

## WEEK 9: INNOVATION AND AGILITY





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# RECAP: WEEK 8

## Understanding Cloud Economics:

- Evaluate CapEx vs. OpEx, Total Cost of Ownership (TCO), and ROI models
- Learn how cloud economics drive business value and investment decisions

## Cost Management Tools and Techniques:

- Explore Azure Cost Management, Pricing Calculator, and Reserved Instance strategies
- Discover budgeting, auto-scaling, and resource optimization best practices

## Case Studies on Cost Savings:

- Review real-world examples where strategic cost management led to 30-40% savings
- Analyze how similar strategies can be applied to your organization

- Week 1-2: Introduction to Cloud Technology
- Week 3-5: Cloud Strategy and Architecture
- Week 6-7: Use Cases and Real-World Applications
- **Week 8-9: Benefits and Value Proposition**
- Week 10-12: Challenges and Risks
- Week 13-14: Interactive Simulations and Practical Exercises
- Week 15: Course Review and Final Assessment

# OVERVIEW

Overview of accelerating time-to-market and fostering innovation.

**Business Imperative:** The need for speed and agility in today's competitive landscape.

**Key Themes:** Innovation, agility, and cloud-based acceleration.

**Strategic Impact:** How rapid delivery impacts revenue and customer satisfaction..



# ACCELERATING TIME TO MARKET



**Speed to Market:** The critical importance of reducing product launch cycles.

**Market Differentiation:** How faster releases set companies apart from competitors.

**Customer Expectations:** Meeting and exceeding rapidly evolving customer needs.

**Revenue Growth:** The link between speed and improved financial performance.

**Operational Efficiency:** Streamlining processes to support rapid innovation.

# KEY STRATEGIES FOR TIME TO MARKET ACCELERATION

**Agile Methodologies:** Embracing iterative development and continuous feedback.

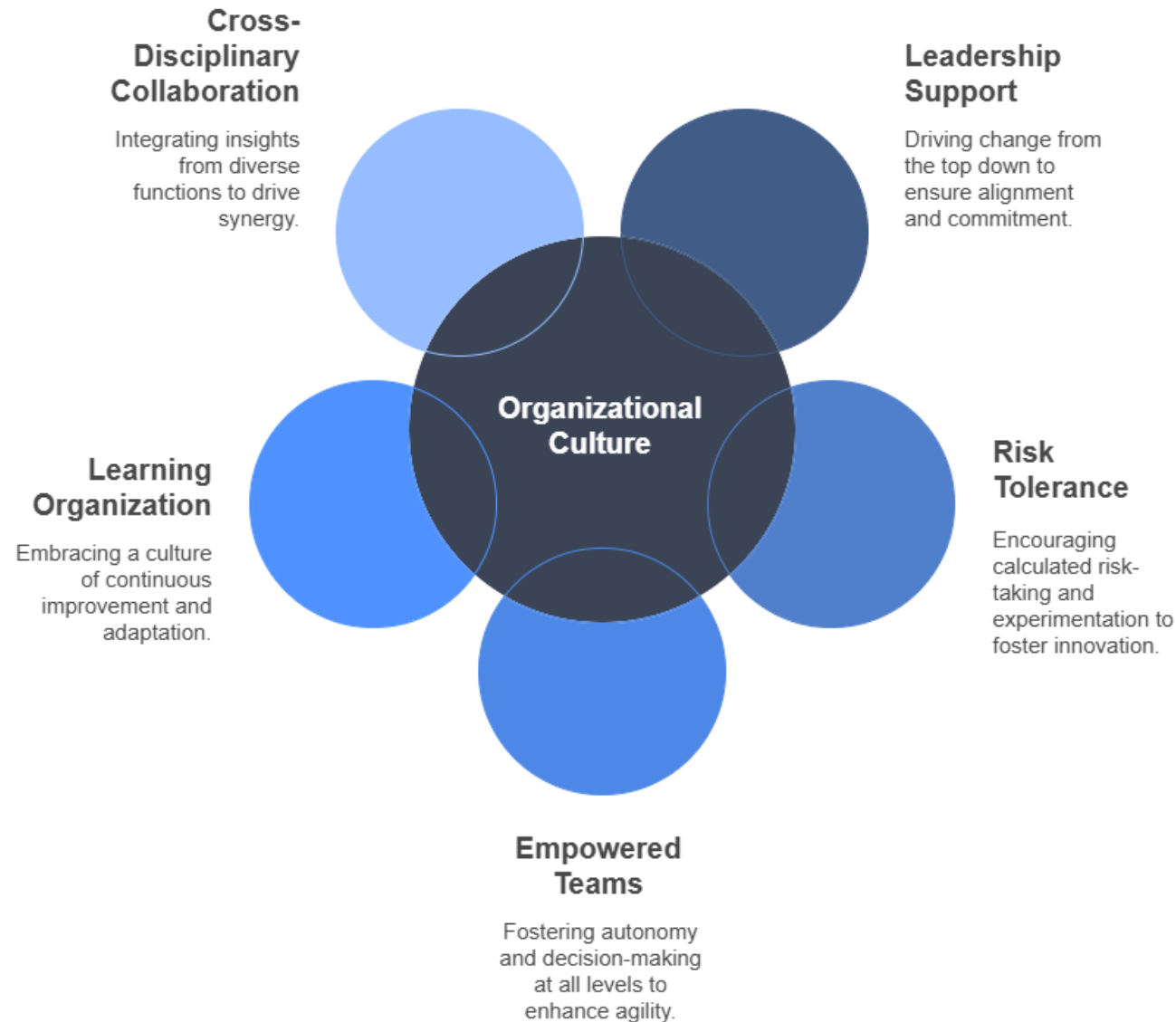
**DevOps Practices:** Integrating development and operations for faster deployments.

