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DX: as a Service

A service approach for your
Digital Xperience Team

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What is
DX: as a Service

The **Digital Xperience team** works with a lot of different customers across industries on their *Customer Facing* initiatives – from websites to mobile apps and others.

It has become clear that the **value we can bring to the table** is not only the people we involve, but a *methodology and a governance model that ensures that we are capable of managing specific projects in a structured way*, and including different capabilities that span the lifecycle of building a new mobile app or website.

More than facing these initiatives as one-shot projects, we want to be able to **work continuously on them, together, focusing on results**.

DX: as a service
allows that ✔

It's a service approach to the problem, **with a team responsible for managing your mobile app / website or both**, from a Business point of view as well as from a Technical point of view, *making sure the outcomes are as planned*, and if not understanding why and taking corrective actions working together with all the relevant teams.

What is DXaaS

Our objective:
to build a team focused on

✓ **Understanding your vision** for the product and **how technology can enable it**.

✓ Define **requirements and roadmap**, acting (almost) as a **Product Owner** if needed – completely aligned with your objectives.

✓ Be responsible for **developing and maintaining your products**, involving the required **people, technologies and methodology**.

✓ **Monitor** your project and provide **quantitative** and **qualitative** metrics based on which we can make joint decisions and decide how to move forward.

All of this using Xpand IT's **XPAgile methodology** (which can be adjusted according to client's needs) and a **specific Governance Model** to make sure we're always moving on the right direction.
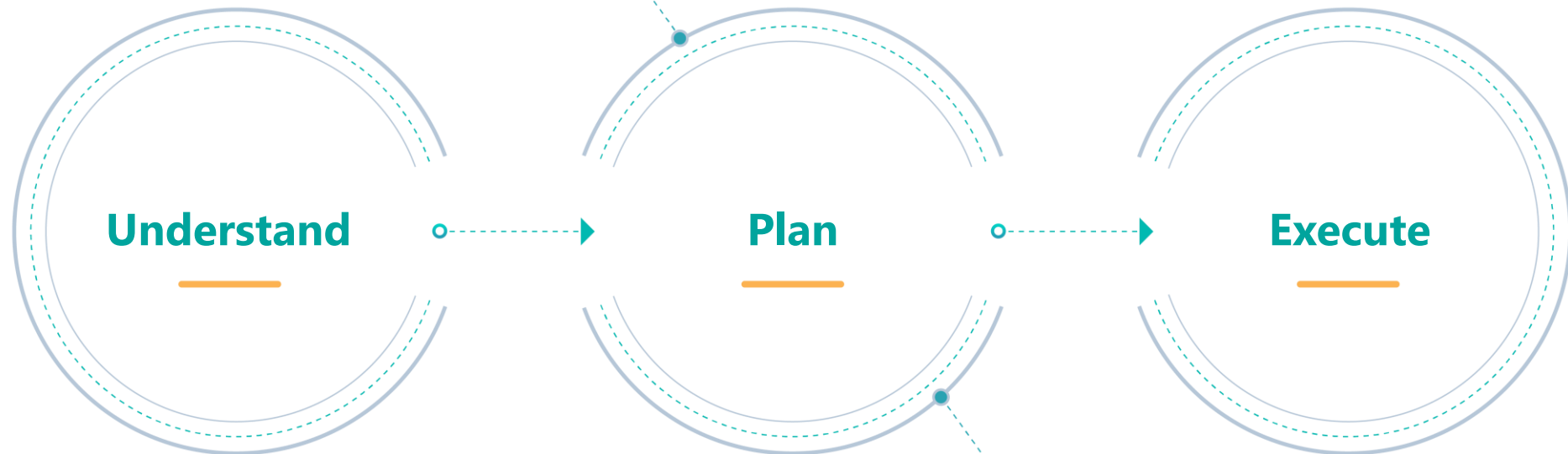
What is DXaaS

DX: as a Service

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Business Strategy

Defining Product Roadmap

Identifying Gaps from ideal Experience

Defining engagement models

Experience Design

Shaping what it is now and what is to come

Designing Journeys

Quantitative and Qualitative analysis

DXaaS

Team Management

Managing the whole team involved

Service Lead is the main point of contact

Methodologies aligned with other teams

Development & QA

DevOps

Quality Assurance

Corrective and Evolutive Maintenance

ADDONS   **Tools** (like *Appsee*) and **Services** (like Usability tests)

DX: as a Service *for Microsoft*

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Business Strategy

Customer ADS

Account Strategic Alignment

Visibility over Customer's Initiatives

Experience Design

Shaping what it is now and what is to come

Joint initiatives to show the value of Microsoft technology

Showing innovative workloads – like AI's

DXaaS

Team Management

One point of contact to understand customer's expectations.

Strategic Alignment with MCS when applicable.

