



Checklist Reference Case

1. Who is the customer? What is the customers' main business?
2. What are the objectives for the customer to implement this project?
3. What advantages does the customer expect out of this project?
4. What were the main reasons for the customer to choose a product from AET?
5. Which applications will be used by the customer with our product?
6. Which products of the AET product portfolio are used for the project?
7. Are products of AET partners in use, if yes which?
8. Can you provide a project description and/or a graphical overview?
9. Can you provide a jpg. of the customer logo and card, token etc. if available
10. Which are the main benefits the customer achieved after the successful implementation?
11. Does the customer plan to use our products in future for additional applications?
12. What was the timeframe for the project?
13. Are further partners involved?
14. How can we publish this customer project*?
 - on our website and use it with all our communications tools
 - only for internal use and as references for tender
 - only for AET internal use

*We publish information regarding your projects only after agreed by you or if necessary by your customer.

15. Postal Address of the customer
16. Contact person at the customer with telephone number and email address
17. Contact person of the partner if applicable
18. Customer Quote to be used in PR publications

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