**Microservices Architecture:** Enabling modular development for rapid innovation.

**Automation:** Using CI/CD pipelines to reduce manual processes and errors.

**Cross-Functional Collaboration:** Breaking down silos to enhance decision-making.

# CULTURAL SHIFTS





# LEVERAGING CLOUD FOR AGILITY

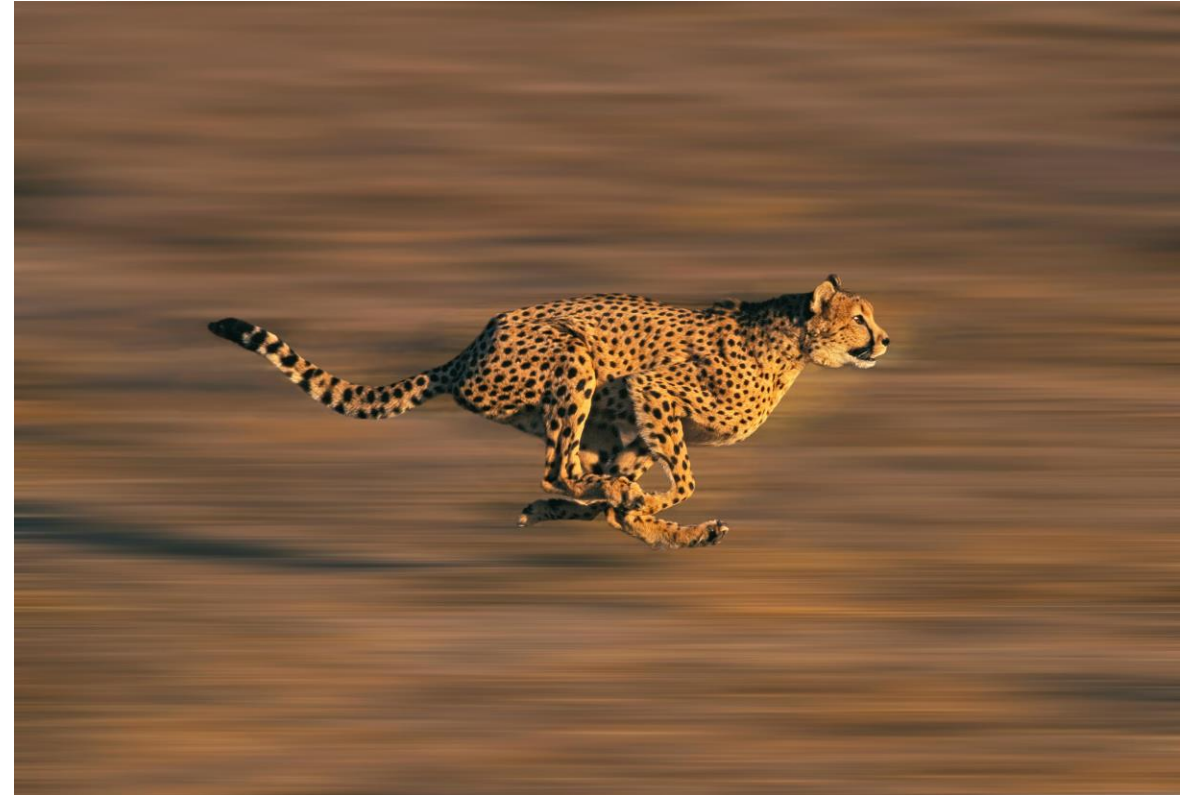
**On-Demand Scaling:** Instantly scale resources to meet demand.

**Pay-as-You-Go:** Financial flexibility without large upfront investments.

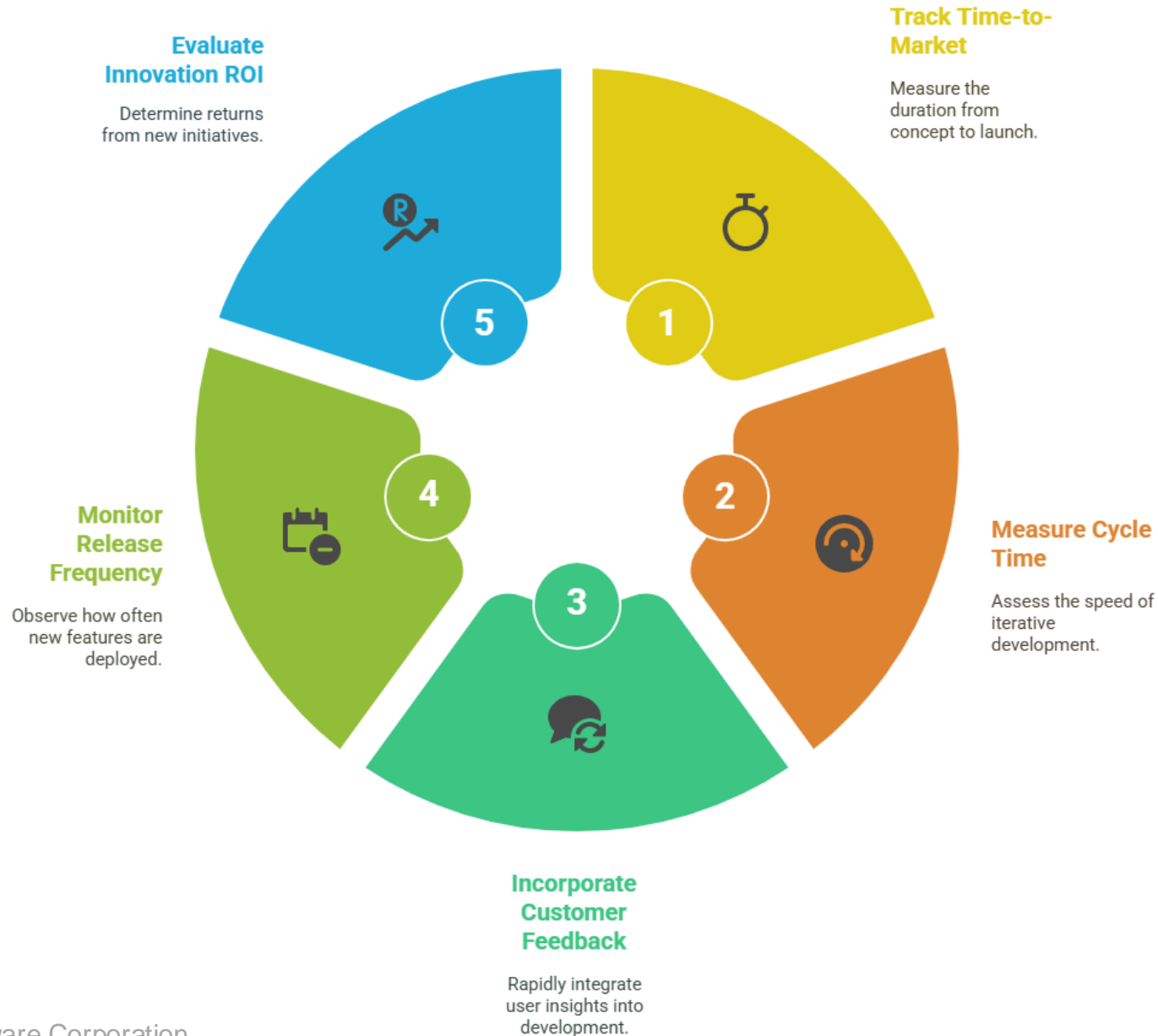
**Global Reach:** Deploy applications in multiple regions rapidly.

**Rapid Prototyping:** Quickly build and test new ideas.

**Seamless Integration:** Connect various services for a unified solution.



# METRICS FOR MEASURING INNOVATION SPEED



# ACTIVITY: QUICK BRAINSTORM ON INNOVATION

**Idea Generation:** Think of one process you could streamline in your organization.

**Team Discussion:** Pair up with a colleague to share ideas.

**Market Impact:** Consider how this change could affect time-to-market.

**Innovation Opportunities:** Identify potential challenges and opportunities.

**Actionable Insights:** Develop one actionable step to implement your idea.

# POP QUIZ:

Which of the following best supports accelerated time-to-market?

