

## Case Studies



Mitsubishi Electric is a leading supplier of automation systems. The company creates extremely versatile software used within industry and commerce to improve production and management.



# explain the organisational benefits of using its complex systems

Smye Holland Associates was asked by Mitsubishi to produce a series of white papers that would explain the organisational benefits of using its complex systems to potential customers in a concise, non-technical way.

Mitsubishi's software systems are extremely powerful and can be customised for a variety of purposes, from asset management to building automation.

We produced the white papers to a highly professional standard, suitable for presentation to company chief executives and other business leaders. They were explanatory sales tools, which described the benefits of integrating Mitsubishi systems into a business. This was achieved by using a simple design, illustrative diagrams and easily read text throughout the documents.

Mitsubishi Electric found the series of white papers we created for them to be so successful that they have since been translated into other languages and are available to download from the company's website.