboration opportunities
   3. Preparation for the pilot
   4. Key activities of the pilot
2. Impact of the pilot:
   1. Impact on business, consumers, operations
   2. Impact on technology and processes
   3. Benefits and value of the pilot
3. Key learnings from the pilot

**QUOTES**

[Include 1-3 quotes highlighting the business success and outcomes from the pilot]

[NAME]

[TITLE]

[COMPANY]

**ABOUT**

[Provide information about the retailer, brand and manufacturers highlighted in the case study – history, number of products/stores, global reach, etc.]

PICTURES

[Include relevant pictures from the pilot that help tell the story – photos of products with 2D barcodes, scanning of products, products on the shelf, etc.]