- A:** Rigid development cycles
- B:** Siloed team structures
- C:** Agile methodologies and automation
- D:** Heavy upfront capital investments





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- C: Agile methodologies and automation**
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# OVERVIEW OF MICROSOFT GO-TO-MARKET PROGRAMS



**Purpose:** Empowering partners to innovate and accelerate market access.

**Diverse Programs:** Range from marketplaces to co-selling initiatives.

**Strategic Value:** Leverage Microsoft's ecosystem to boost credibility.

**Market Reach:** Extend products and services to a global audience.

**Innovation Catalyst:** Enable rapid deployment of innovative solutions.

[Maximize your partnership](#)

# LEVERAGING GTM PROGRAMS

**Ecosystem Integration:** Seamlessly connect with Microsoft's vast network.

**Brand Leverage:** Enhance product credibility through Microsoft affiliation.

**Market Penetration:** Accelerate access to new customer segments.

**Sales and Marketing Support:** Benefit from joint marketing initiatives.

**Partner Collaboration:** Build alliances to co-create innovative solutions.



# AZURE MARKETPLACE

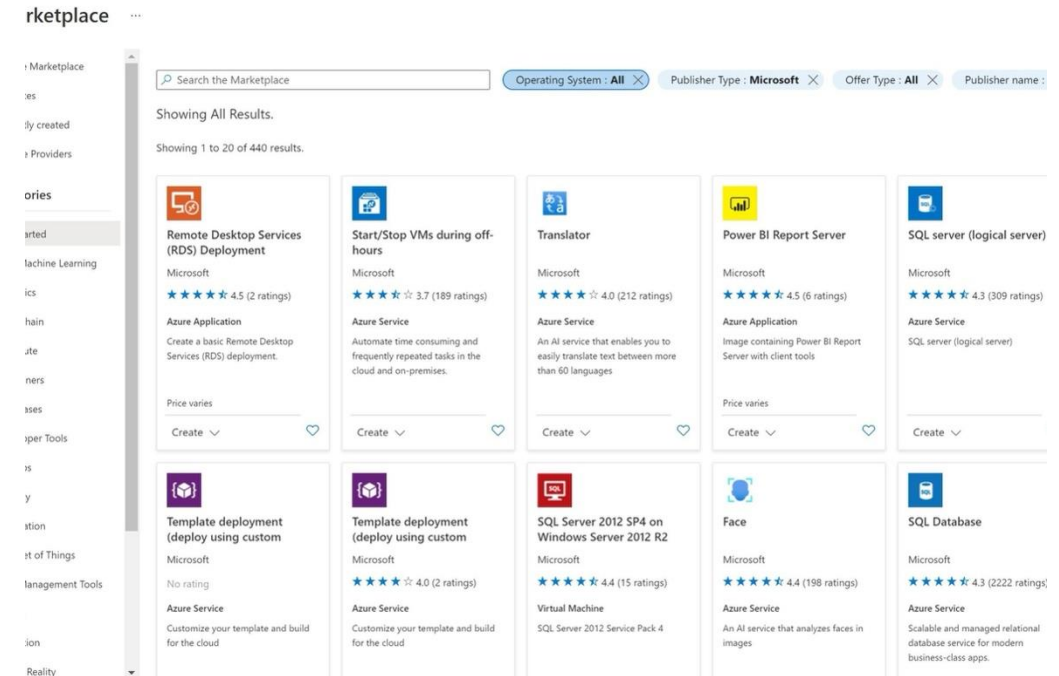
**Platform Access:** Reach a global audience with Azure's extensive network.

**Solution Catalog:** Showcase a wide range of cloud-based solutions.

**Seamless Integration:** Connect your offerings with Azure services.

**Security & Compliance:** Benefit from Microsoft's trusted framework.

**Revenue Opportunities:** Drive recurring revenue through subscription models.





# AZURE MARKETPLACE – VALUE PROPOSITION

**Customer Trust:** Leverage Microsoft's brand to build credibility.

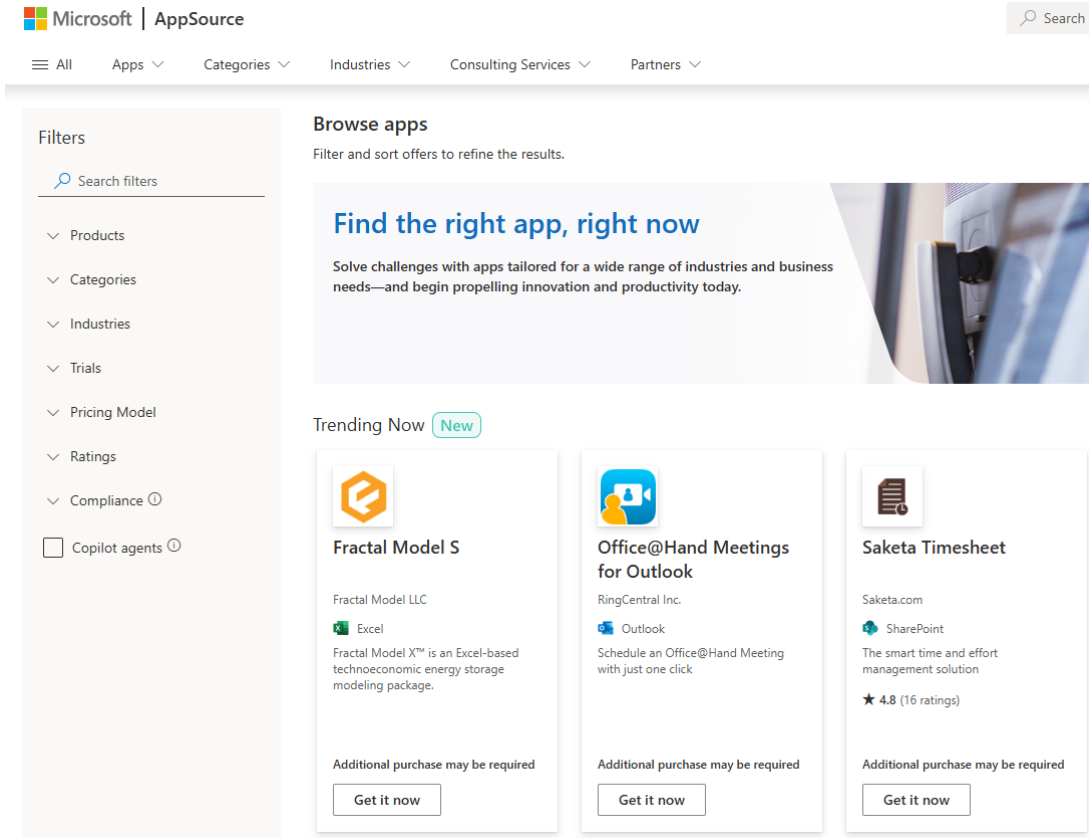
**Simplified Procurement:** Streamline the buying process for customers.