Development & QA

DevOps

Additional Azure Workloads

Increase ACR

ADDONS **Tools** (like Appsee) and **Services** (like Usability tests)

How do we get there
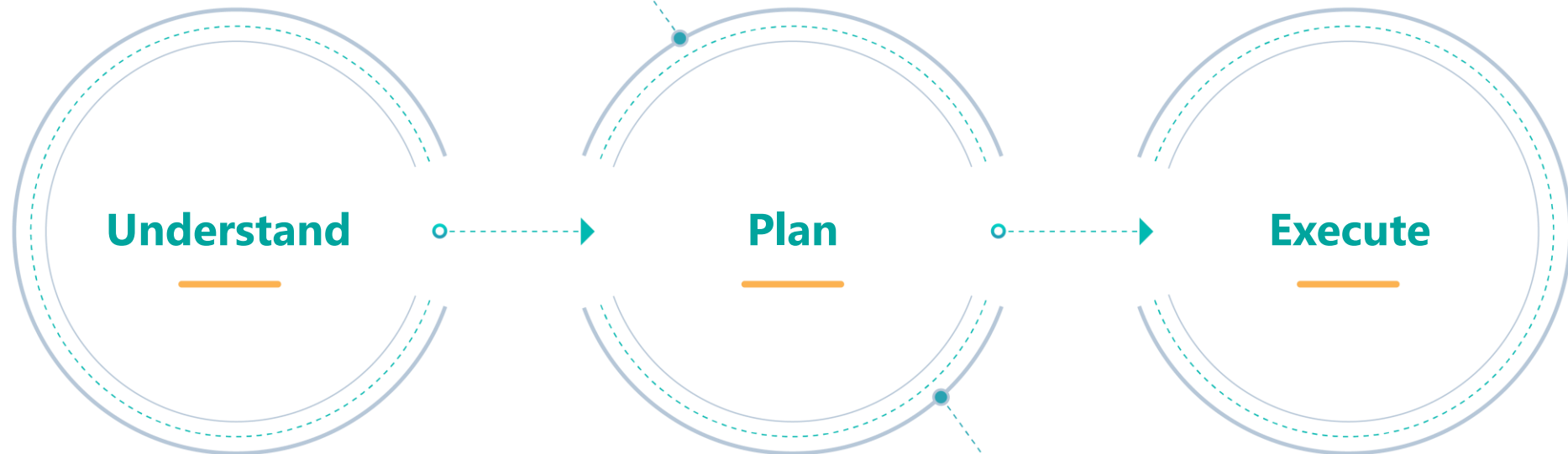
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Understand

Plan

Execute

- Where is the customer?
- What are the business objectives?
- What are the current challenges?

- What are yout timings?
- What is your budget?
- What skills do you need?
- How is the team composed?

- Define Vision and Roadmap
- Implement what was defined
- Follow-up, measure, iterate

How do we get there *with Microsoft*

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**Understand** → **Plan** → **Execute**

- Strategic & Adhoc work with Accounts
- DPS App Innovation Workshops
- Joint initiatives like Events or 1:few to generate Leads

- Plan according to Microsoft's objectives
- Focus on Business Cycles, like contract negotiation.
- Define strategy to potentiate Azure Workloads

- Show aligment between Microsoft and Xpand IT
- Create Space for joint interactions
- Potentiate new Workloads base on perceived value

