

## Case Study: Microsoft Office BG

Microsoft Office's Business Group (BG) is the division within the Microsoft organization responsible for developing and marketing the Microsoft Office suite of products and services. The BG is on a 2 to 3 year average new release cycle with a product line that includes web, desktop, server products, and services. The group is the organization's largest with \$18.6 Billion in revenues.

**Challenge:** The Microsoft Office team needed to produce material for the Breadth partner space (unmanaged partners) for massive global training and consumption through the Disti-Activate Tour ahead of the actual release of Office 2010. Both time and budget were limited. The Microsoft team was looking for a global vendor with experience, reliability, quality, and affordability. TidWiT was chosen.

**Benefits:** The solution that TidWiT delivered included the following benefits:

- The SOW included all of the BG's requirements in terms of multiple Instructor Led courses, online courses, assessments, as well as some BOM material with full localization.
- The work stream was comprehensive and turnkey beginning with requirement and base content collection, SME interviews, storyboard creation, content development, quality assurance, localization, and delivery. TidWiT was supported by 1 Microsoft project manager.
- The methodology used was chronological and all-encompassing allowing for content re-purposing and resulting in substantial cost-savings.
- Timing was of the essence. The content was delivered ahead of schedule and 3 months before the global launch of Office 2010.
- The feedback obtained upon launch was of quality readiness delivered effectively and on time. No glitches were reported.

**Solution:** TidWiT's solution included end-to-end readiness designed for the breadth partner segment with a 1-day Office 2010 Instructor-led training curriculum, ½ day offshoot with breakout sessions, online PLX ready course equivalents (4 1hr sessions- SCORM 1.2), online assessments, Visio 2010 and Project 2010 BOM, and localization of the entire readiness rollout into German, French, Spanish (LATAM), Portuguese (Brazil), Italian, Russian, Chinese (Simplified) and Japanese.

*"I just wanted to give you some unsolicited feedback on Disti Tour and all your efforts on this to support the field. From a usually rather pessimistic BG, I had them tell me yesterday that this is singularly the best delivered piece of work stream content in terms of the timing (early enough to build into plans and execute) quality of content, the way you have worked with them to bring the tour to completion."*

*Sue Hogg – Director of marketing, Office BG*

### SOLUTION OVERVIEW

**Organization Size:** 89,000 employees

**Organization Profile:** Microsoft develops software and web solutions with operations all over the world. Revenue \$62 Billion. Work stream for the Office BG.

**Services Rendered:** Consulting & Content Development  
Instructor-Led Courses Online  
Courses Assessments  
Localization into 8 languages

**Region:** Global