**Global Distribution:** Tap into international markets effortlessly.

**Co-Marketing Initiatives:** Access joint marketing campaigns and resources.

**Scalable Solutions:** Ensure your offerings can grow with demand.

# APPSOURCE – PROGRAM DETAILS



**Business Applications:** Focus on SaaS solutions and productivity tools.

**User-Friendly Interface:** Simplifies discovery and procurement for customers.

**Integration Capabilities:** Connect with Microsoft Dynamics and Office 365.

**Customer Reviews:** Leverage feedback to improve and build credibility.

**Revenue Sharing:** Benefit from a structured, performance-based revenue model.

# APPSOURCE – VALUE PROPOSITION

**Enhanced Visibility:** Boost your product's exposure in a competitive marketplace.

**Customer Engagement:** Access insights through customer feedback and ratings.

**Integrated Ecosystem:** Leverage connectivity with widely used business tools.

**Scalable Impact:** Grow your solution's reach through global deployment.

**Partner Support:** Enjoy comprehensive support and co-marketing initiatives.

# CO-SELL WITH MICROSOFT



**Joint Selling:** Collaborate directly with Microsoft's sales teams.

**Market Access:** Tap into Microsoft's extensive customer base.

**Sales Enablement:** Gain access to resources and training for effective co-selling.

**Pipeline Acceleration:** Shorten sales cycles through trusted partnerships.

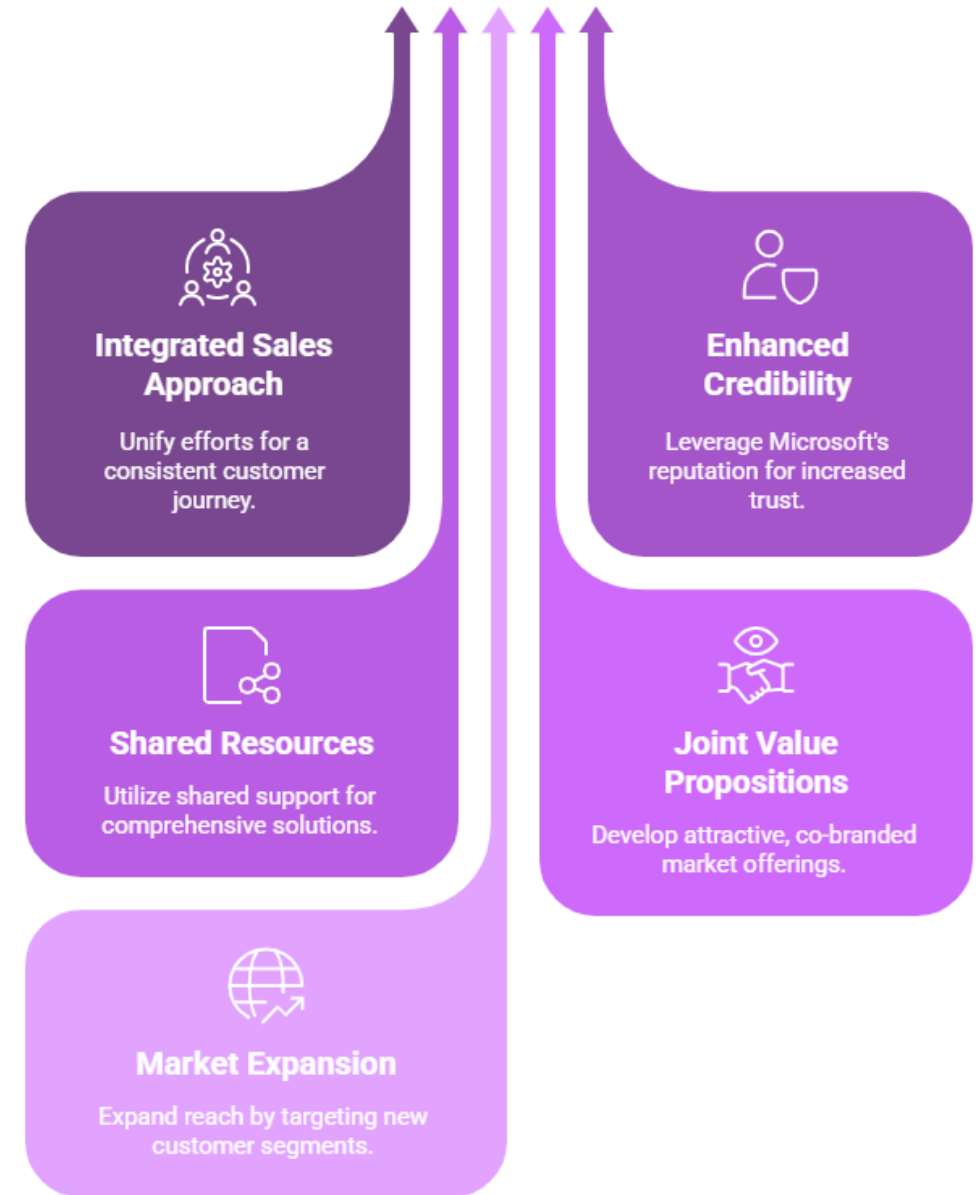
**Revenue Growth:** Drive increased revenue through joint go-to-market strategies.

[Co-sell with Microsoft sales teams and partners overview - Partner Center | Microsoft Learn](#)



# LEVERAGING PARTNERSHIPS FOR INNOVATION

Innovation often thrives on collaboration.



