

# DevKraft PDF Case Study Template

## Overview

**Purpose:**  
Lead generation, sales enablement, shareable asset \*\*  
8-Page, Gated, Visual-Heavy Format  
**Length:**1,500-1,800 words  
**Pages:**8 pages  
**Design:**Bold, visual, modern

## Sections

1. Cover
2. INDUSTRY CONTEXT + CLIENT INTRO
3. THE CHALLENGE
4. THE SOLUTION
5. THE RESULTS
6. KEY INSIGHTS and CALL-TO-ACTION

## Detailed Guidelines

### PAGE 1: COVER

**Design:** Full-page visual impact

#### Elements:

**Background:**

- DevKraft blue gradient OR
- Dark theme with a subtle pattern OR
- High-quality hero image (blurred/tinted)

**Content (Centered):**

[CLIENT LOGO]  
(top left or top center)

[Large Space]

[HEADLINE - 48-72pt, Bold, White]  
[Client Name]: [%] [Benefit],  
[\$Value] [Result]

[Subheadline - 24pt, Light weight]  
How [Industry] achieved [outcome] in [timeline]

[Hero Metrics - 36pt, Accent color]  
93% faster | \$5M saved | 600% ROI | 18 weeks

[Large Space]

[DevKraft Logo]  
(bottom center)

[Industry Badge]  
FINTECH | HEALTHCARE | INSURTECH  
(bottom right)

## No Body Text

- This page is purely for visual impact
- Communicate value in seconds

## Section 2: OVERVIEW + AI SUMMARY

### Design: Two-section page

### Section A: AI-Ready Summary Box (Top 1/3 of page)

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 EXECUTIVE SUMMARY (AI-Friendly)

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Industry Context: [1 sentence about industry challenge with specific stat]

Client: [Company Name] ([Industry], [X] employees, [Scale])

Challenge: [1-sentence problem statement]

Solution: [Your framework/approach in 1 sentence]

Results: [4-5 key metrics in bullet format]

- [Metric 1 with % or value]
- [Metric 2 with % or value]
- [Metric 3 with % or value]

- [Metric 4 with % or value]

Key Technology: [Main stack: e.g., FastAPI, PGVector, OpenAI, AWS]

Timeline: [X weeks from start to production]

Investment: [Budget range if appropriate, otherwise omit]

Key Innovation: [1 unique technical achievement]

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## Section B: Meet [Client Name] (Bottom 2/3 of page)

**Header (24pt, Bold):** "Meet [Client Name]"

**Content (3 paragraphs, ~200 words total):**

### Paragraph 1: Who They Are (60 words)

[Company] is [industry position] specializing in [what they do]. [Brief history or founding context]. [Products/services offered]. [Geographic presence].

Example:

Indegene is a global pharmaceutical intelligence organization founded in 1998, specializing in life sciences consulting and technology solutions. With 5,000+ employees across 10 countries, they serve Fortune 500 pharmaceutical companies with clinical development, regulatory affairs, and competitive intelligence services.

### Paragraph 2: Scale & Context (70 words)

[Quantify their operations]. [Why reliability/innovation matters]. [Industry challenges they face]. [Competitive pressures or regulatory requirements].

Example:

The company manages 100,000+ documents across clinical trials, regulatory filings, and market analyses. With knowledge workers spending 30% of their time searching for information, efficient knowledge management became critical. Serving clients who demand instant answers to complex pharmaceutical questions, delays weren't acceptable.

## Section 3: THE CHALLENGE

**Design:** 4 Challenge Cards in 2x2 grid

**Header (36pt, Bold, Centered):**

The Challenge: [Vivid Description]

Examples:

”Knowledge Trapped in 100,000 Siloed Documents”  
”AI Pilot Crashing Under Production Load”  
”Manual Processes Drowning Operations Team”

Challenge Card Template (4 cards):

[ICON - 48x48px, colored] 01 |

|

[Challenge Title - 20pt, Bold] |

|

[Description - 14pt, 2-3 sentences] |

[Specific example or scenario] |


|

Impact: [Quantified metric] |

|

Example Cards:

Card 1:

 01 |

|

Unbearable Search Times |

|

Researchers spent 45 minutes hunting |

for documents across SharePoint, |

Google Drive, and S3. Most gave up |


and asked colleagues instead. |

|

Impact: 30% of workday wasted |

|

Card 2:

 02 |

|

\$5M Lost to Duplicate Work |

|

Teams unknowingly recreated analyses |

that colleagues had completed months |

earlier. No way to discover existing |

work across departments. |

|

Impact: 200 duplicate projects/year |

Card 3:

🔍 03

Knowledge Lost When People Left

Critical institutional knowledge disappeared when employees left the company. No system to capture or transfer expertise.

