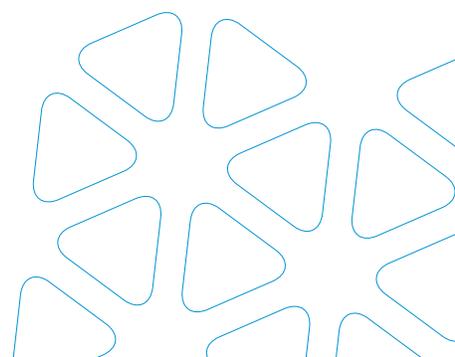
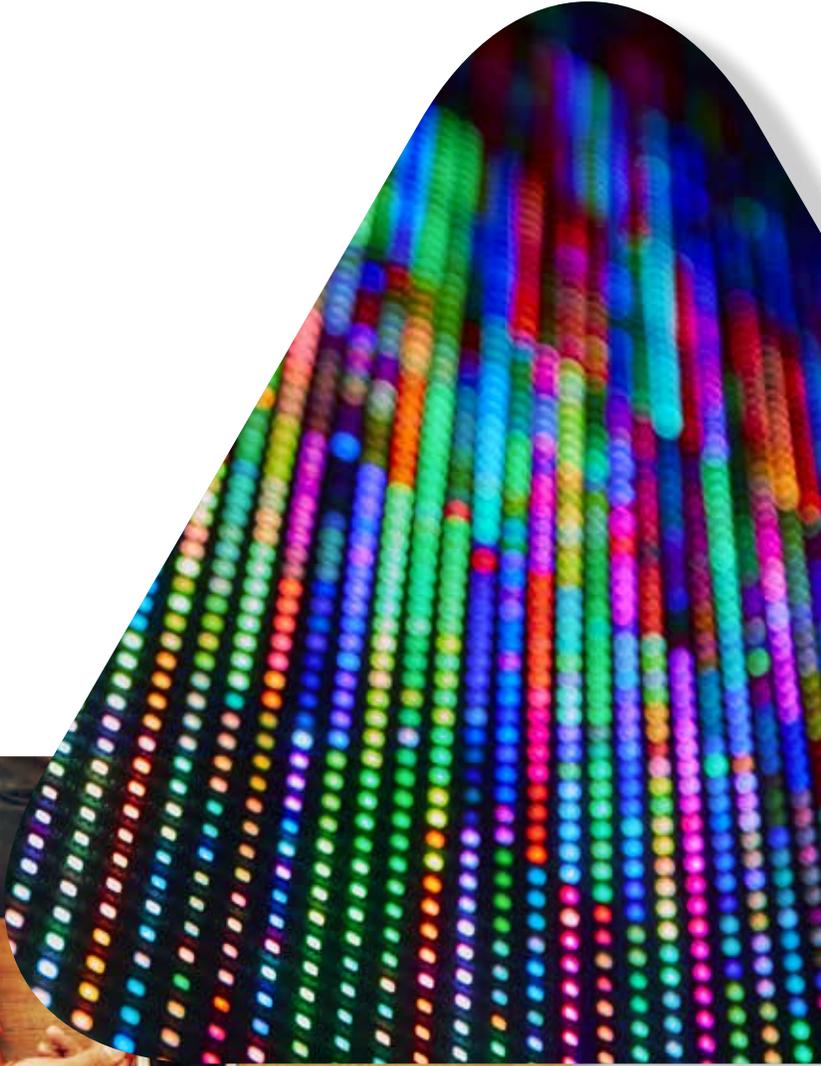


# Create and Conquer

A STORY OF OWNING CHANGE



## Microsoft amplifies creative design production

Microsoft has dominated the technology and consumer electronics industry for decades by exceeding customer expectations at every turn. They're pioneers in thinking out of the box and anticipating what's next, which didn't change as they worked to reimagine how to scale their creative operations.

### THE PROPOSITION:

#### Never miss a beat

To support up to \$110 billion in annual revenue, Microsoft needs to churn out thousands of creative assets to fuel marketing campaigns and digital content. They wanted to maintain the highest levels in design quality, efficiency and flexibility—without bogging down their internal strategic creative leadership.

They envisioned a humming production engine working in lockstep with the organization to help creative leadership get back to what they do best: innovate. Enter TEKsystems.

### OUR PROPOSAL:

#### Creative, on demand

To strategically streamline creative operations, TEKsystems worked with Microsoft's studio leadership to identify and address key pain points in their digital production processes. After consulting and collaborating, we

leveraged our production design studio to create a six-step workflow to pave the way to more seamless production. Say hello to institutional experience, improved efficiency and quality control.

### POWERFUL PARTNERSHIP:

#### Outsourced scale

Visualizing the destination requires flexibility and agility. By leveraging our growing design production studio based in Montreal and the West Coast, we scaled to adapt and achieve Microsoft's real-time business needs. This scalability allows for the seasonality of marketing campaigns—which delivered right-cost solutions to studio and asset management.

Seasons greetings. During holidays, it's not unusual for TEKsystems to scale studio capacity by 35% for several months to meet content demands. The holiday rush brings a spike in workload for Microsoft, requiring



#### Request Intake

Requestor submits a ticket with instructions for task



#### Assignment

Managed services reviews the ticket and assigns it to a designer, ensuring a balanced workload



#### Production

Production designer completes the task and submits to quality control for review



#### Quality Control

Quality control reviews task, requests necessary edits, then gives designer approval to upload artwork



#### Delivery

Requestor or UX team picks up work and posts the work online



#### Live

The work appears online or other third-party sites

diligent foresight. Priming for peak demand, we scaled our design production studio to quickly respond to needs through stints of 24-hour coverage, holiday quality control, toolkits and templates for future volume. Preparation and strong partnership were key to igniting scalability, reporting metrics providing the foundation for future campaigns.

Being a global technology leader, Microsoft's ethos is centered around continual improvement. We initiated efficiency measures

that saved countless hours by revising over 300 pages of processes and procedures content in their designer handbook and creating a cross-reference guide for product information. We successfully remediated our client's pain points around capacity planning, volume scaling, metric visibility and continuous service improvement.

## Real-World Results

A production powerhouse. By managing workflow and maintaining pipeline health, over 120,000 assets were visualized on Microsoft's websites and gaming interface. And while we're optimizing design production management and logistics, Microsoft's creative leadership can stay laser-focused on strategy, innovation and tackling their company's most valuable business goals. With a digital production partner in lockstep with their vision, Microsoft can make data decisions, grow digital campaigns, pivot where needed and ultimately scale to exceed their customers' expectations.

**120K+**

assets produced

**\$110.4B**

in revenue supported

**~70%**

of assets visualized on gaming platform and digital storefront

### About TEKsystems

We're partners in transformation. We help clients activate ideas and solutions to take advantage of a new world of opportunity. We are a team of 80,000 strong, working with over 6,000 clients, including 80% of the Fortune 500, across North America, Europe and Asia. As an industry leader in Full-Stack Technology Services, Talent Services and real-world application, we work with progressive leaders to drive change. That's the power of true partnership. TEKsystems is an Allegis Group company.

Experience the power of real partnership.  
[TEKsystems.com](https://www.teksystems.com)