# MICROSOFT PARTNER PROGRAMS



**Diverse Engagements:** Multiple levels of partnership to suit different business models.

**Access to Resources:** Training, technical support, and marketing collateral provided.

**Ecosystem Inclusion:** Become part of a trusted, global network of innovators.

**Co-Innovation Opportunities:** Collaborate on new solutions and joint offerings.

**Incentives and Rewards:** Benefit from financial and strategic incentives to drive success.

# MICROSOFT PARTNER PROGRAMS – GTM SUCCESS

**Tailored Roadmaps:** Customized GTM plans aligned with your business goals.

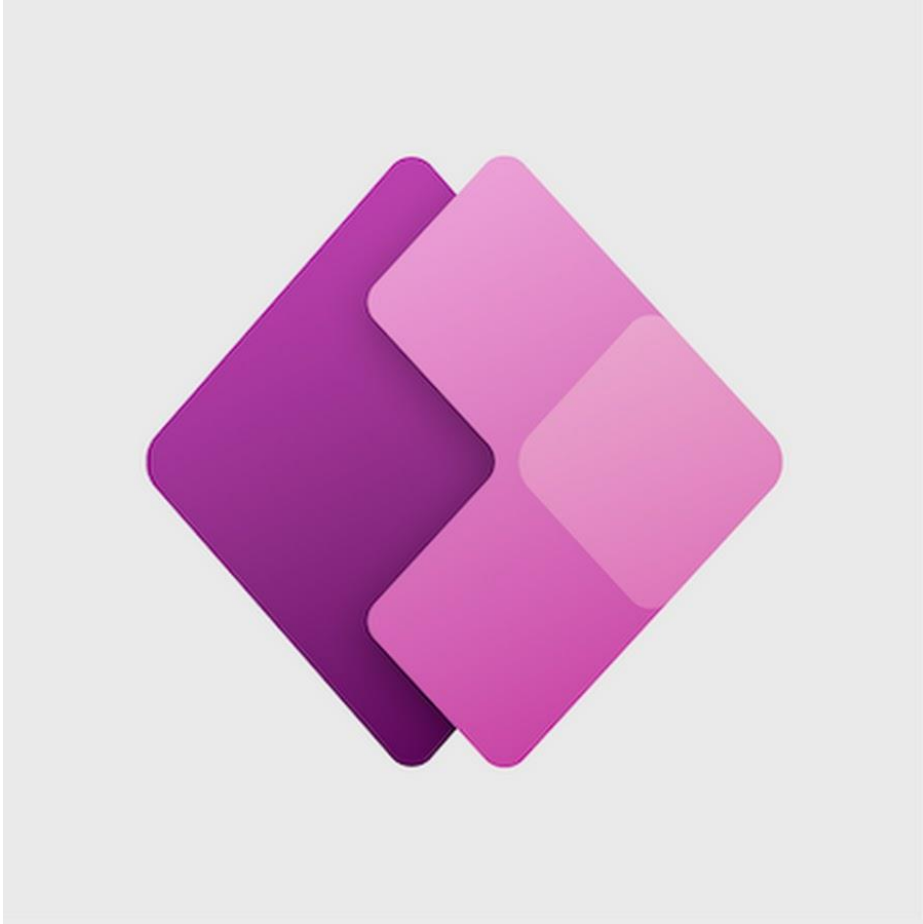
**Market Intelligence:** Leverage data and insights to refine your strategy.

**Collaborative Innovation:** Engage in joint ventures and co-development projects.

**Enhanced Visibility:** Increase brand presence through partner networks.

**Ongoing Support:** Continuous guidance and performance reviews to optimize your GTM approach.

# INTERNAL INNOVATION WITH POWER PLATFORM



**Rapid App Development:** Empower teams to create solutions quickly.

**Low-Code Environment:** Simplify app creation with minimal coding requirements.

**Integration with Azure:** Seamlessly connect to cloud services for enhanced functionality.

**Customizable Solutions:** Tailor apps to meet specific business needs.

**Empowerment:** Enable non-developers to contribute to innovation.



# PRODUCTIVITY WITH POWER PLATFORM

- **Streamlined Processes:** Automate workflows and reduce manual tasks.
- **Cost Efficiency:** Lower development costs through simplified app creation.
- **User-Friendly:** Intuitive interfaces promote higher adoption rates.
- **Data Integration:** Leverage data from multiple sources for comprehensive insights.
- **Scalable Solutions:** Build apps that evolve with organizational needs.

# CASE STUDY: ACCENTURE ENCOURAGING INNOVATION WITH POWER PLATFORM



**Challenge:** High demand for IT solutions that central IT couldn't meet

**Solution:** Democratize and evangelize a low-code platform (Microsoft Power Platform)

**Outcome:** Significant savings, reduced IT demand, and increased productivity

# CASE STUDY: ADOPTION OF POWER PLATFORM



- Addressed unmet IT demand
- Formed a Center of Excellence (CoE)
- Enabled all five Power Platform products at scale

# CASE STUDY: IMPACT ON IT & DEVELOPMENT



- Reduced IT demand for short-term applications by 30%
- Empowered over 50,000 citizen developers
- Professional developers could focus on more complex projects

# CASE STUDY: GOVERNANCE & STRATEGY



- Defined a strategic plan for data governance and best practices
- Reduced shadow IT by gaining visibility into user activities

# CASE STUDY: COMMUNITY & CULTURE



- Hosted events like hackathons and global adoption campaigns
- Fostered an active developer community on Yammer





# CASE STUDY: PRODUCTIVITY & ROI



- Developed a productivity value index to capture ROI metrics
- Achieved \$6 million in annual value from avoided costs
- Over 200,000 employees use Power Platform solutions monthly

# POP QUIZ:

Which Microsoft GTM program primarily focuses on co-selling with Microsoft's own sales teams?

- A:** Azure Marketplace
- B:** AppSource
- C:** Co-Sell with Microsoft
- D:** Microsoft Partner Programs



