Decisive Data
insight for decisions

Microsoft Partner
Gold Data Analytics
Gold Data Platform
Microsoft

MICROSOFT CLOUD AND ENTERPRISE (C+E)MARKETING CASE STUDY

To develop the future of the cloud and gain market share in the ultra-competitive market, Microsoft continually uses data analytics to better understand what drives cloud consumption, optimize their business and teach users how to use data within their organization.

Microsoft contracted Decisive Data to develop and maintain the analytics on many of its major marketing motions for Microsoft's flourishing Azure business line

PROJECT SUMMARY:

Team:	Microsoft MCB C&E Marketing Analytics
Tech Used	Microsoft Excel, Power BI, Tabular Editor, Python, SSIS
Data Sources:	Many different data sources through the Starlight data warehouse.
Cross Dept. Organizational Strategy	Engineering, finance, BI, and IT

PROJECT RESULTS

• A single source of truth to operationalize the driving measures of Azure's success created from many data sources across the organization

• Visibility into each pillar of their business

• Automated QA system to alert stakeholders and prevent escalations

• A single point of contact to manage the outsourced agreement that is visible to procurement and management

• Up-to-date data refreshes across all dashboards

• Support alias with a 24-hour SLA to provide field sellers the with the information and technical support they need

Contact us today. www.decisivedata.net
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