Impact: 8-week onboarding for new hires

Card 4:

🔒 04

Compliance Risk

As a global pharma org, needed ISO 27001, GDPR, HIPAA compliance. Legacy systems lacked audit trails and access control.

Impact: Failed 2 customer audits

Section 4: THE SOLUTION

Design: Timeline + Tech breakdown

Section A: Header + Brief Intro (Top 1/5)

Header (36pt, Bold):

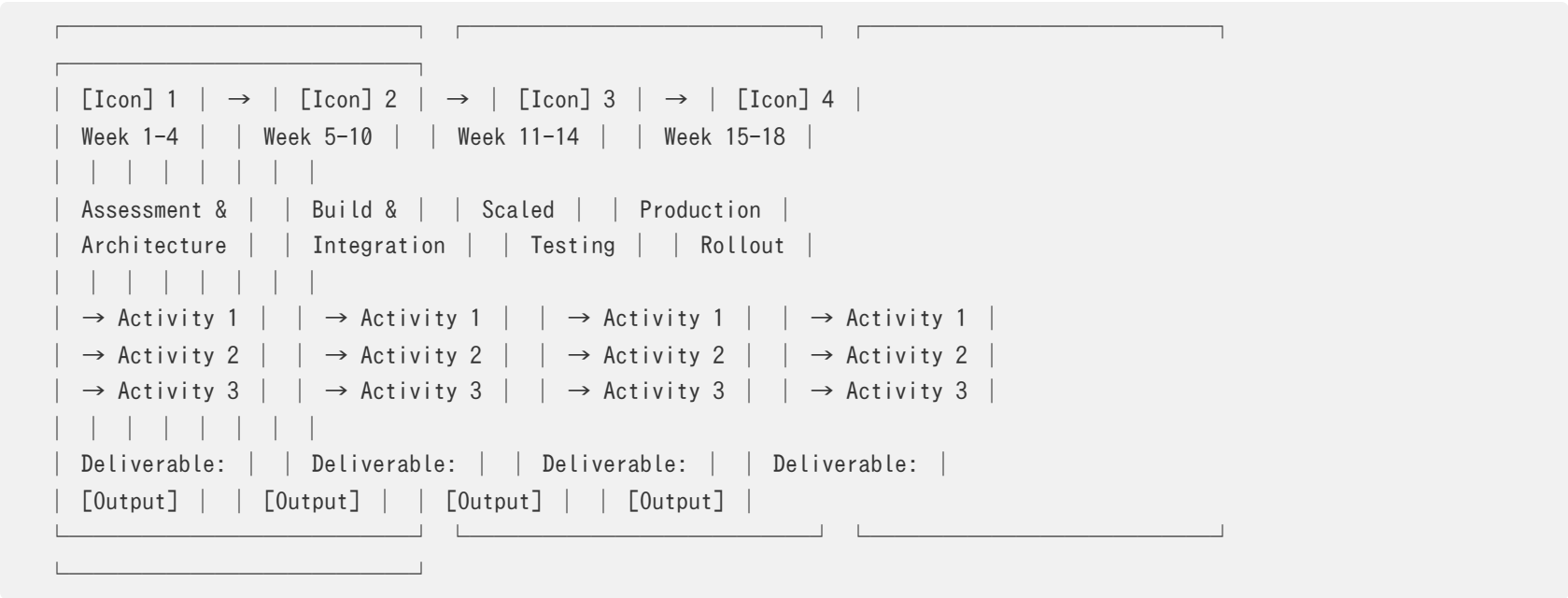
18 Weeks to Production: Our Altitude Framework

Brief Intro (3 sentences, 14pt):

We deployed our Altitude framework—a proven process for scaling AI from pilot to production. Our 5-person team embedded with Indegene’s knowledge management group, working in 2-week sprints to deliver measurable value at each phase.

