Microsoft

Delivery Strategy & Design (DS&D) Walking Deck

FY23

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DS&D Walking Deck Contents

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DS&D Leadership Team

The DS&D Team designs and develops solutions that empower a One Microsoft Connected Customer Experience (CCE).

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Design, evolution, &
expansion of Orchestration
Guidance

DS&D's CCE Priority: Delivery Model Scale (DMS)

Our Charter: Delivery Model Scale leverages a proven Orchestration Methodology to improve cross-functional delivery execution at scale and accelerate desired customer outcomes.

Objective: Enable scalable value creation through delivery orchestration across roles and the customer lifecycle.

CCE Priorities

Accelerate Value

Accelerate value through consumption and support, new/expanded solution areas, technical intensity, partner integration & industry context

Modernize Support

Modernize support through Unified growth, support offering/market expansion, delivery model transformation and modern support tooling & skilling

Transform CX

Transform the customer experience through CX NorthStar experience design, innovation, measurement & insights

Delivery Model Scale

Enable delivery of a Connected Customer Experience by simplifying the field engagement model through greater organizational role clarity.

Digital Enablement

Enable scalable value creation through delivery orchestration across roles and the customer lifecycle

World Class Team

Unlock the potential of managers and employees to best serve customers and partners, creating a culture where all can thrive

About Delivery Model Scale

Vision

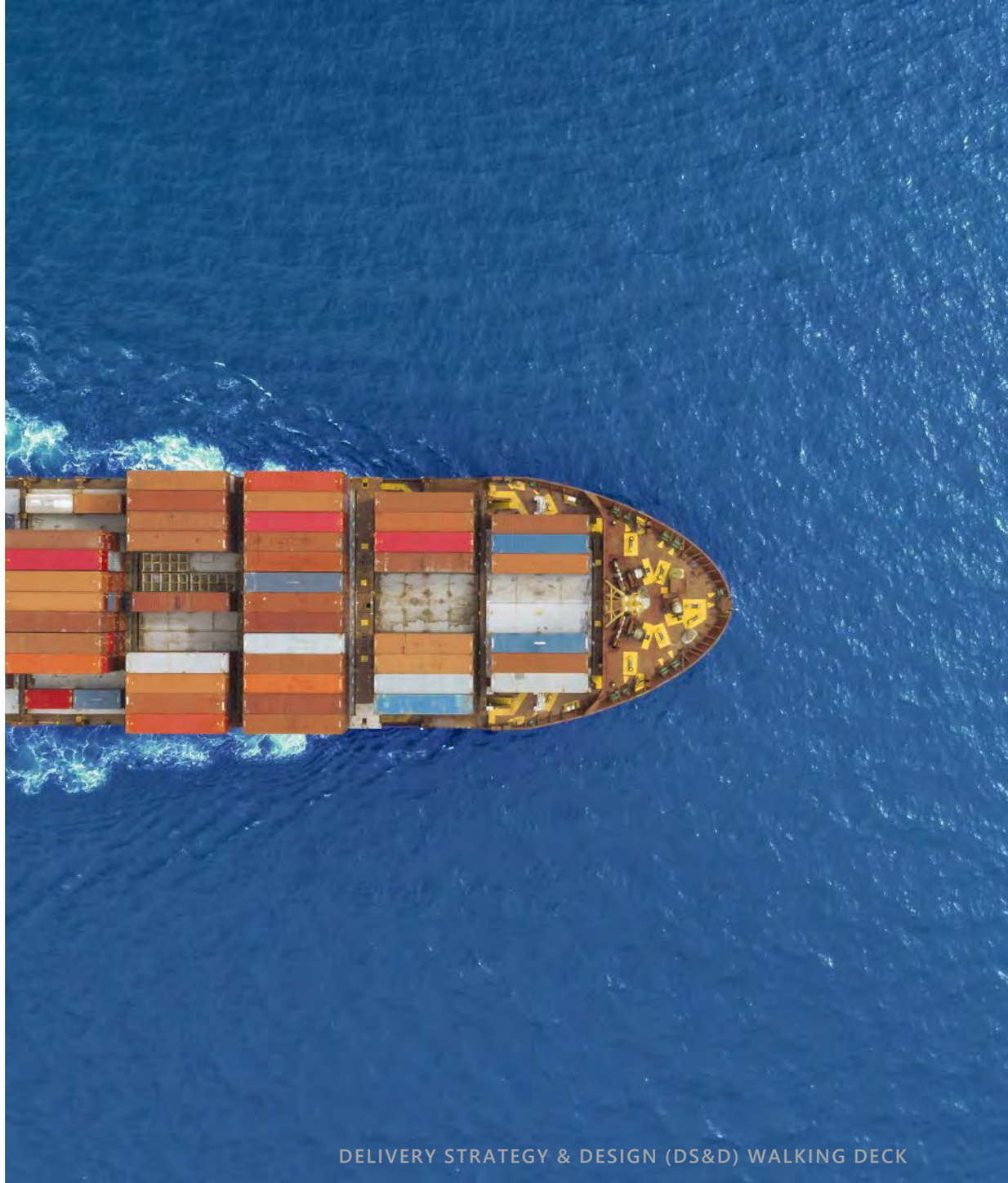
Enable and scale Orchestration Methodology as a key strategic function to drive the success of our business.

