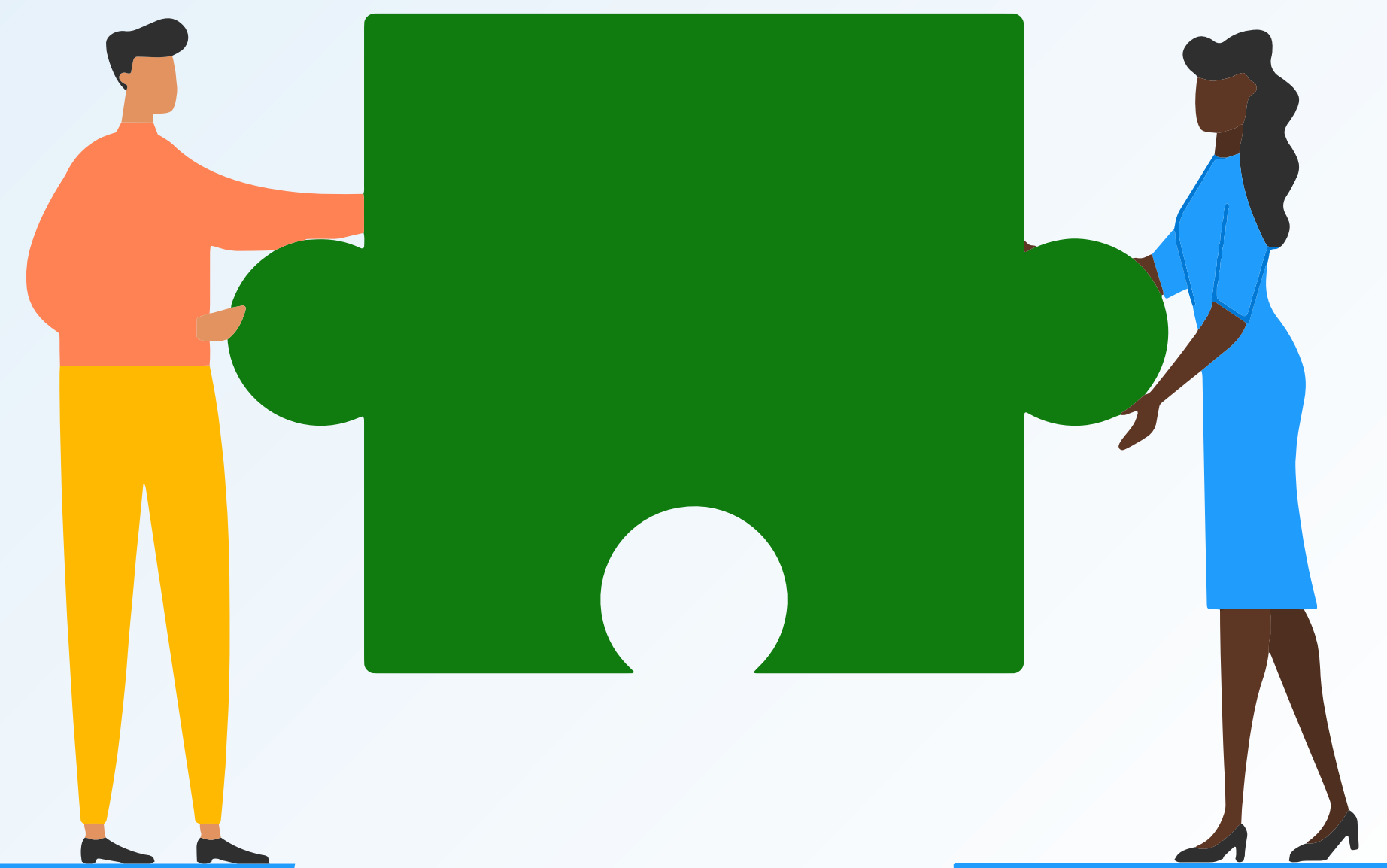


How Affirma Supports Microsoft

Providing impactful products and services across the globe, while also making employees and customers happy, can seem impossible in today's competitive and constantly evolving marketplace. Affirma's full suite of creative and technical services help increase workplace efficiency so that Microsoft teams can focus on what matters most—whether that's unique product innovation, cyber security, or business diversification.



