

# Submit an application story for the ASAM GUIDE – Solutions based on ASAM standards

Extended deadline: Jul 26, 2024

Thank you for willingness to submit an application story to ASAM. We are planning the publication of a new **ASAM:GUIDE – Solutions based on ASAM standards** and are seeking use cases and application stories describing how ASAM standards help to overcome challenges in your business. With your time and effort you don't only support the ASAM organization but you also showcase your company's expertise in the application of ASAM standards.

## What we are looking for:

- We look for application stories across the entire ASAM portfolio.
- We favor stories that include more than one ASAM standard and showcase the interaction of various standards. Descriptions of entire processes are preferred over depictions of isolated tasks.
- Please focus your story on how / where ASAM standards were acting as an enabler.
- Ideally, your story illustrates the collaborative aspects of standardization and includes more than one company; stories involving an OEM or a Tier-1 are favored.

## Please consider the following requirements:

- Please focus the application story on the role that ASAM standards played in your project. For example, describe how they have benefitted your workflow and how they have helped to overcome challenges.
- Use the form / structure on the following pages as a guideline to set up your story.
- Avoid marketing pitches! This is a platform to promote ASAM standards.
- Please submit your application story as MS Word document.
- Do not exceed 7.500 characters (incl. spaces).
- If possible, attach up to two pictures / screenshots / drawings / graphs (eps, svg, jpg or png) and a quote. If you plan to submit a different format, please inform [db@asam.net](mailto:db@asam.net)

## What happens to your application story after submission?

Application stories are reviewed before publication. We may ask you for a revised version before proceeding.

ASAM reserves the right to decide on the publication of the application story. In case of too many submissions, a committee will be formed to decide on the acceptance of a story.

In case of doubt, we offer the opportunity to send an abstract (400 - 500 words) for an early evaluation. Please send the abstract no later than Jul 15, 2024 to [db@asam.net](mailto:db@asam.net). The final story must be submitted by Jul 26, 2024.

**Publication is foreseen for Dec 04 – 05, 2024** to coincide with the [ASAM International Conference](#).

**!! DEADLINE EXTENDED !!**

**Submit your story via email to [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net) by Jul 26, 2024.**

## Add information on the submitter

Company: \_\_\_\_\_

Author: \_\_\_\_\_

Department: \_\_\_\_\_

Position: \_\_\_\_\_

## Structure

In order to guarantee a consistent reader experience, we ask you to roughly follow the structure below. You may use the structure as a guidance, but feel free to adapt it where needed. Please do not exceed 7.500 characters (incl. spaces).

### Part 1: Executive summary (for the fast reader)

- Describe the challenge and name the involved companies (1 - 2 sentences)
- Briefly describe the solution (1 - 2 sentences)
- What are the key benefits (1 - 2 sentences)

### Part 2: Application story

- **Initial situation / challenge(s) and problem(s) faced / motivation**  
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.
- **Success strategy / solution**  
Please describe in a generic way, avoid technical details and specific terms. Please point out the ASAM standards your solution is based on.
- **Challenges during the project**  
Did you have experience significant challenges or problems during the project?
- **Business benefits**  
Please avoid a technical description. If possible, use terms like “cost savings”, “time savings”, “gain of flexibility”, “increase of quality”, etc.

### Part 3: Personal Quote

Please add a personal quote - if possible from a high-ranking company representative or a client (incl. name and position / department) – stating why you are using ASAM standards to support your processes. You can start your quote with: “I chose an ASAM based solution, because...” / “I support ASAM because...” / “ASAM provided me ... which helped me with ...” / etc.

For questions, please contact [dorothee.bassermann@asam.net](mailto:dorothee.bassermann@asam.net).  
Thank you very much for your contribution.

Your ASAM team