

Microsoft Global Marketing Operations Group

OVERVIEW

Customer Profile

Microsoft's Global Marketing Operations Group is a B2B marketing services group focused on enabling efficient and effective marketing at Microsoft.

Business Situation

The Global Marketing Operations Group sought a better way to navigate Microsoft's vast internal data stores to plan strategy and identify the most promising business opportunities.

Solution

The group worked with IDV Solutions to build a solution based on Visual Fusion and Bing Maps. The new application unites multiple data sources in an interactive map-based presentation. The result saves time, enables strategists and sales representatives to better focus their marketing efforts, and enhances communication with Microsoft partners.

Microsoft focuses its business-to-business marketing efforts with a solution built on the Visual Fusion platform.

Summary

Microsoft's Global Marketing Operations group sought a solution that would help identify the best marketing opportunities amid a vast store of customer, partner, and market opportunity data. Using Visual Fusion from IDV Solutions, they replaced cumbersome methods of analysis with an intuitive, easy-to-use application that visualizes marketing opportunities geographically. The result is greater insight into their data, more productive use of staff time, and a powerful tool for focusing marketing efforts.

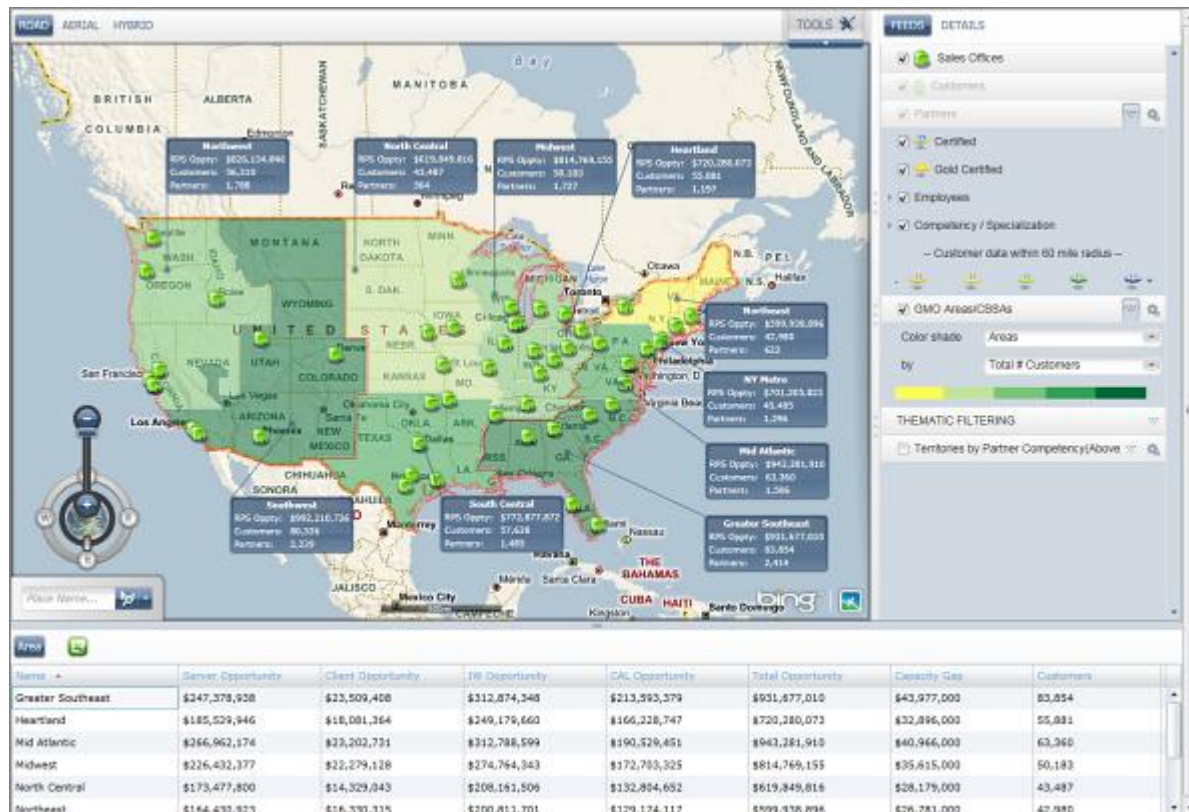
Situation

Microsoft's Global Marketing Operations Group is a B2B marketing services group focused on enabling efficient and effective marketing at Microsoft. To accomplish this mission, the group leverages a number of technical and analytic tools and databases to enable the full transition of Marketing and Sales from intuitively driven to quantitatively driven processes and capabilities. With terabytes of data to sift through, the group needed a better way to navigate this information and identify the most promising business opportunities.

"We wanted to know where we should be focusing our marketing efforts for a given product," said Jennifer Kelly, Senior Marketing Manger of Reporting/Analysis in the Global Marketing Operations Group. "Relying on a combination of spreadsheets, lists, and pivot charts was time consuming and cumbersome. It was hard for sales reps in the field to quickly identify where they should be focusing their time," Kelly said.

Solution

In response, the group teamed with IDV Solutions to build a solution based on Visual Fusion and Bing Maps. The new application unites the many data sources available to the group and presents them in a visual, map-based interface, where users can interact with and filter the data in multiple ways. Visual Fusion's extensive configuration options are used to color and shade the information visualized on the map to emphasize patterns in the data. In addition, many of Microsoft's proprietary data cube relationships were built into the tool using the Visual Fusion SDK. Sales reps and other members of the marketing and corporate groups now use the application to identify the customers and opportunities on which to focus.