Affirma & Microsoft

Moving fast while being innovative is an important trend in the constantly evolving software and technology landscape. **Affirma has partnered with Microsoft for twenty years to help increase efficiency and fill the gaps for needed services.**

From creative support, web development, marketing automation, program and community management, events, videos, graphics, change management, and more—Affirma is available to help with any project need. We offer a full bench of technology and digital experts to help connect the dots for better business execution to help Microsoft fulfill their mission to empower every person and every organization on the planet to achieve more.



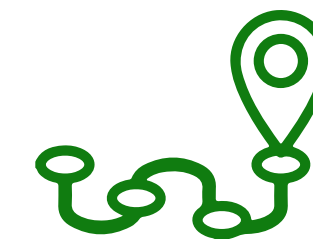
Gold Partner Status

As a Gold Partner, Affirma is a trusted partner and advisor to Microsoft clients. Our engineers are subjected to rigorous certification process yearly to keep our gold status. As a result, our teams are provided with the highest level of technical training and support from MS support.



Approved Supplier Status

As an Approved Supplier, Affirma works with a multitude of internal teams at Microsoft Corporation including Operations, Finance, Xbox, and Devices & Hardware. We frequently help execute on their initiatives. This also allows us to build up experience with new technologies before the public and competing consultants.



Managed Partner Status

As a Managed Partner, Microsoft engages Affirma to support some of their most strategic customers. Affirma acts as an extension of Microsoft's implementation team and is held to a high level of customer satisfaction. Affirma is one of five hand selected Managed Partners in the West Region.

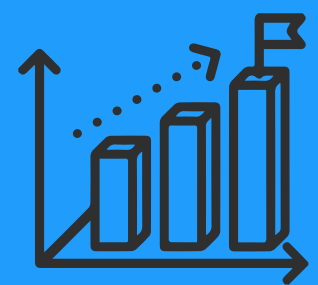


CSP Partner Status

As a Cloud Services Provider, Affirma can provide resale value licensing for any of Microsoft's cloud services including Office 365, Azure, and any other online offerings.

Why should Microsoft work with Affirma?

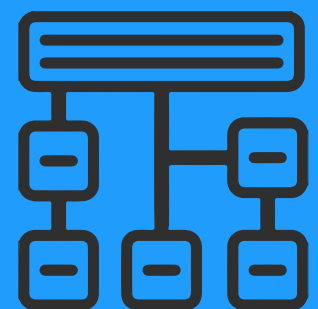
Here are some top reasons:



Increase productivity



Reduce overhead



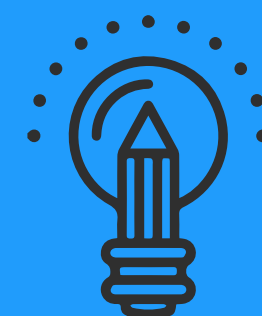
Streamline and operationalize business processes



Improve customer experience



Secure platform and tools



Increase product innovation

Digital and Technology Solutions That Deliver Results

As a seasoned consulting firm, we care deeply about Microsoft employees’ experience and are dedicated to providing the best in customer service. No matter the challenge, we have technology and digital experts available to step in and assist, lead, or partner with Microsoft teams to help deliver exceptional results.

We have delivered hundreds of projects for Microsoft over the past twenty years and continue to receive positive feedback from the teams we support, including the following:

Xbox – Community Ambassadors Project

“In my 21 years at Microsoft, across a wide range of roles and disciplines, I have never worked with a consulting company more outstanding than Affirma Consulting. Year over year, no matter the challenge, from budget cuts to scope creep, Affirma steps up and exceeds my expectations. From the talent, to the capabilities and range of services they offer, my Xbox Community of over 350k Xbox Ambassadors are thriving. We have seen explosive growth in our program which can only be attributed to the sheer dedication, hard work and determination for success that Affirma has brought to our project. Thank you Affirma!”

Brian Baldrige, Principal Program Manager



M365 Security Product Marketing

“A huge thank you to the Affirma team for quickly becoming my favorite group to work with each week and producing some really cool content to boot. I appreciate each team member’s contributions and how focused you are on our constant customer satisfaction as this is unrivaled in any other vendor relationship I’ve had. Thank you for investing the time and patience in building a great working relationship and keeping us homed in on expert empathetic storytelling with super-human project turn around.”



Adam Harbour, Product Marketing Manager



Statistics

We take the time to learn about your goals, ask the right questions to understand your business, and utilize our digital, business, and technology solutions to help your team move faster. Our goal is to unblock Microsoft's teams to enable them to focus on their core job responsibilities and clear the road for growth and success.