Section B: 4-Phase Timeline Visual (Middle 3/5)

Design: Horizontal timeline with phase boxes





Section C: Key Technologies (Bottom 2/5)

Header (24pt, Semibold):

Key Technologies & Why They Mattered

Format: Icon + Tech + Benefit (4 items, 2x2 grid)

 Multi-LLM Intelligence |  
|  
OpenAI GPT-4 + Claude 3.5 + GPT-3.5 |  
→ Intelligent model routing reduced |  
costs 50% while maintaining quality |

 Semantic Search Engine |  
|  
PostgreSQL with PGVector extension |  
→ Meaning-based search achieved 95% |  
relevance vs. 70% keyword-only |

⚡ High-Performance Infrastructure |

|

FastAPI + Redis + Kubernetes |

→ Supported 100x growth (500 → 50,000 |

users) with sub-second response |

🔒 Enterprise Security & Compliance |

|

Keycloak SSO + Document-level access |

→ Maintained ISO 27001, GDPR, HIPAA |

compliance across 10 countries |

Section D: Architecture Diagram (If space allows)

Optional: Before/After architecture visual

- Keep it simple, high-level
- Show transformation clearly

Client Quote Box (Bottom of page):

"DevKraft's daily standups kept us aligned. We |

always knew exactly where we were in the 18-week |

plan. No surprises, just steady progress." |

|

— [Name], CTO, [Company] |

Section 5: THE RESULTS

Design: Giant numbers + comparison + impact

Header (36pt, Bold, Centered):

The Results: Transformation at Scale

Section A: Hero Metrics

Design: Giant numbers with arrows, color-coded

MEASURABLE OUTCOMES

↓ 93% Search Time Slashed  
45 minutes → 3 minutes  
Employees find answers instantly

↓ 62% AWS Cost Reduction  
Despite 100x user growth  
\$45K/month → \$17K/month

↑ 600% First-Year ROI  
\$5M saved from duplicate work  
Investment paid back in 4 months

↑ 100x User Scale Achieved  
500 → 50,000 daily users  
Zero performance degradation

Section B: Before/After Comparison Table (Middle 1/3)

PERFORMANCE TRANSFORMATION			
Metric	Before	After DevKraft	
Avg Search Time	45 minutes	3 minutes	
Documents Found	5-10 manual	1,000s automatic	
Duplicate Work	200/year	20/year	
Productivity	Baseline	+40%	
Knowledge Use	15%	75%	
Onboarding Time	8 weeks	4 weeks	
System Uptime	85%	95%	

Section C: Strategic Business Impact (Bottom 1/3)

Header (20pt, Semibold):

Strategic Benefits Delivered

Format: 2-column bullet list with checkmarks

✓ \$5M annual cost avoidance from ✓ Competitive intelligence: Faster  
eliminating duplicate work market trend analysis



✓ Innovation velocity: Teams build ✓ Compliance maintained: ISO 27001,  
on existing knowledge faster GDPR, HIPAA across 10 countries

✓ Institutional memory: Critical ✓ 50% faster onboarding: 8 weeks  
knowledge accessible 24/7 → 4 weeks for new employees

✓ Secured Series C funding: System ✓ 400% increase in knowledge base  
stability was key diligence item utilization across organization

## Section D: Visual Element

**Option A:** Performance chart showing improvement over 18 weeks

**Option B:** Cost savings visualization (before/after)

**Option C:** User adoption curve (500 → 50,000 over time)

## Client Quote Box (Bottom):

| "The ROI was clear within the first quarter. |  
| But what really transformed our business was |  
| unlocking institutional knowledge. We're now |  
| competitive in ways we weren't before." |  
| |  
| — [Name], CEO, [Company] |

## Section 6 : KEY TAKEAWAYS + STRONG CTA

**Design:** Split page (top 40% = insights, bottom 60% = CTA)

### Section A: Key Insights (Top 40%)

**Header (30pt, Bold):**

Key Insights: What Enabled These Results

**Format:** 3 numbered insights, concise

### 1 Hybrid Search Strategy

Combined semantic (PGVector) with keyword search, achieving 95% relevance vs. 70% semantic-only. This ensured users found what they needed regardless of query phrasing.

### 2 Intelligent Multi-LLM Routing

Automated model selection (GPT-4 for complex queries, GPT-3.5 for simple) reduced costs 50% without quality loss. Simple economics at scale.

### 3 Async Document Processing

Background processing of 100K documents prevented ingestion from blocking users. Platform remained responsive during massive data migration.