Approach

Orchestration Methodology utilizes a **structured problem-solving approach** to simplify alignment of roles, processes, tools, and enablement while **designing and scaling solutions which are co-created directly with the Areas.**

Goals

By optimizing value-based delivery, we will **accelerate customer outcomes** along the journey to loyalty, **enable great delivery execution** across the customer lifecycle, and **contribute to the combined success** of the CSU, ATU, STU, and our customers.



Delivery Model Scale FY23 Strategy

Scale adoption & measure success of CSAM orchestration guidance

Drive increased adoption, consistency in orchestration and improved customer outcomes through standardized measurement, and continuous improvement of orchestration guidance at scale

Extend CSAM orchestration guidance

Extend CSAM Orchestration Guidance to include Global Partner Solution engagement, Industry Solution Delivery for Named Accounts, & FastTrack

Orchestration guidance design for new scenarios in SMC

Develop and integrate SMC into existing orchestration guidance

What We Do

Our Orchestration Methodology is a structured problem-solving approach to design, develop, and scale orchestration solutions which are co-created and developed directly with the Areas.

Leveraging our Orchestration Methodology process, the following **strategic areas of focus** are assessed, addressed, and included in the guidance we provide. We bring these areas of focus together and **work collaboratively with a wide variety of teams** within each category to ensure alignment and that CCE and customer goals remain at the forefront of our work.

Strategy, Direction, and Alignment

The clarity and linkage between strategy, people, teams, the work they do, and the outcomes generated

Roles and Organizations

Clarity of accountability, expectations, and handoffs across roles and organizations

Methodologies and Process

Detailed tasks, activities, and behaviors that enable consistent execution through a systematic approach

Tooling

Empowering a consistent and efficient execution of standardized processes

Enablement and Skilling

Documentation and readiness which enables the desired outcome for impacted roles

Change and Adoption

Accelerating adoption by effective reinforcement and measurement of expected results

Orchestration Methodology

Orchestration Methodology defines the practices needed to standardize orchestration guidance creation

Connect

with Customer Experience journey work to address complex operational challenges and opportunities

Design

and co-create guidance through area engagement and input from other key stakeholders

Develop

solutions for high-impact orchestration programs that affect customer-facing roles