Business Units and Services:

CUSTOM DEV

- ✓ Line of Business Applications
- ✓ Systems Integration
- ✓ Web & Mobile Applications
- ✓ CMS Websites
- ✓ Data Engineering
- ✓ AI & Machine Learning
- ✓ DevOps
- ✓ Testing
- ✓ Change Management

DESIGN

- ✓ Event and Tradeshow
- ✓ Print
- ✓ Prototyping
- ✓ UI / UX
- ✓ Visual Design
- ✓ Animation (Videos and GIFs)
- ✓ Infographic
- ✓ Change Management

DIGITAL MARKETING

- ✓ Marketing Strategy
- ✓ Campaign Execution
- ✓ Content
- ✓ Marketing Automation
- ✓ PPC, SEO, Social Media, Public Relations
- ✓ Product Marketing
- ✓ Market Research
- ✓ Change Management
- ✓ Events: Webinars, Live Events, Virtual Events

CRM

- ✓ Dynamics
- ✓ Training, User Adoption,
- ✓ Implementation, Integration,
- ✓ Administration, End User
- ✓ Support, Strategy, Management,
- ✓ Forecasting, Pipeline
- ✓ Management
- ✓ Data Integrity & Reporting
- ✓ Change Management

Business Units and Services continued:

MODERN WORKPLACE

- ✓ Business Process Automation
- ✓ Corporate Communications
- ✓ Document Management
- ✓ SharePoint
- ✓ Teams, OneDrive, PowerApps, Viva
- ✓ Change Management

BPO

- ✓ Business Process Outsourcing
- ✓ Managed Teams
- ✓ Program Management
- ✓ Staff Augmentation
- ✓ Change Management

DATA & ANALYTICS

- ✓ Big Data & Data Science
- ✓ Data Storage
- ✓ Data Visualization
- ✓ ETL & Data Pipeline
- ✓ Change Management

INFRASTRUCTURE

- ✓ Azure
- ✓ Governance
- ✓ Security
- ✓ Compliance
- ✓ Active Directory
- ✓ Cloud Migrations
- ✓ Change Management

Digital Agency Services

Whatever your digital need or service, we are here to help. Affirma's creative team offers graphic and visual design, creative production, advertising and video production services, webinars, live events, and more. As a trusted Microsoft Gold Partner, we understand your business and create tailored solutions to meet your goals and capture the essence of your brand and products in a meaningful way.

Popular digital solutions include:

- Site Experiences (UX/UI)
- On-site Support
- Platform Consolidation
- Marketing Automation
- Branding Cohesiveness
- Marketing Analytics & Reporting
- Lack of Bandwidth
- Event Planning and Execution



Our Approach and Methodologies

PEOPLE-FOCUSED

We mine insights from historical data and customer research to inform our human-centric channel and content strategy recommendations.

COLLABORATIVE

We embrace a collaborative approach that brings a diversity of opinions to the table to turn those insights into well-thought and challenged recommendations.

DATA-DRIVEN

We integrate sales and marketing data and measure return on spend to drive efficiency.

AGILE AND RESPONSIVE

We champion agile techniques to test, iterate, and improve our channel and content recommendations, shifting resources to wherever it can make the greatest

