

One-Pager Use Case Template

Scenario Description: Use Case / Problem / Customer Pain	
Sets the stage by describing a specific <ul style="list-style-type: none">customer problemuse casepain point	
Value Drivers	Proof Points
Key value propositions that address the problem.	Data, case studies, or customer examples that validate the product's effectiveness.
Before Scenarios	After Scenarios
Describes the status quo and the challenges before using the solution.	Demonstrates improvements after adopting the solution.
Negative Consequences	Positive Business Outcomes
Business impact if the problem is not solved.	Business gains achieved with the product.
Discovery Questions	Required Capabilities
Questions Sales can ask to uncover pain and create urgency.	Features or functions the solution must have to meet needs.
Trap Setting Questions	Disadvantages (Topics To Avoid)
Questions to steer the buyer away from competitors.	Product gaps or areas where the competition may be stronger, don't highlight.
Measurable Metrics	How We Do It Better
KPIs impacted by the solution.	Competitive differentiators.

Example: *Achieve Operational Excellence Using Existing Business Data*

Scenario Description: Lack of business data correlation to improve operational excellence	
<p>Large organizations that struggle with fragmented data across departments. HR monitors attrition trends, IT tracks system usage, Finance manages budgets, and BI juggles milestones, yet none of these signals are connected. As a result, early indicators of team fatigue, project slippage, or misaligned resource allocation often go unnoticed until they become serious business risks. X-Vista is an operational intelligence platform that correlates signals across departments, platforms, financial systems, and IT tools to provide business leaders with a unified, real-time view of operational health. The platform detects emerging patterns, such as overextended teams or stalled initiatives, enabling proactive decision-making.</p>	
Value Drivers	Proof Points
<ul style="list-style-type: none"> - Identify cross-functional risks early - Break down operational data silos - Enable proactive, data-informed decisions 	<ul style="list-style-type: none"> - Detected project-resource mismatch earlier - Reduced operational waste by \$3.2M - 52% faster alignment during quarterly planning
Before Scenarios	After Scenarios
Departmental data is reviewed in isolation. Teams rely on anecdotal evidence or delayed reports to flag risks. Misalignment grows silently.	X-Vista automatically correlates signals across functions, flags anomalies (e.g. increased workload + declining sentiment), and alerts managers to investigate before it escalates.
Negative Consequences	Positive Business Outcomes
<ul style="list-style-type: none"> - Project delays - Employee burnout - Budget overruns - Executive blind spots 	<ul style="list-style-type: none"> - Higher cross-functional alignment - Better capacity planning - Faster, fact-based executive decisions
Discovery Questions	Required Capabilities
<ul style="list-style-type: none"> - How do you identify operational bottlenecks? - What systems are used to track employee load, project health, and resource utilization? - How often do delays in one area delay strategic plans? 	<ul style="list-style-type: none"> - Cross-system data ingestion and correlation - Anomaly detection - Integrations with HRIS, ERP, ITSM, PM tools - Executive-level dashboards
Trap Setting Questions	Competitive Disadvantages (Topics To Avoid)
<ul style="list-style-type: none"> - How do you ensure teams aren't flying blind between quarterly reviews? - How much time do leaders spend reconciling reports from different systems? 	<ul style="list-style-type: none"> - Not an HR analytics or project portfolio management tool - Not a replacement for BI dashboards
Measurable Metrics	How We Do It Better
<ul style="list-style-type: none"> - Reduction in unplanned delays - Early detection rate of operational risks - Frequency of data-driven interventions 	<ul style="list-style-type: none"> - Unified operational graph across systems - Pattern detection using correlation AI - Real-time alerts for emerging misalignment, not just historic reporting