

MICROSOFT CORPORATION – AZURE STREAMLINING GO TO MARKET OPERATIONS

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Microsoft is a technology company whose cloud-first, mobile-first strategy centers on the mobility of experiences that are orchestrated by the cloud. Overall, the cloud industry is experiencing annual growth of 45% as more businesses and organizations decide to migrate from locally managed solutions to cloud providers. The industry is expected to reach revenues of \$127B by 2018.

This growth has made cloud computing an increasingly competitive industry, with the rewards going to providers who experiment, learn, and improve their products faster and better than the competition. Mitigating the internal obstacles to launching high-priority services and enhancing customer experience are critical to the success of the business and maintaining competitive advantage.

The Tauber team developed short-term and long-term process improvement initiatives that focus on reducing time-to-market for new services and billing errors. The team conducted over 30 interviews to codify tribal knowledge into business processes and best practices, resulting in the creation of a dynamic launch playbook and guidance for new product owners. The team implemented these resources during the project, reducing the learning curve for product owners and providing new metrics for business operations teams to track process performance. The team also provided a thorough plan on how to leverage this guidance over the coming months, which included milestone dates and suggested roles and responsibilities to ensure its continued utility.

Looking beyond the constraints of the current-state systems, the team also investigated the business feasibility of implementing a more agile pricing system that could significantly reduce time-consuming manual processing. The Tauber team determined the key business requirements to implement the new pricing system and developed a best-fit model. Ultimately, the Tauber team recommended implementation, projecting that the new pricing system would reduce lead time by 75% and eliminate under-billing errors that lead to millions of dollars of lost revenue. As a result, Microsoft will be able to implement new business models quicker without sacrificing pricing accuracy.