Case Studies



The Dev.level(up); Show

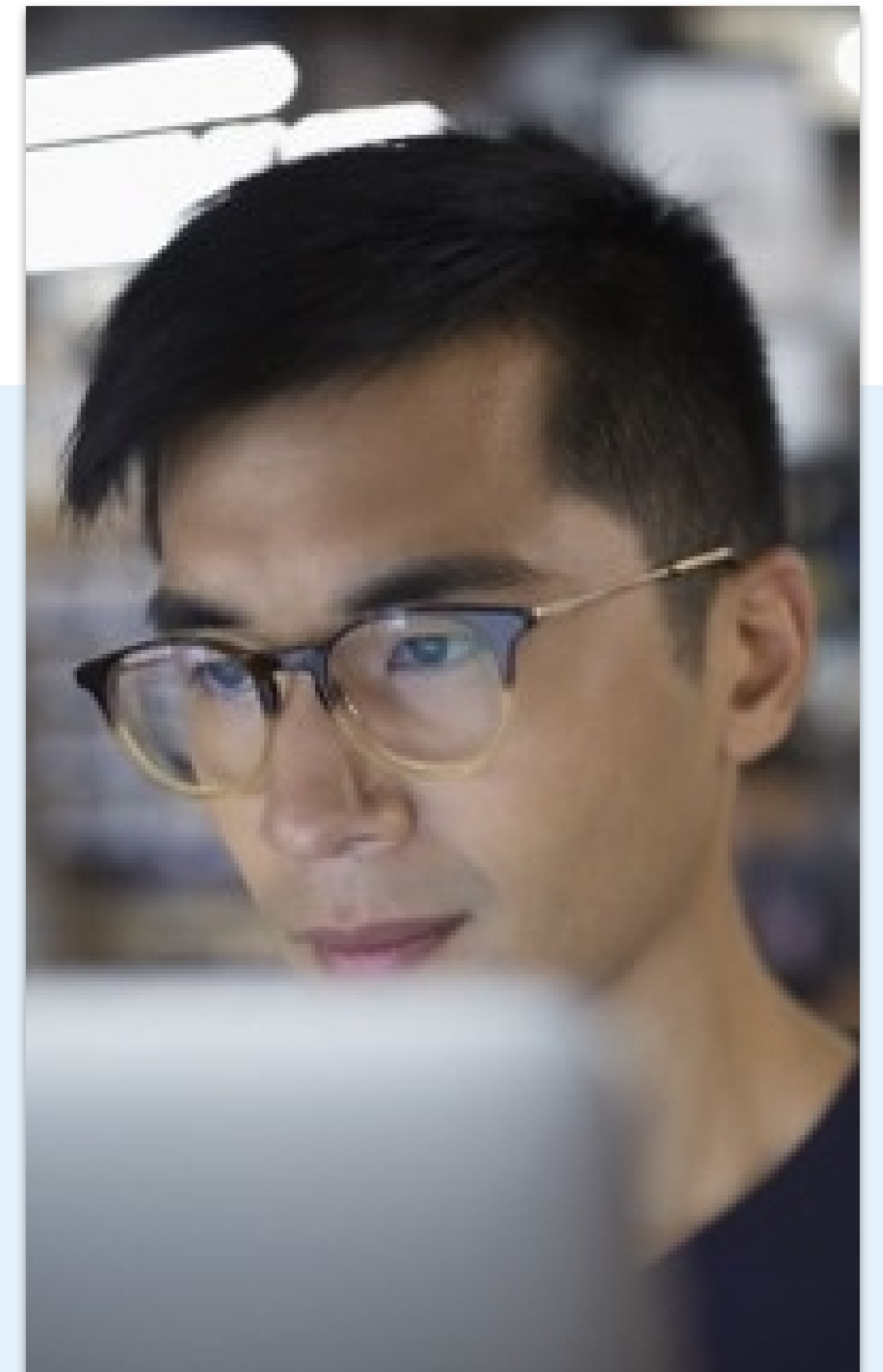
Business Need

Microsoft needed web series content designed for developers to learn and connect with experts and show the capabilities of the Microsoft Cloud ecosystem. Consumable, educational [video content](#) was required to walk the audience through a range of developer tools and services.

What We Did

Under a limited budget and tight time constraints, Affirma delivered a branding concept, [video intro](#), graphics, and static design images. This included a website wireframe, registration, and email banners, and both static and animated social media assets. This content led to the launch of an educational video series for developers to register and access content. The series content aligned with Microsoft branding and company guidelines and produced within 28 days of the initial request.

The developer web series content Affirma created helped Microsoft educate the developer community about the Microsoft Cloud ecosystem capabilities and streamlined training into powerful, easy-to-consume tutorials.



Microsoft Webinar & Video Projects

Azure Webinar Series FY18 – Present

Business Need

Microsoft needed assistance creating an Azure webinar series of 10+ monthly webinars with topics spanning the breadth of Azure products and services.

These webinars supported Azure Marketing Plays and the Global Engagement Programs (GEPs), and the primary goal was to drive engagement with known leads and drive down-funnel outcomes.

What We Did

Affirma partnered with Microsoft to complete 350+ webinars through FY21 to date, streamlining customer reach, and gaining over 400,000 webinar registrations. The pre-recorded monthly webinars were edited and closed captioned by the Affirma team. Final execution was a simulated, live broadcast with live in-console Q&A.

Attendees were very satisfied with the webinars with a 90% average satisfaction rate indication provided in the webinar console, helping to educate customers about Azure in a consumable, efficient manner.