Interactive data filters and thematic shading, implemented through Visual Fusion, emphasize patterns in the data and help users identify new business opportunities.

Benefits

The application is helping sales reps maximize their time and effort. They use the application to quickly plot opportunities vs. locations, and to filter queries by customer type, opportunity type, and geographic location.

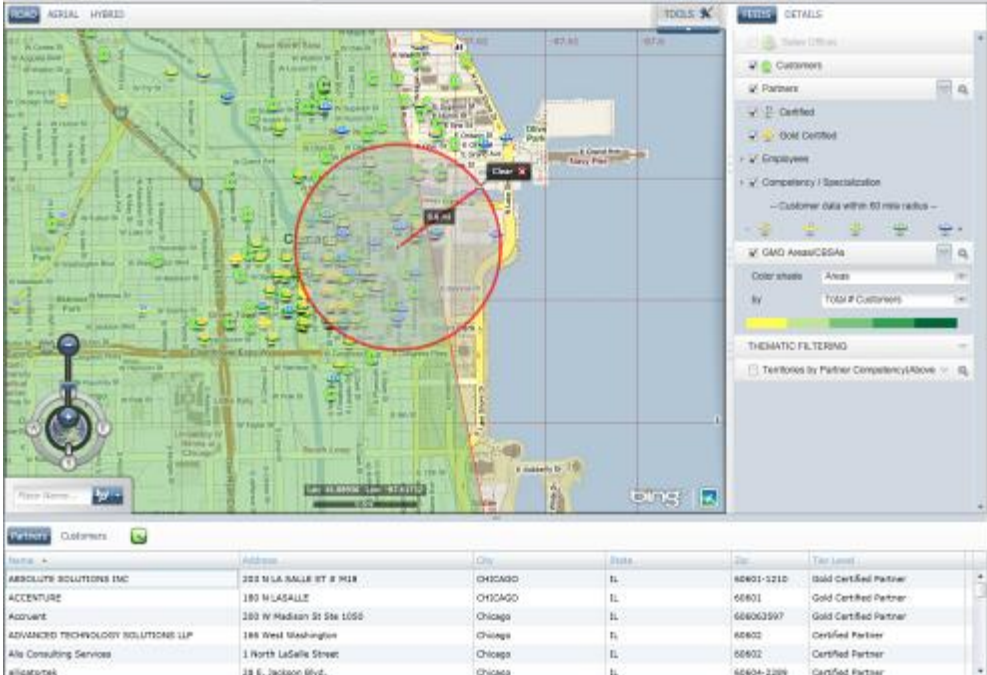
"Sales reps want to be out selling, not analyzing data," Kelly said. "This helps them answer the question, 'Where are the top opportunities I should focus on and who are they?'"

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-- Jennifer Kelly,
Senior Marketing
Manager in Microsoft's
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The application also saves time when working with Microsoft partners. The map layer that displays partner locations can be filtered by partner competencies and specialties, making it easier to find the right partner for a project. The application enhances communication, too, Kelly said.

"You can draw a shape around a given geography; the application returns the relevant data from inside that shape and populates an Excel spreadsheet with a list of target customers, which you can then hand to a partner. It's a conversation starter with the Partner and leads to better engagement and targeting."



The screenshot shows a web application interface with a map of Chicago. A red circle highlights a specific area in the city. Below the map is a table of customer data. The table has columns for Name, Address, City, State, Zip, and Tier level. The data is as follows:

| Name | Address | City | State | Zip | Tier level |
|-----------------------------------|---------------------------|---------|-------|------------|------------------------|
| ABSOLUTE SOLUTIONS INC | 202 N LA SALLE ST # 918 | CHICAGO | IL | 60601-3210 | Gold Certified Partner |
| ACCENTURE | 180 N LASALLE | CHICAGO | IL | 60601 | Gold Certified Partner |
| ACCURE | 200 W Madison St Ste 1050 | Chicago | IL | 60603597 | Gold Certified Partner |
| ADVANCED TECHNOLOGY SOLUTIONS LLP | 188 West Washington | Chicago | IL | 60602 | Certified Partner |
| Alle Consulting Services | 1 North LaSalle Street | Chicago | IL | 60602 | Certified Partner |
| allgametek | 28 S. Jackson Blvd. | Chicago | IL | 60604-2288 | Certified Partner |

Users can draw spatial queries to locate customers in a particular area; the search results populate the spreadsheet at the bottom of the screen and can be exported to Excel.

The application empowers marketing specialists to sort through data in real time without drawing on additional technical resources. For example, the marketing group has used the application for planning events around the launch of Windows 7 and other products. Previously, this planning would have been done in area workbooks, requiring numerous database queries to retrieve the needed information.

"It used to be a very manual process, requiring a lot of back and forth between the marketers and the data leads, with repeated querying of the database," said Kelly.

Now marketing specialists use the filters built into the application to get answers to their questions, and use the map to visualize the allocation of their time and budget.

"Someone who's not technical doesn't have to rely on a technical resource to extract this type of information," said Kelly. **"Everyone understands a map, so it's an intuitive interface that our marketers and sales reps can use to quickly identify opportunity and take immediate action."**

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About Us

IDV Solutions[®], a Microsoft Gold Certified Partner, is a software company specializing in enterprise mashups.

IDV's Visual Fusion[®] software helps organizations consolidate existing data, unlock data silos, and leverage outside data feeds, all in a single platform.

IDV assists Global 2000 and government organizations in making their information more accessible, understandable, and contextual.