Land

through cross-program execution motions

Enable

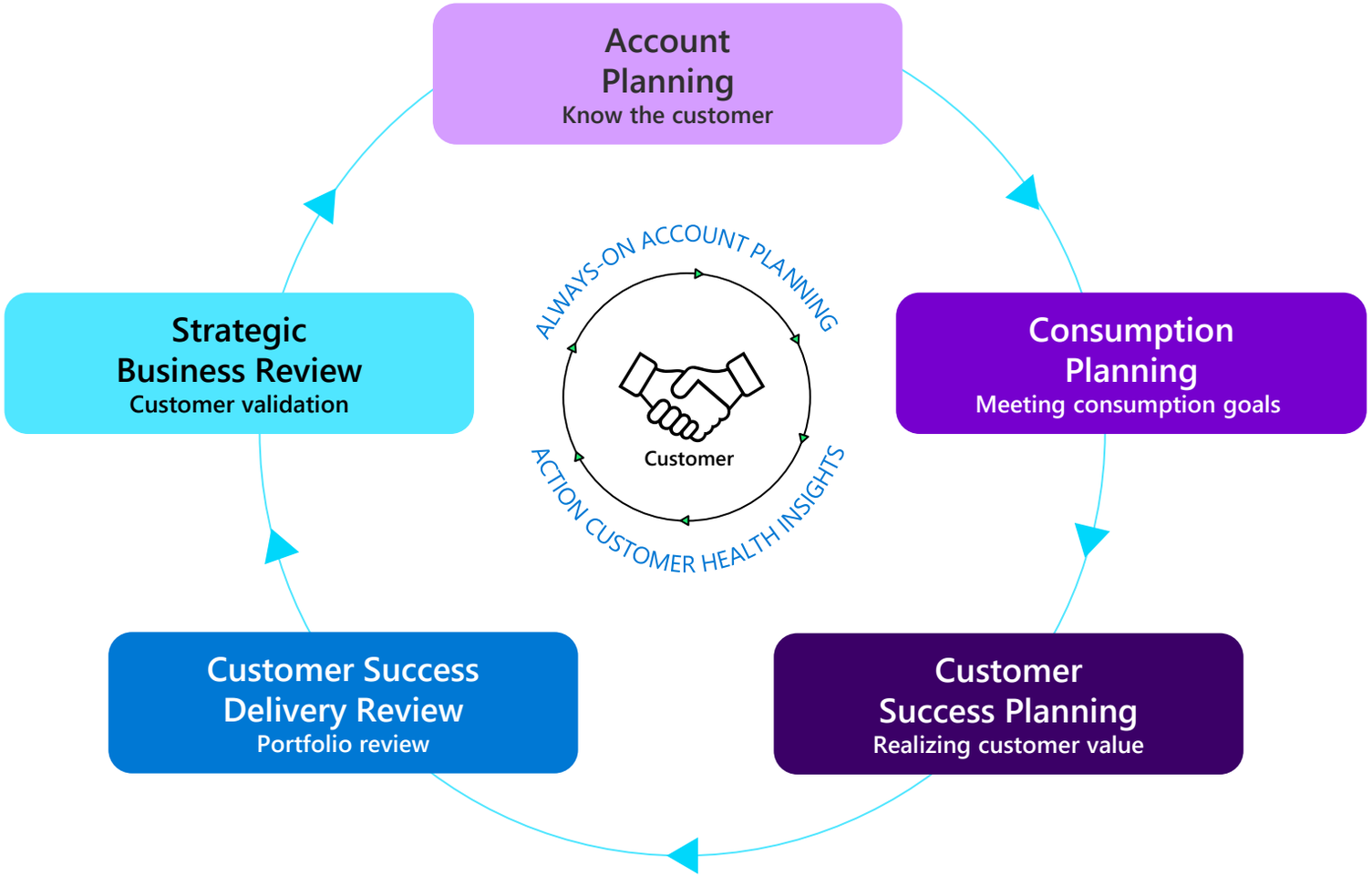
the change needed to operationalize and scale globally

Measure

the change across the organization to ensure results are meaningful and impactful for the Areas and customers

Orchestration Value Creation Motions

Orchestration Objective: We design and enable orchestration methodology across the end-to-end customer lifecycle to deliver a One Microsoft Connected Customer Experience (CCE).



Customer Impact:
Through Orchestration adoption, the Account Team makes every customer interaction a **tailored One Microsoft experience**. The customer experience becomes **simplified**, the partnership is **validated**, and we enable **customer loyalty and advocacy**.

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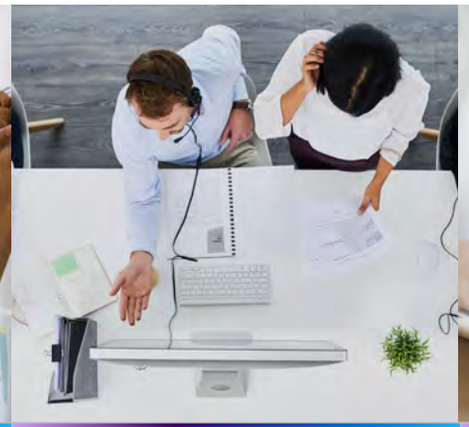
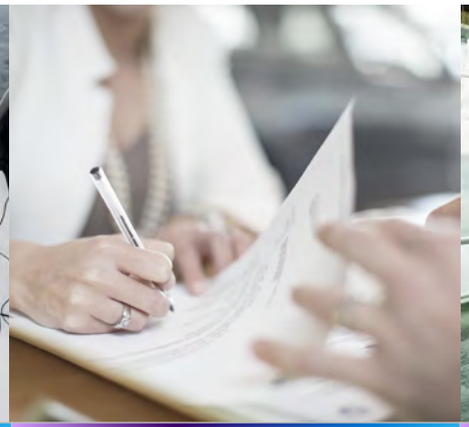
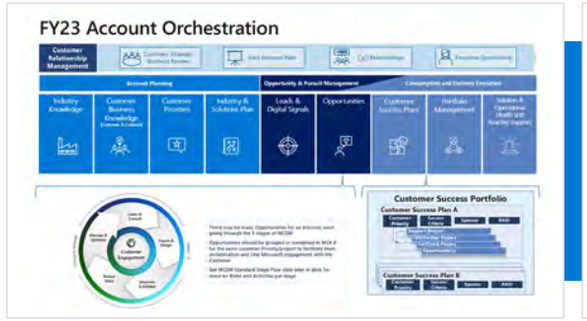
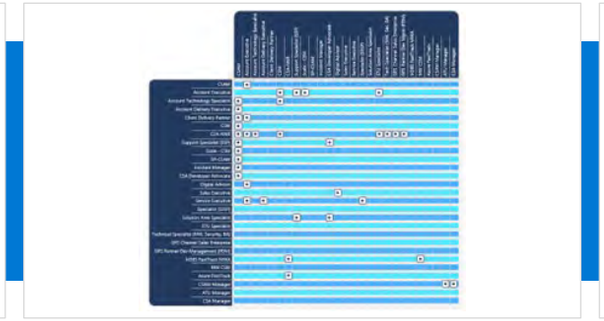
Orchestration in Action