The webinars provided a strong lead generation and engagement opportunity as they led to 75,000+ unique clicks to resources, over 50,000+ survey responses, and 15,000+ questions asked and answered.



Modern Workplace GEP Webcast Program

Business Need

The Modern Workplace Content Team needed assistance developing webcasts on a variety of topics to develop on-demand, studio produced webcasts to support the Global Engagement Program (GEP).

What We Did

Affirma partnered directly with the GEP leadership team and production teams to develop and manage the workback schedule and end-to-end production of the webcasts, which were recorded at Microsoft Studios. Affirma did the following:

- Development and management of workback schedules
- Scheduling of all team meetings
- Coordination of script development
- GCS and AEM process management
- Coordination with BPMs and MOPS to ensure webinar build and promotional processes were in place: emails, blogs, social

Affirma partnered with the GEP leadership team to produce seven webcasts on a variety of topics to use as a touch in the nurture stream or help with the acquisition of new leads. The data-driven reporting and analytics helped provide insights to identify more profitable opportunities.



Microsoft Teams Live Events

Business Need

The Azure Team requested assistance producing and executing multiple Teams Live Events and moderating large-scale Teams meetings for the Azure Lighthouse Team.

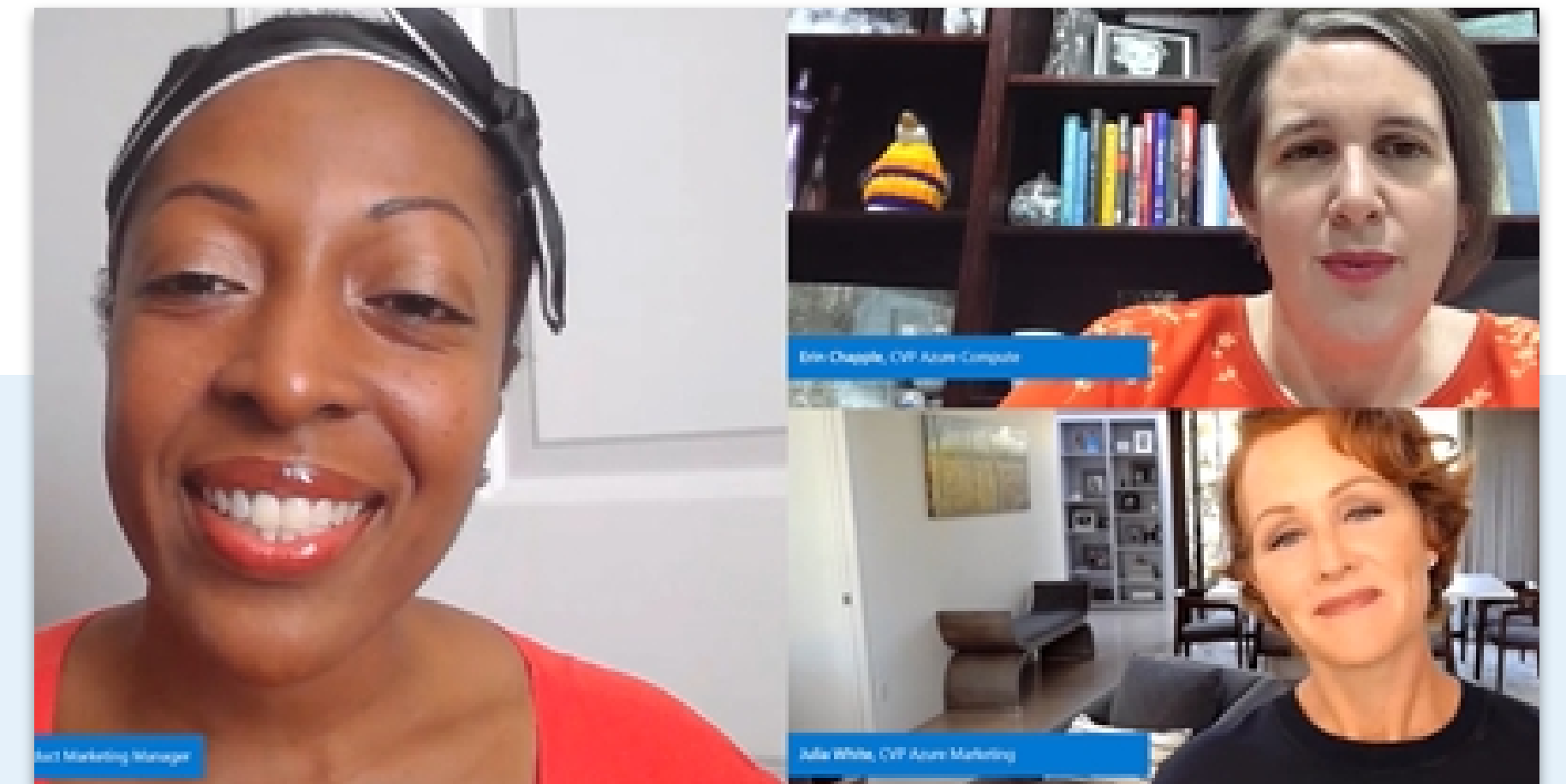
What We Did

Affirma recorded, produced, and monitored an 8-session Azure Pre-Inspire virtual event using the Teams Live Events platform for the Azure Lighthouse team in July of 2020.

The event, with 1,500+ registrants, included a keynote session with CVPs Julia White and Erin Chapple as well as seven additional sessions.

Live Q&A was available during the sessions and a survey was provided to attendees via the Q&A chat using Microsoft Forms. Registration for this event was also set up utilizing Microsoft Forms and was privacy compliant.

Affirma produced a series of Microsoft Teams live events to combine the power of Teams with the opportunity to deliver content to an audience in a variety of ways.