## OR (Alternative format):

### Header: "Lessons for Similar Organizations"

If You're Scaling Enterprise AI, Consider This:

- ✓ Start with 20% of data (highest-value content) for quick wins and early adoption
- ✓ Budget for data cleaning—80% of project time was spent on data prep, not model training
- ✓ Build cost monitoring from day 1—LLM costs can spiral quickly without intelligent routing
- ✓ Involve end-users early—we tested with 50 employees before full rollout, catching UX issues
- ✓ Plan for knowledge transfer—make your team self-sufficient, not dependent on vendors

## Section B: Strong CTA (Bottom 60%)

### Header (36pt, Bold, Centered):

Ready to Achieve Similar Results?

### Subheader (18pt, Centered):

Facing knowledge management challenges like Indegene?

### Value Proposition Box (Centered, highlighted):

We'll Show You How To: |

|

- ✓ Reduce search time by 90%+ (45 min → 3 min) |
- ✓ Eliminate \$M in duplicate work annually |
- ✓ Scale from 500 to 50,000 users seamlessly |
- ✓ Achieve 95%+ uptime with 60% cost reduction |
- ✓ Deploy in 18 weeks (not 18 months) |

## Primary Offer Box:

SCHEDULE YOUR FREE TECHNICAL ASSESSMENT |

|

What You'll Get: |

- Analysis of your current knowledge challenges |
- Custom ROI projection (like Indegene's \$5M) |
- 18-week deployment roadmap |
- Technology recommendations |
- No obligation—just expert insights |


|

[LARGE CTA BUTTON] |

Schedule Assessment |

## Alternative Contact Methods:

Or reach out directly:

 [enterprise-ai@devkraft.com](mailto:enterprise-ai@devkraft.com)

 +91-XXX-XXX-XXXX

 [calendly.com/devkraft/assessment](http://calendly.com/devkraft/assessment)

 [devkraft.com/solutions/altitude](http://devkraft.com/solutions/altitude)

## Trust Signals (Bottom of page):

[AWS Logo] [Client Logo] [Client Logo]

AWS Advanced-Tier Trusted by 30+ Serving 10,000+

Partner Enterprises Users Globally

# DESIGN SPECIFICATIONS FOR PDF

## Page Setup:

- **Size:** US Letter (8.5" x 11") or A4
- **Orientation:** Portrait
- **Margins:** 0.5" on all sides (for full-bleed designs)
- **Color Mode:** RGB (for digital) or CMYK (for print)
- **Resolution:** 300 DPI minimum

## Typography:

- **Headlines:** 36-48pt, Bold, Sans-serif (Inter, Poppins)
- **Subheadlines:** 20-24pt, Semibold
- **Body Text:** 14pt, Regular, Line height 1.6
- **Captions:** 10-12pt, Regular or Italic
- **Quotes:** 18-20pt, Medium weight

## Color Palette Options:

### Option 1: DevKraft Blue (Professional)

- Primary: #2563EB (DevKraft Blue)
- Dark: #1E40AF (Headers, dark sections)
- Light: #DBEAFE (Backgrounds, highlights)
- Accent: #FBBF24 (CTAs, important callouts)
- Success: #10B981 (Positive metrics)
- Neutral: #F9FAFB, #E5E7EB (Backgrounds)

### Option 2: Dark Premium

- Primary: #1F2937 (Dark gray)
- Darker: #111827 (Full-page testimonials)
- Accent: #3B82F6 (Bright blue)
- Highlight: #FBBF24 (Yellow for CTAs)
- Text: #FFFFFF (White on dark)

## Visual Elements:

### Icons:

- Size: 48x48px for headers, 32x32px inline
- Style: Outlined or filled (consistent throughout)
- Library: Lucide, Heroicons, or Font Awesome
- Colors: Match section accent colors

### **Photos:**

- Client executives: High-res headshots, circle crop
- Product screenshots: Bordered, slight shadow
- Architecture diagrams: Simple, clean, 2-3 colors max
- Charts/graphs: Minimal design, clear labels

### **Boxes & Cards:**

- Border radius: 8-12px (rounded corners)
- Shadow: Subtle (0 2px 8px rgba(0,0,0,0.1))
- Borders: 2-4px accent color on left side
- Padding: 20-30px inside boxes

### **Grid System:**

- **2-column layout:** For challenge cards, tech boxes
- **3-column layout:** For metrics, small callouts
- **Full-width:** For hero sections, testimonials
- **Gutter:** 20-30px between columns

### **White Space Rules:**

- Minimum 40% of each page should be empty space
  - Never cram content to fit
  - Let important elements breathe
  - Use full pages for testimonials (intentional space)
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