



## Results:

- 10 case studies in 12 months
- Clearer articulation of technical expertise
- Low-friction SME interview process
- Increased partner and customer visibility
- Fueled webinars and thought leadership

## Service Areas:

- Sales Enablement

## Have Questions About This Project?

[info@lead-comet.com](mailto:info@lead-comet.com)

<https://www.linkedin.com/company/leadcomet/>



[Read Case Study →](#)

# Shadow-Soft Builds Case Studies to Strengthen Partner Trust and Customer Confidence

## The Challenge:

Shadow-Soft was delivering complex, high-impact work—but struggled to make those wins visible. Without case studies, customers and partners had limited insight into their capabilities.

Sales and marketing needed a scalable way to tell rich, technically credible stories that would strengthen trust and showcase the depth of their work across strategic ecosystems.

“

We were looking for a repeatable way to tell our client success stories. However, we struggled to find an agency partner that could quickly understand and articulate the technical elements in the work that we do.

Working with Lead Comet, we produced 2 or 3 case studies per quarter, which has helped our clients, partners, and team members stay up-to-date with all the new and exciting projects we are implementing together.



**Ross Beard**

VP, Marketing & Partner Alliances  
Shadow-Soft

## Our Solution:

We built a repeatable system to turn complex technical work into credible case studies that showcase outcomes, reduce friction, and deepen partner trust.

## The Results:

In just 12 months, Shadow-Soft published 10 new case studies—each one tied to a real, high-impact client engagement.

The case studies became a trusted resource for customers and partners, clarifying Shadow-Soft’s expertise and surfacing the real-world outcomes behind complex projects.

**Client:** Shadow-Soft

**Industry:** Infrastructure and Application Modernization

**Team Size:** 40 Employees

**Location:** Atlanta, GA