Windows Insiders

Business Need

Windows Insider's came to Affirma with a need to update the design and functionality of their website. The site proved difficult to update on WordPress and needed to be improved to be more user-friendly, accessible, and attractive. Content also needed to be refreshed to build a funnel, focus on educating people about the program, and meet Microsoft's style and accessibility guidelines.



What We Did

Affirma built the first official Microsoft site using the new MWFv2 framework, providing a modern design, improved accessibility and UI/UX, and an easier process for building new pages and updating current pages. The team also localized the site in 37 languages and content was updated to create a funnel for the core of the program and make all content across the web easy to find.

Current content now meets Microsoft's style guidelines, is a plainer language to serve a more diverse audience, and better explains the program.

Windows Insider site views increased exponentially and exit rates decreased by over eleven percent. Registration page for the programs moved from 4th place to 2nd place in traffic, behind only the homepage, and the program's About page is one of the top ten most visited pages. Customers provided positive feedback across social media platforms and internal partners, complimenting the new, modern, and easy-to-use site experience.

Manufacturing Community Development

Community Support Services

Business Need

Microsoft's Manufacturing Global Extended Team needed support services to help drive community engagement, as well as assist with Teams Live events and Teams community meetings.

What We Did

Affirma consulted with the Manufacturing team and recommended numerous support services including live event support, case studies, post-event "snackable" videos, and a full branding refresh.

The team approved the materials and gave Affirma the green light to help implement all recommendations. The community is now using all new refreshed branding and developing a case study catalogue for post-event case studies, which are also created by Affirma.