# POP QUIZ:

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A: Azure Marketplace

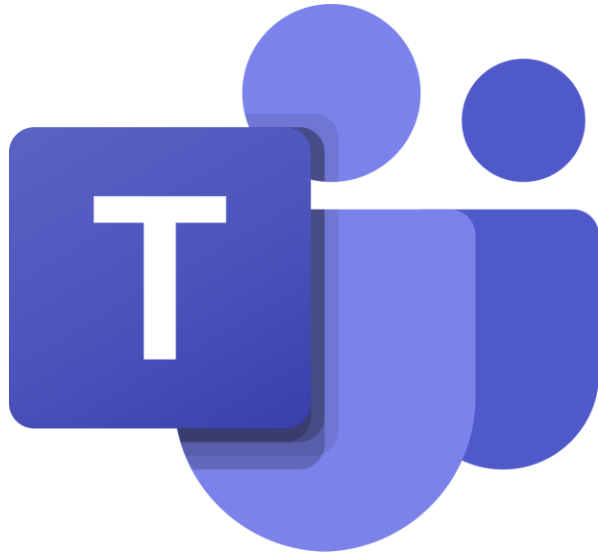
B: AppSource

**C: Co-Sell with Microsoft**

D: Microsoft Partner Programs



# BUILDING & PUBLISHING TO MICROSOFT TEAMS



**Collaboration Platform:** Leverage Teams to connect people and ideas.

**App Integration:** Embed custom apps directly within the Teams environment.

**Enhanced Communication:** Drive real-time collaboration and feedback.

**Customizable Workspaces:** Tailor Teams channels to support unique workflows.

**Market Differentiation:** Differentiate your offerings with integrated collaboration tools



# MICROSOFT TEAMS – COLLABORATION & INNOVATION



**Unified Platform:** Centralize communication, collaboration, and application access.

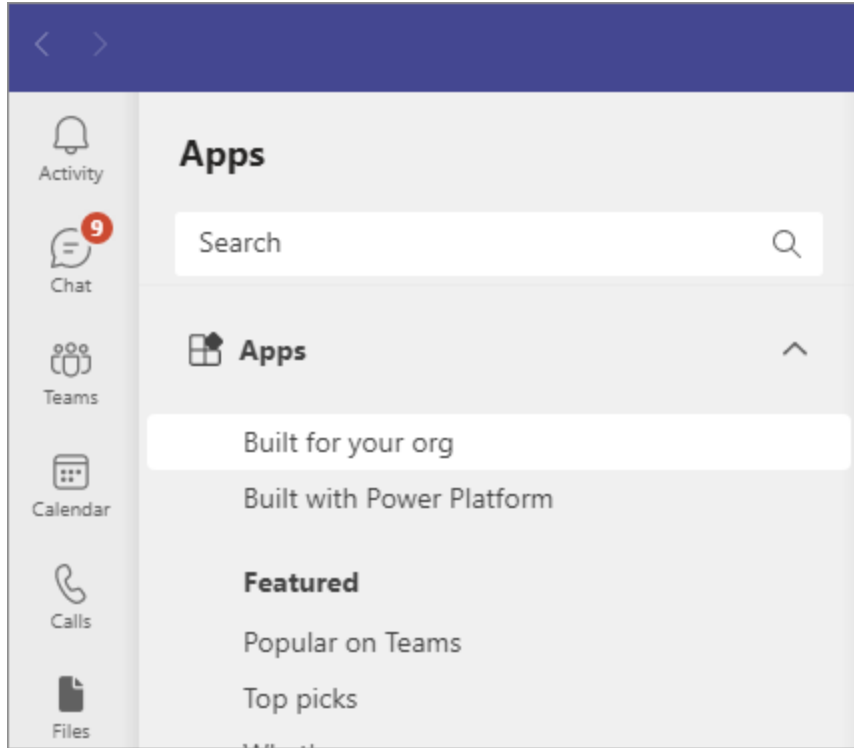
**Real-Time Interactions:** Enable live chats, meetings, and collaborative sessions.

**Productivity Boost:** Integrate tools that streamline project management and decision-making.

**Custom Solutions:** Develop tailored apps to meet specific team needs.

**Ecosystem Connectivity:** Leverage Teams' integration with other Microsoft services for enhanced synergy.

# TYPES OF TEAMS APPS



**Core Apps:** Built-in functionalities like activity feed, chat, calendar, and calls.

**Microsoft Apps:** Productivity and collaboration tools such as Lists, Tasks, and Planner.

**Partner Apps:** Validated apps created by independent developers.

**Custom Apps:** Apps developed within an organization for specific needs.

[Know about apps in Microsoft Teams - Microsoft Teams | Microsoft Learn](#)