Motion	Account Planning	Consumption Planning	Customer Success Planning	Customer Success Delivery Review (CSDR)	Strategic Business Review (SBR)
					
Description	*Partner with the customer to achieve their business and technical objectives and priorities*	*Analyze consumption forecast vs. target and develop action plans to address gaps*	*Demonstrate to the customer how Microsoft is partnering to meet their business and technical priorities*	*Provide a view of the Customer Success Portfolio and progress toward business value achievement*	*Demonstrate to the customer how Microsoft is and can meet their business and technical priorities*
Guidance	SPaCE, MSX OneNote	SPaCE	SPaCE	Strategic Business Meetings + SPaCE + Customer Health	Strategic Business Meetings + SPaCE + Customer Health
Tools	MSX D365	MSX D365 Consumption + MSXi	Customer Success Plan (CSP) + Lightweight Portfolio Manager (LPM)	MSX D65 + CSP + LPM + CHI	MSX + CSP + LPM + CHI

Orchestration Assets

There are 4 key assets that come together to illustrate how we execute on customer objectives:





Account Orchestration Guide

What? How the Account Team works together across the entire connected customer experience.

Who? ATU, ISD, STU, CSU

When? Understanding the foundational knowledge on the core roles that interact with the customer, the principles of orchestration in relation to the MCEM stages.

Where? Account Orchestration Guide

Solution Play Checklists

What? How programs and investments come together within the Opportunity Level Flow to support the go-to-market Solution Play.

Who? STU, CSU

When? Applying Account team Orchestration in specific go-to-market customer scenarios.

Where? FY23 Checklists, Microsoft Transform Portal

How Roles Work Together

What? How each anchor role aligns to another to showcase relationship and accountabilities between one another.

Who? ISD, STU, CSU, M&O, ATU

When? Understanding how we can better work with individual roles and what our accountabilities to one another are.

Where? How Roles Work Together

- PowerPoint Version
- Interactive (RAIN)

Orchestration Guidance

What? How roles and personas work together to deliver on a collection of specific scenarios. Created for Areas to be better able to connect across roles to accelerate business outcomes and customer success.

Who? ATU, ISD, STU, CSU

When? Understanding from an orchestration perspective how account planning is done, how it can be surfaced to the customer in Strategic Business review and how to ensure Customer Health is on track.

Where? Strategic Business Meetings, SPaCE, Customer Health

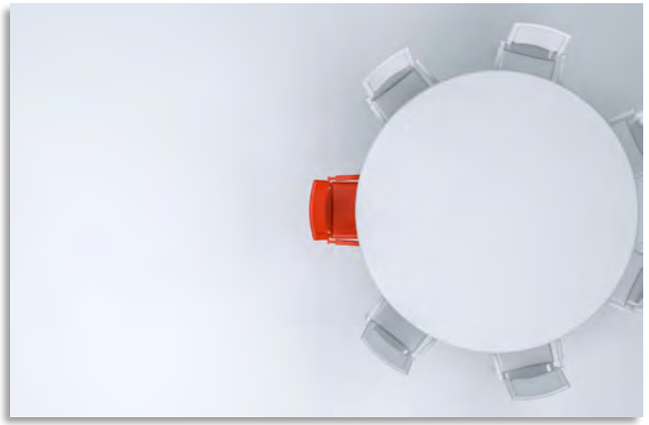
Orchestration Guidance Overview

Orchestration Guidance: a standardized, replicable, modular, and scalable approach to drive the Connected Customer Experience

Success Planning and Consumption Execution (SPaCE)

SPaCE Guidance provides clarity for customer-facing roles and teams to effectively orchestrate and execute to achieve customer success outcomes and accelerate consumption.