Manufacturing Community Development

Marketing Materials

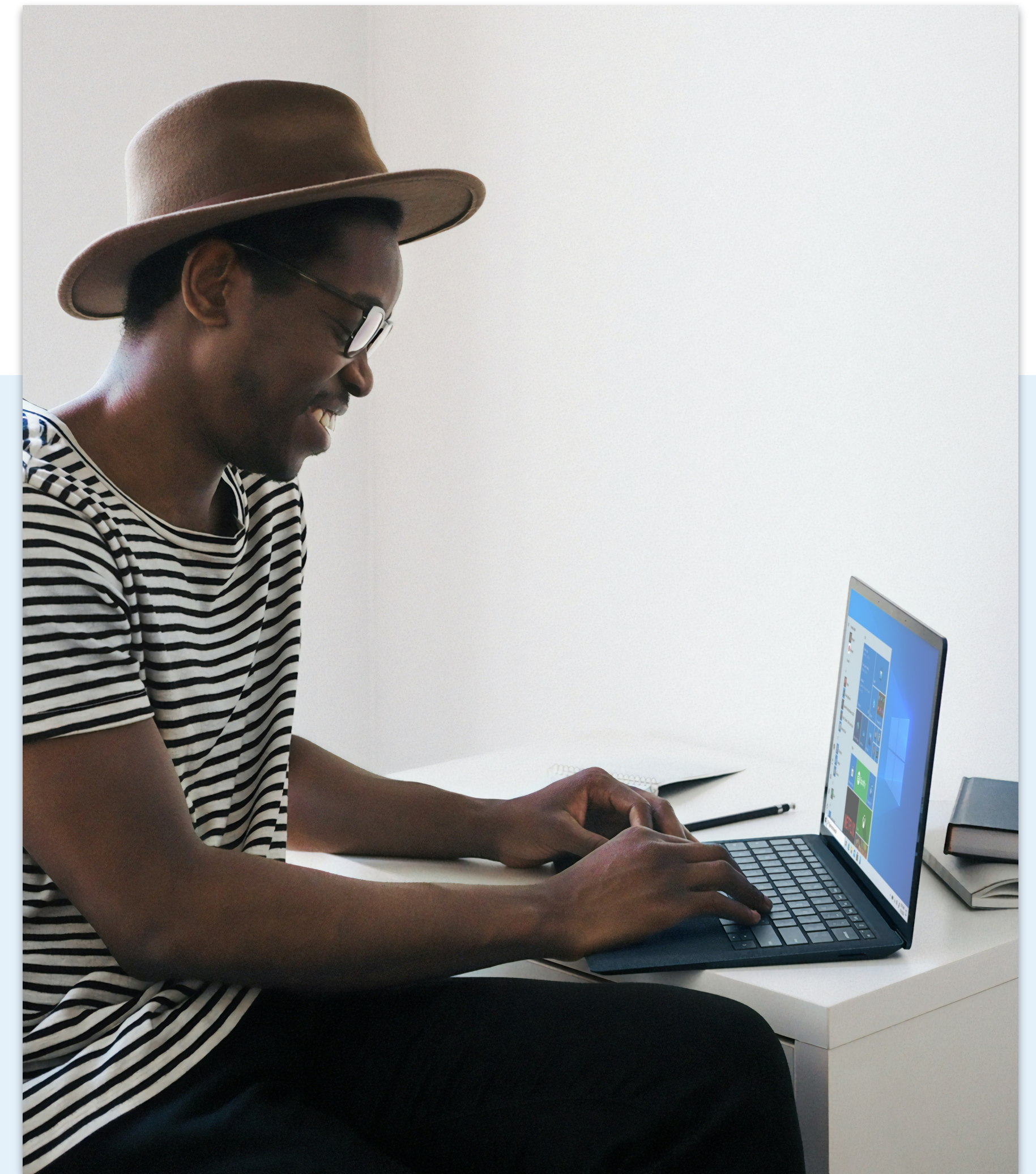
Business Need

Microsoft's Manufacturing Global Extended Team needed customizable marketing and branding assets for their monthly global business calls, such as meeting presentations, newsletter templates, and digital invitations.

What We Did

Affirma consulted with MGET and aligned with Microsoft branding guidelines to create customizable PowerPoint templates for meeting presentations and case studies. An outline for a program playbook that detailed monthly call cadence and R&Rs was also developed, in addition to strategies for business unit engagement and monthly call interaction.

Affirma delivered a branding package with three customizable PowerPoint templates and an Outlook File Type for newsletters and email blasts that matched MGET guidelines.



Microsoft External Identities & Frontline Workers Content

Business Need

Microsoft wanted three content pieces that would highlight Azure Active Directory (AD) as a tool for collaboration with external identities, as well as seamless experiences for Frontline Workers.

What We Did

Affirma began by developing the content, including a discovery session with Microsoft to gather the necessary information and materials to inform the content, as well as two rounds of edits and feedback to create the finalized content.

Affirma designed the finalized content using Microsoft branding guidelines and provided Microsoft with several options to choose from for the design direction.

Affirma delivered an eBook, an infographic, and a product brief for the Microsoft security team.

The Azure AD content provided the necessary parties secure and seamless access to the needed applications and highlighted key statistics, pain points, and ideal collaboration to showcase the main pillars, or top priorities of focus to reach customers in a meaningful way.



Microsoft Security Webinars

Business Need

Microsoft needed three webinars focused on security topics, including secure access, on-premises application migration, and human-operated ransomware.

What We Did

Affirma worked with subject matter experts on each of the security topics, including discovery and working sessions, to develop the script content for each webinar, which included first, and second drafts of the script reviewed and approved by the client.

Affirma coordinated with the client to align the script content with designed slides and assist with remote filming and editing of each webinar.

Affirma delivered three 20- to 30-minute security webinars, including scripting, filming, and video editing. