Submission of an Application Story

Thank you for your consideration to submit an application story to ASAM. We constantly seek use cases and stories describing how ASAM standards helped to overcome challenges in the automotive business. With your time and effort you don’t only support the ASAM organization but you also present your company’s expertise in the application of ASAM standards.

**What happens to your Application Story after submission?**

Application stories will be reviewed and, if necessary, revised. After your final consent, we will publish your story at <www.asam.net/application-stories/>. For a better visibility, a teaser will be published in the ASAM newsletter.

**To submit an application story, please consider the following requirements:**

* The application story should involve an OEM or Tier-1 customer.
* Please explain how ASAM technology has benefited both companies.
* If possible, attach up to two pictures / screenshots / drawings / graphs (jpg or png).
* Please follow the form below or use it as a guide on how to structure your story. Do not exceed two pages of text.
* Please avoid “product pitches”. This is a platform to promote the benefits of the standard technologies.

ASAM reserves the right to decide on the publication of the application story. Submit your application story to [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net)

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| Information on Submitter |

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| --- | --- |
| Company: | Click or tap here to enter text. |
| Author: | Click or tap here to enter text. |
| Department: | Click or tap here to enter text. |
| Position: | Click or tap here to enter text. |

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| Summary |

* 1. Challenge / Problem (1 - 2 sentences)

Click or tap here to enter text.

* 1. Solution (1 - 2 sentences)

Click or tap here to enter text.

* 1. Key benefits (1 - 2 sentences)

Click or tap here to enter text.

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| Application Story |

* 1. **Description of the Situation**

Please describe involved companies, department, project, project environment, etc.

Click or tap here to enter text.

* 1. **Initial situation / challenge(s) and problem(s) faced**

What were the reasons for starting this project? What had to be solved / optimized?

Please describe in a generic way, avoid technical details and specific terms.

Click or tap here to enter text.

* 1. **Success strategy / solution**

Please describe in a generic way, avoid technical details and specific terms. Please point out the ASAM standard your solution is based on.

Click or tap here to enter text.

* 1. **Challenges during the project**

Did you have expected or unexpected problems during the project?

Click or tap here to enter text.

* 1. **Business Benefits**

Please avoid a technical description. If possible, use terms like “cost savings”, “time savings”, “gain of flexibility”, “increase of quality”, etc.

Click or tap here to enter text.

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| Personal Quote |

Please add a personal quote - if possible from your client (incl. name and position / department). You can start your quote with: “I chose ASAM an ASAM based solution, because…” / “I support ASAM because…” / “ASAM provided me … which helped me with …” / etc.

Click or tap here to enter text.

For questions, please contact [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net).

Thank you very much for your contribution.

Your ASAM team