

## Borak Solutions Group x Ito: Transforming Case Study Creation with AI

### Client Overview

Ito is a dynamic marketing company committed to delivering innovative strategies and results-driven campaigns for their clients. Despite their success, Ito was burdened by the time and energy-consuming process of manually creating case study documents.

### Challenge

The manual creation of case study documents was a significant challenge for Ito. This laborious process was not only time-consuming, but it also affected their efficiency, diverting resources that could have been better used to cater to the growing demands of their clientele. Ito was in urgent need of a solution to streamline this process and enhance their productivity.

### Our Solution

Borak Solutions Group offered a revolutionary solution - CaseStudyGen, an AI tool designed to simplify the case study creation process. This AI tool engages in a 10-minute conversation with the user, gathering necessary information. Following this interaction, CaseStudyGen automatically generates a comprehensive case study document.

The conversational aspect of the solution was particularly impactful, making the process more user-friendly and engaging. With this innovative approach, Borak Solutions Group was able to provide a solution that was not only efficient but also enhanced the user experience.

### Execution

The implementation process was smooth, devoid of significant challenges. Borak Solutions Group's team, comprising AI developers and software engineers, worked closely with Ito's marketing specialists. The collaboration between the two teams was instrumental in the seamless execution of

the project over a timeline of eight months.

## Results

The impact of CaseStudyGen on Ito's operations was remarkable. The AI tool significantly reduced manual labor by 80%, leading to a 50% increase in their client base. Time spent on creating case studies was cut down by half, significantly enhancing their overall performance.

Ito was particularly impressed with the drastic reduction in case study creation time - from 10 days to a mere 10-minute conversation. This transformation was hailed as "magical" and "perfect" by the client.

## Why This Matters

This case stands as a testament to the power of AI in transforming business operations. The success of CaseStudyGen lies in its ability to address a critical pain point and offer a solution that not only streamlines operations but significantly enhances efficiency and productivity.

The integration of AI in such a practical and impactful manner underlines the innovative approach of Borak Solutions Group. This case study serves as an inspiring example of how innovation can lead to substantial changes in established workflows, making it a story worth sharing.