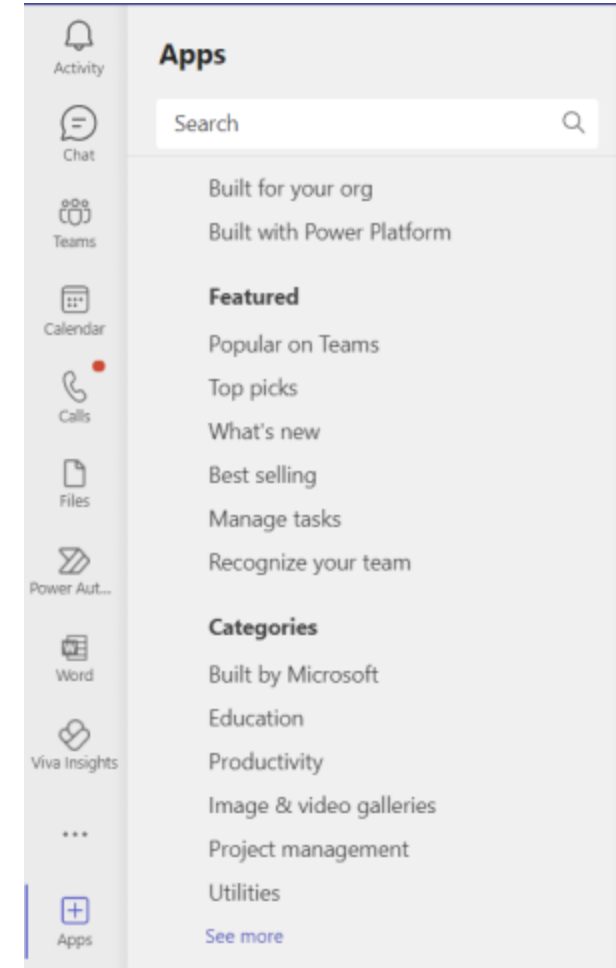


# DISCOVERING TEAMS APPS

**Teams App Store:** Browse and install apps from the Teams desktop or web client.

**Pinning Apps:** Users can pin apps for easy access if allowed by admin policies.

**Contextual Integration:** Add apps directly from chat, channel tab, meeting, or messaging area.



# APP CAPABILITIES

**Tabs:** Webpages pinned at the top of a channel or chat for easy access.

**Webhooks and Connectors:** Connect web services to Teams channels for real-time data and notifications.

**Messaging Extensions:** Shortcuts to insert app content or act on messages without leaving the conversation.

**Meeting Extensions:** Enhance live meetings with additional functionalities.

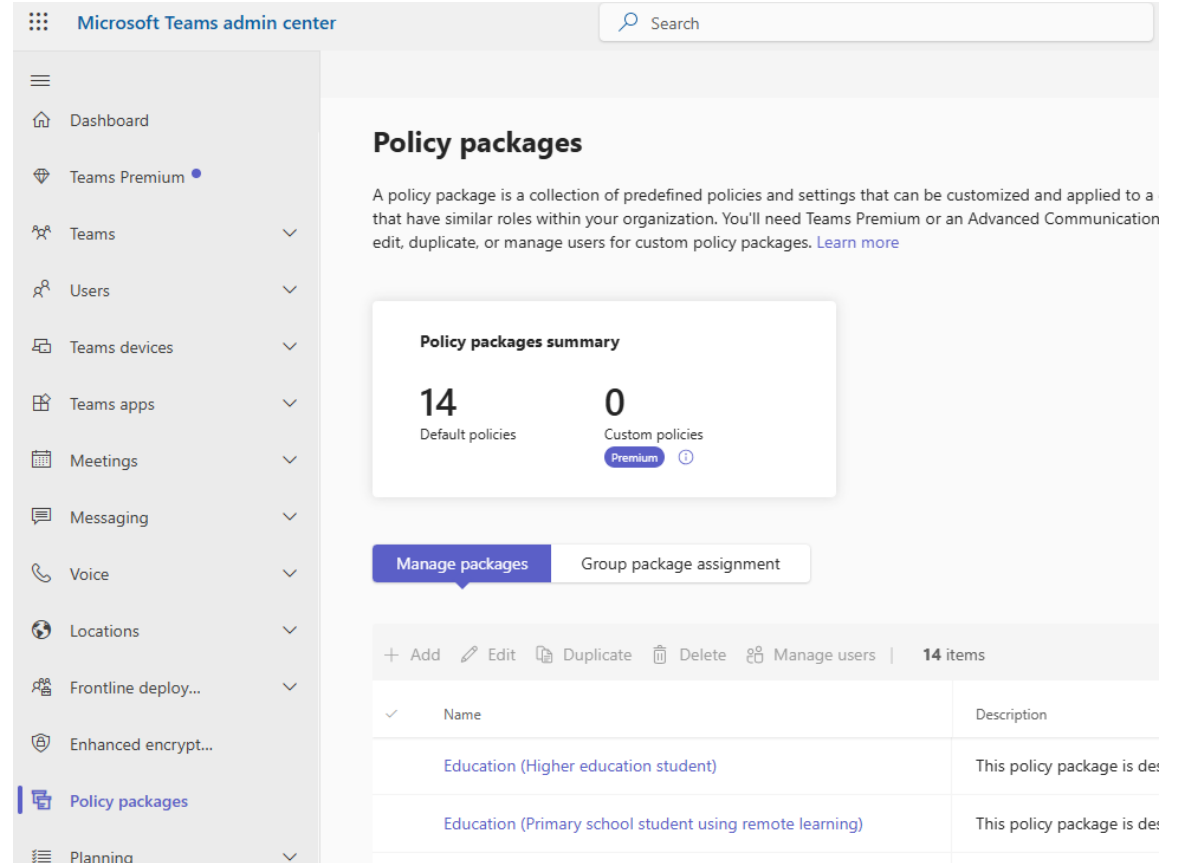
**Bots:** Conversational agents that execute tasks and provide assistance.

# GOVERNANCE AND MANAGEMENT

**Admin Controls:** Govern app availability and usage through the Teams admin center.

**App Setup Policies:** Control the behavior of pinned apps and user access.

**Permission Policies:** Define who can install and use specific apps.



The screenshot displays the Microsoft Teams admin center interface. On the left is a navigation pane with options: Dashboard, Teams Premium, Teams, Users, Teams devices, Teams apps, Meetings, Messaging, Voice, Locations, Frontline deploy..., Enhanced encrypt..., Policy packages (highlighted), and Planning. The main content area is titled 'Policy packages' and includes a description: 'A policy package is a collection of predefined policies and settings that can be customized and applied to a that have similar roles within your organization. You'll need Teams Premium or an Advanced Communication edit, duplicate, or manage users for custom policy packages. [Learn more](#)'. Below this is a 'Policy packages summary' card showing '14 Default policies' and '0 Custom policies' with a 'Premium' badge. Two tabs are visible: 'Manage packages' (active) and 'Group package assignment'. Below the tabs is a table with 14 items. The table has columns for 'Name' and 'Description'. The first two rows are visible:

Name	Description
Education (Higher education student)	This policy package is de
Education (Primary school student using remote learning)	This policy package is de

# PUBLISHING ANALYTICS WORKLOADS WITH MICROSOFT FABRIC



**Advanced Analytics:** Transform raw data into actionable insights.

**Seamless Integration:** Connect with Azure services for comprehensive data management.

**Interactive Reporting:** Create dynamic, interactive dashboards for decision-makers.

**Scalable Solutions:** Handle growing data volumes with ease.

**Collaboration:** Share insights across teams to foster data-driven decision-making.

# TRANSFORMING DATA INTO PRODUCTS

**Real-Time Data:** Access up-to-the-minute analytics for timely decisions.

**User-Friendly Dashboards:** Simplify data visualization and interpretation.

**Customizable Views:** Tailor reports to meet different stakeholder needs.

**Predictive Analytics:** Leverage AI for forecasting and trend analysis.

**Collaboration Tools:** Share and co-author reports for cross-functional insights.

# CASE STUDY: LSEG



# LSEG

**Unique Insights:** Combines LSEG's data with customer data to generate unique insights.

**Analytic Capabilities:** Builds advanced analytic capabilities on top of existing data sets.

**Generative AI:** Utilizes Gen AI to enhance data analytics and product innovation.

[Future fabric of financial services data infrastructure | LSEG](#)