SPaCE Guidance Overview



Strategic Business Meetings (SBM)

Strategic Business Meetings are proactive motions that focus on the customer's business objectives. SBM guidance enables the account team to thoroughly prepare and maximize the impact & output of customer meetings.

SBM Guidance Overview

Customer Health (CH)

Customer Health Guidance facilitates improvements based on customer insights and enables cross-role orchestration to progress identified Customer Health priorities and outcomes.

CH Guidance Overview

SPaCE

Success Planning and Consumption Execution

SPaCE Guidance provides clarity across three key pillars:

- ✓ Consumption Planning
- ✓ Consumption Analysis
- ✓ Customer Success Planning

SPaCE Guidance Site

What

is SPaCE Guidance?

SPaCE Guidance provides clarity for roles and teams to **effectively orchestrate and execute,** leveraging tools & processes to achieve customer success outcomes and accelerate consumption.

SPaCE encourages an "always on" process of building strategic plans to **improve value-driven relationships.**

Why

do we need SPaCE Guidance?

Encourages a partnership with our customers to **achieve their objectives and priorities.**

Achieves and accelerates durable **consumption revenue** for strategic targets and contractual commitments.

Ensures we are **solutioning for Customer Priorities** to deliver value for the intended outcomes.

Achieves and accelerates durable **customer value** for strategic, cross-cloud, and complex customer solutions and workloads.

How

does SPaCE Guidance drive CCE?

Develops action plans to address consumption gaps and accelerate consumption.

A team sport led by the CSAM involving the rest of the Customer V-team.

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SBM

Strategic Business Meetings

SBM Guidance currently covers two meeting types:

- ✓ Strategic Business Reviews (SBR)
- ✓ Customer Success Delivery Reviews (CSDR)

SBM Guidance Site

What

is SBM Guidance?

Strategic Business Meetings are proactive motions that focus on the **customer's business objectives, and priorities.**

The guidance enables the account team to **thoroughly prepare and maximize** the impact & output of customer meetings.

Why

do we need SBM Guidance?

Strategic Business Meetings **drive a continuous customer dialog that accelerates their digital transformation**, creating a trusted and strategic partnership relationship.

They demonstrate **consistent delivery and accelerate achievements of customer objectives** and drive higher value realization.

How

does SBM Guidance drive CCE?

Strategic Business Meetings leverage existing motions in a coordinated way to deliver **quality customer business priority focused dialogs**.

Expanded modular guidance enables **greater strategic alignment**, increased value realization, & improved customer health.

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Customer Health

(CH)

CH Guidance provides clarity across four key pillars:

- ✓ Proactive Delivery Execution
- ✓ Reactive Support
- ✓ Consumption & Adoption
- ✓ Agreement Renewal

CH Guidance Site

What

is CH Guidance?

Drives clarity across account-aligned roles and functions across regions and standardizes our activities through the customer methodology.

Facilitates improvements in customer health and enables progress towards identified Customer Health priorities and outcomes.

Provides a framework for governance across **projects, programs, data, insights and actions.**

Why

do we need CH Guidance?

Historically, Microsoft lacks consistency and clarity about **how all support motions / actors / benefits come together** to build & maintain customer health and facilitate **alignment with Customer Priorities.**

Establish Microsoft's **delivery capability as a competitive differentiator**, improve customer loyalty and enables increases in consumption across existing and new entitlements.

How

does CH Guidance drive CCE?

Increase Customer Health state based on quality execution aligned to prioritized plans.

A team sport led by the CSAM involving the rest of the Customer & Support v-team.

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Contact DS&D

Our Delivery Strategy and Design Intake Process enables our team to engage with stakeholders to capture feedback, discover new opportunities, and continue to build on existing strategy or content related to Orchestration Methodology.

Please fill out our DS&D Intake Request Form:

aka.ms/DSDIntakeRequest

Or email us: dsd@microsoft.com

Resources

DS&D Top Links

- DS&D Hub
- Orchestration Portal
- Orchestration Guidance – Connectivity Library
- Resources by Role and Organization

Helpful Decks

- Account Team Orchestration deck
- How Roles Work Together deck

Important Sites

- Delivery Model Scale Program Site
- CCE Hub
- CE&S Hub
- CSD Hub

FTE Links Only

- FY23 Commercial Landing
- MCEM Portal

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THANK YOU