Our technological vision for
Digital Xperiences

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Mobile

Web

Xamarin

android

iOS

Flutter

PowerApps

sitecore
Own the experience™

Azure
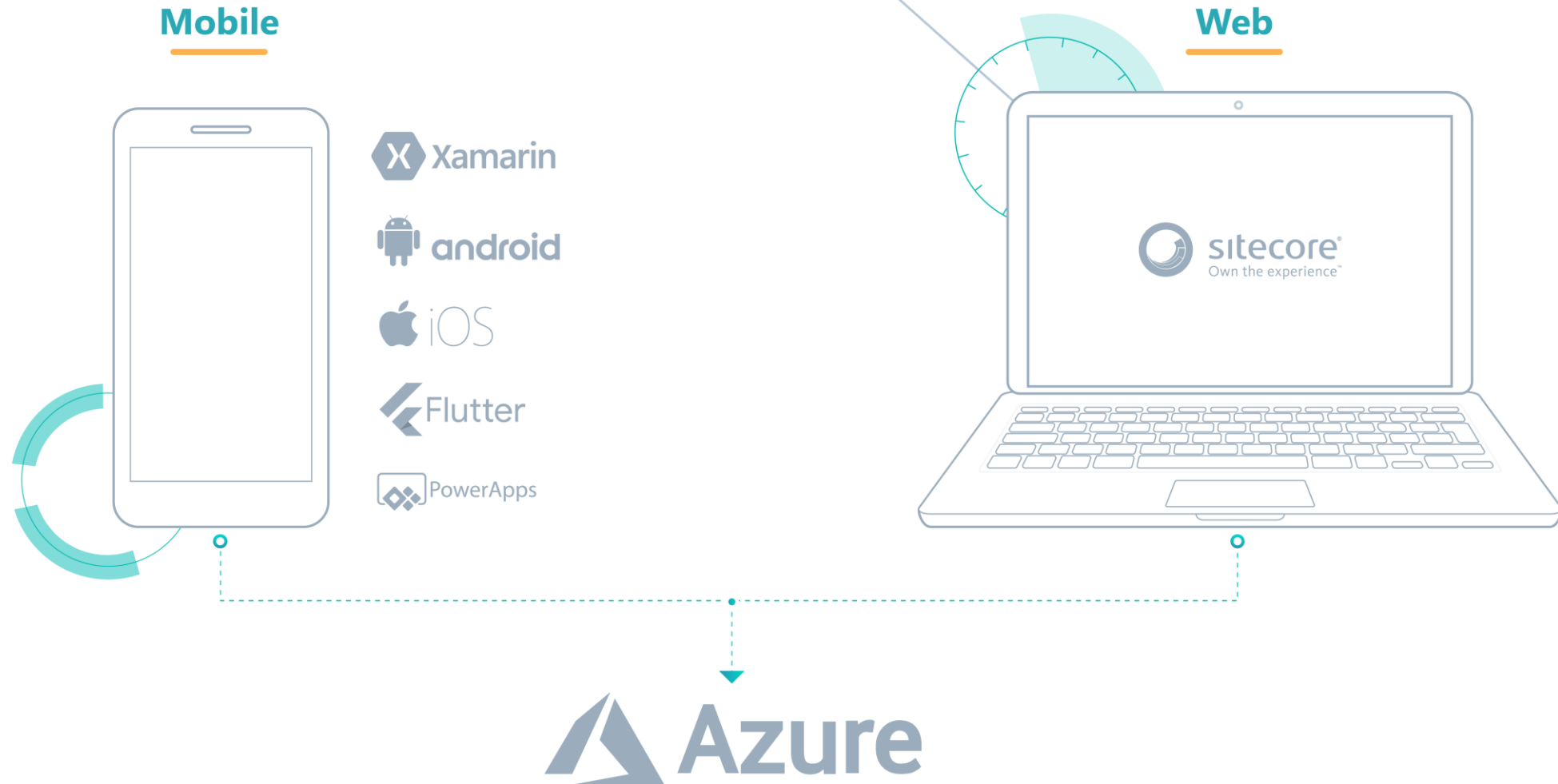
Other technologies may be considered, depending on the customer's reality

Collaboration model

our collaboration model is based on our experiences with our customers

✓ **Remote development** team BUT **on-site presence whenever it makes sense**, especially in key milestones

✓ **Service Manager** from our side will be the main point of contact with the customer

✓ **Service Methodology** should be aligned from the beginning

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Collaboration model

Service will contemplate **3 main areas**

**Requirements
Roadmap & Experience Definition**

Functional Analysis, Effort Estimation, Prototype Elaboration and UX/UI activities (including Usability Tests)

**Development
& Maintenance**

Development aligned with client's priorities, using the technological stack that makes sense and ensuring a strong DevOps practice

**Support, Monitoring
& Continuous Improvement**

Continuously support and monitor of the apps/sites developed, with concrete qualitative and quantitative metrics that should be used to understand the best way to move forward.

This model can be adjusted depending on the customer's reality and needs.

Governance model

Kick-off Meeting

Initiate the service, define key stakeholders, next steps, etc...

Follow-up Meetings (Weekly)

To be done by Xpand IT and the customer's teams in order to ensure everything is happening according to plan, that are no blocking issues, etc...

Steering Meetings (Monthly)

To be done by Xpand IT and the customer's relevant stakeholders so that we have an executive follow-up / sponsorship of the project

Governance model

Adhoc Meetings (By Request)

To be held whenever a specific issue justifies it

Xperience Monitoring Meetings (Monthly)

In order to ensure the right metrics are being gathered and evaluate so that we can keep improving the product

What's Next? Workshops (TBD)

Specific workshops to be done periodically, focused not on day-to-day activities, but on Innovation and on how we can evolve the solutions with things like AI, for instance

User engagement strategies

✓ **Go-Live strategy**
in terms of promotion

✓ **Nurturing strategy**
to ensure user engagements time goes by

✓ **Communication strategy**
in order to ensure we will be taking advantage of the channel that is being created

✓ **User Feedback strategy**
to make sure we are aware of user's complaints and suggestions, and that they are dealt with accordingly

✓ **Personalization strategy**
so that we can personalize the message and the content more and more, as the time goes by

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Infuse your experiences with *Artificial Intelligence*

The AI Solutions Center is an Incubator-style Program that focuses working with customers to find the right use case and quickly prototyping it to understand if it's real and can be applied, either with:

- **An AI-as-a-Service approach, using pre-packaged AI services like Cognitive Services and Chatbots.**
- **A Data Science approach, to focus on more complex problems that need to be looked at differently.**

DX:
as a Service

Having a **DX: As a Service team** will allow you to have a structured approach for your mobile / web initiatives, with a strong technological skill set and following a specific Governance Model.

DX:
as a Service

We focus *not only on your business and the results* but also on the way *we can understand the users and their expectations* – and we always strive to measure what that means in order to evolve the product in a meaningful way.

By working together with the relevant customer teams we will be able to **ensure the success of the service**, **totally aligned with the objectives of the business**.

We don't look at these projects separately, but as a whole. *And that makes all the difference.*

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