

# ORGANIZING REAL-TIME DATA TO UNDERSTAND COMPANY HEALTH

The US Business Planning and Operations (USBPO) team at Microsoft® is responsible for driving alignment across business planning activities, operations and processes, and subsidiary business governance of the North American Central Marketing Group (NACMG) as part of Microsoft's U.S. Business Marketing Organization (USBMO). When top level executives within the USBMO are surveying their overall business unit, they need to be able to determine the health of the business quickly and accurately.

## BUSINESS CHALLENGE

One of the most effective ways for enterprise-level companies to realize quantitative business goals and track progress towards those goals is through scorecards and dashboards. Within Microsoft's NACMG, scorecards had not been utilized efficiently. This created five main challenges to overcome:

- Disparate data and reports
- Low visibility and access across sales channels and product groups
- Lack of corporate standardization
- Reducing budgets and available resources for business intelligence
- Limited visibility and understanding of key metrics

Executives within the NACMG needed visibility into various sales channels and product groups, in the most efficient and precise way possible. Specifically, this meant one unified data store must gather reporting data behind many key metric points, and display this information in an easily consumable and reliable format.

## SOLUTION

Exsilio Solutions developed and launched a comprehensive corporate performance dashboard for the NACMG two months from initially meeting with the client.

Initial interviews with the client helped Exsilio analyze the pipeline driving information to the scorecard, and identify and resolve pain points prior to release.

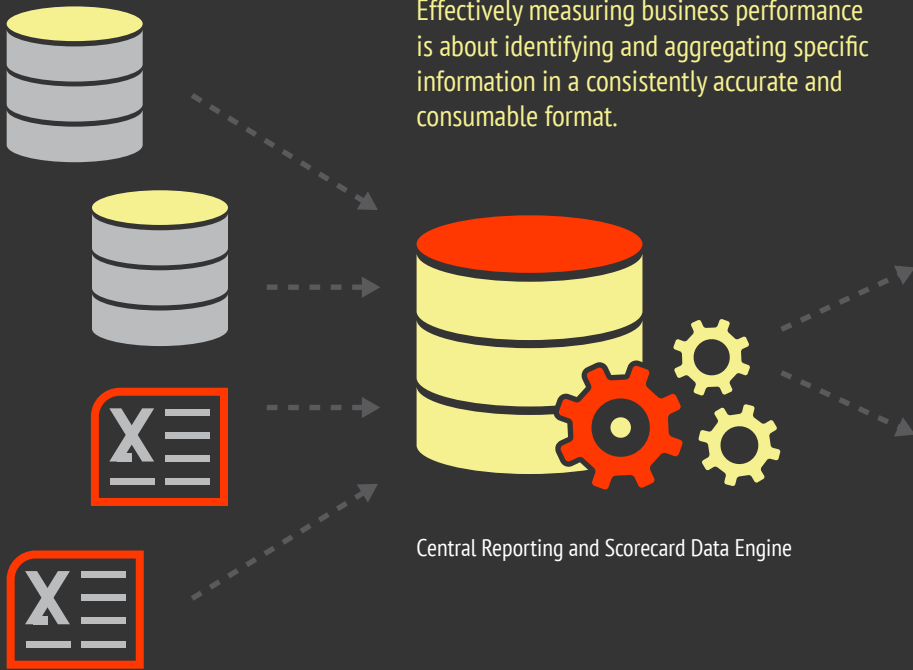
The new tool solved a myriad of issues and provided many benefits:

- One central reporting repository to present business performance
- An analytical framework that drives constructive business discussions
- Improves business operation processes enabling stakeholders to collaborate and define execution strategies
- Information presented at both executive and detail level
- Database architecture enabling automated reports and capturing of historical data

“ Exsilio stood out from all the other vendors because they did more due diligence to finding out the context of my business. Their ability to meet and hit deadlines exceeds anyone I've ever worked with. ”

Ben Wolf, Group Manager, Microsoft

## Business System Data Sources



## Web and Mobile User Interfaces



## RESULTS

Exsilio delivered on a challenge that many had attempted to solve for over three years within the USBMO.

With the launch of the scorecard dashboard, executives are now able to understand the status of multiple metric points, at a glance. In addition, stakeholders are seeing one version of the truth—data is now contained in one location, displaying the same numbers to all users.

The success of the NACMG scorecards has had a positive impact on their business as a whole. Exsilio continues to work closely with the USBPO team to identify challenges and recommend new ways to operate, based on both existing and new business objectives. Exsilio was adept at defining the USBPO's business needs into actionable plans from a technology perspective.

The NACMG scorecard dashboards received a great reception both within the group and internationally. As such, subsidiaries around the world have started reaching out to the USBPO for help with their scorecards.

## PROJECT DETAILS

**Timeline:**  
November 2010 - Ongoing

**Exsilio Services Leveraged:**

- Business Analytics
- Business Intelligence Dashboard Development
- Corporate Performance

**Benefits:**

- Organized and Easy to Read Data Dashboards
- One-click Snapshot of Business Performance
- Centralized Data Store

**Client:**

US Business Planning and Operations, Microsoft

**Location:**

Redmond, WA

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