# CASE STUDY: LSEG ENHANCING CUSTOMER EXPERIENCE

**AI-Enabled Apps:** Introduces AI-enabled applications for better data management.

**Simplified Workflows:** Integrates and expands LSEG's Workspace to simplify workflows.

**Real-Time Insights:** Provides real-time data and insights for informed decision-making.



Future fabric of financial services data infrastructure |  
LSEG

# INTERACTIVE GROUP PROJECT:

**Project Overview:** Develop a cloud value proposition for a hypothetical company.

**Objective:** Craft a compelling narrative using the Value Proposition Canvas and design thinking.

**Team Collaboration:** Work in groups to brainstorm and create innovative solutions.

**Outcome Expectation:** Produce a strategic and market-ready proposition.

**Learning Focus:** Integrate innovation, agility, and GTM program insights.

# INTERACTIVE GROUP PROJECT: OVERVIEW

**Company Profile:** A mid-sized enterprise seeking digital transformation.

**Market Challenges:** Facing competitive pressures and a need to innovate rapidly.

**Business Goals:** Increase efficiency, improve customer engagement, and drive revenue.

**Current Environment:** Legacy systems with an appetite for cloud-driven change.

**Opportunity:** Leverage Microsoft's GTM programs to create a market-leading solution.

# INTERACTIVE GROUP PROJECT: VALUE PROPOSITION

**Focus Areas:** Align technology with business strategy and market needs.

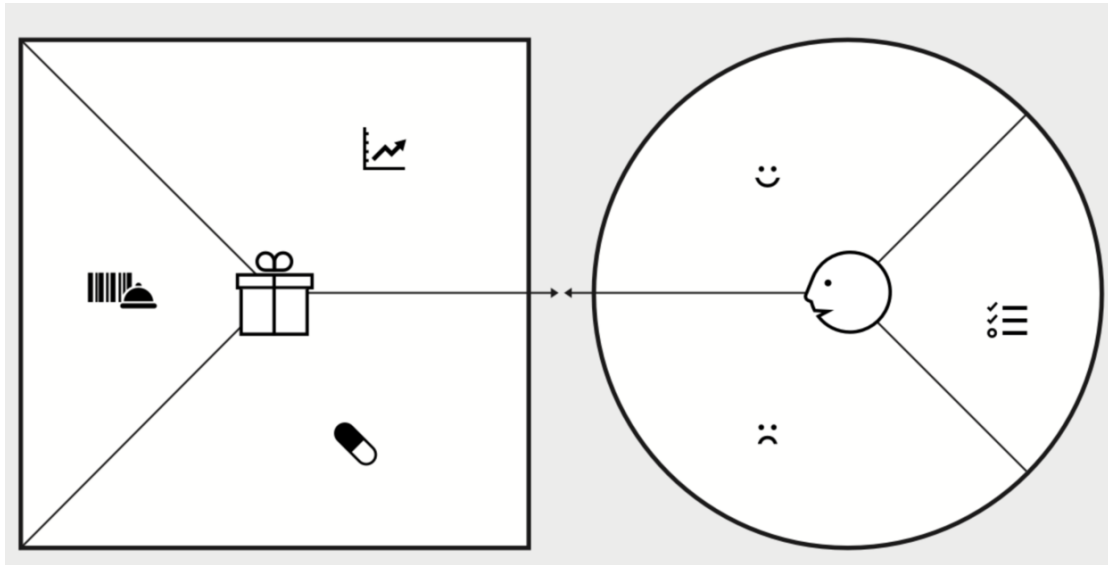
**Customer Pain Points:** Identify and address critical challenges.

**Unique Value:** Define what differentiates your solution in the market.

**Competitive Advantage:** Highlight how your proposition outperforms rivals.

**Market Impact:** Forecast the anticipated benefits and ROI.

# VALUE PROPOSITION CANVAS



**Customer Segments:** Identify target audiences and their needs.

**Value Map:** Outline the benefits and solutions offered.

**Pain Relievers:** Detail how your solution alleviates customer challenges.

**Gain Creators:** Highlight the additional benefits beyond basic needs.

**Alignment:** Ensure a strong match between customer demands and your offerings.

# DESIGN THINKING APPROACH



## Empathy Mapping

Visualizing customer experiences to identify pain points



## Problem Statement

Articulating core customer issues clearly



## User Interviews

Conducting interviews to gather qualitative data



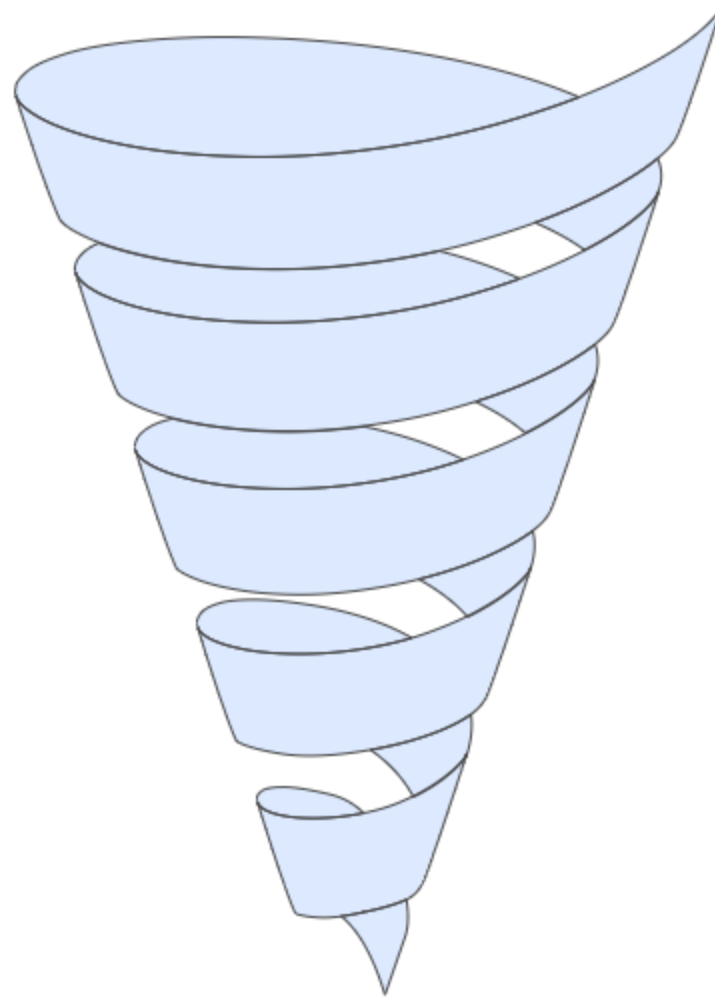
## Data Collection

Collecting data through surveys and focus groups



## Insight Synthesis

Analyzing data to identify patterns and opportunities





# DESIGN THINKING – IDEATE & PROTOTYPE

**Brainstorming Sessions:** Generate a wide range of innovative ideas.

**Concept Sketching:** Visualize potential solutions quickly.

**Rapid Prototyping:** Develop quick, low-fidelity models of your solution.

**Feedback Loops:** Incorporate input from potential users early on.

**Iteration:** Refine and evolve your ideas based on real-world insights.

# INTEGRATING GTM PROGRAMS

**Azure Marketplace & AppSource:** Highlight distribution and credibility benefits.

**Co-Sell & Partner Programs:** Emphasize joint sales and co-innovation.

**Power Apps & Teams:** Leverage internal innovation and collaboration tools.

**Microsoft Fabric:** Showcase advanced analytics and data-driven decision making.

**Unified Narrative:** Combine these elements into a cohesive, compelling proposition.

# GROUP WORK GUIDELINES

**Group Formation:** Divide into teams of 4-6 participants.

**Timeline:** Allocate time for brainstorming, design, and final presentation.

**Roles & Responsibilities:** Assign specific roles (facilitator, note-taker, presenter, etc.).

**Deliverables:** A completed Value Proposition Canvas and a short presentation.

**Evaluation Criteria:** Clarity, innovation, feasibility, and alignment with market needs.

# GROUP WORK - TOOLS

**Digital Whiteboards:** Use tools like Microsoft Whiteboard or Miro for brainstorming.

**Document Sharing:** Collaborate via OneDrive or SharePoint for real-time editing.

**Communication Channels:** Utilize Teams for group discussions and updates.

**Templates & Guides:** Access the Value Proposition Canvas template and design thinking resources.

# INDIVIDUAL KEY TAKEAWAYS



Write down three key insights from today's session.

Highlight how these take aways influence your work.

# COURSE REVIEW

This week we examined Microsoft's go-to-market programs, including Azure Marketplace, AppSource, Co-Sell, and Partner Programs, as well as innovation accelerators like Power Apps, Microsoft Teams, and Microsoft Fabric.

Interactive activities and a group project using design thinking and the Value Proposition Canvas enabled us to apply these insights, ultimately equipping leaders with the knowledge to drive innovation and accelerate time-to-market.

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# NEXT WEEK: COMMON PITFALLS IN CLOUD ADOPTION

- Overestimating cost savings
- Data transfer and integration issues
- Security and compliance challenges

# Q&A AND OPEN DISCUSSION





THANK  
YOU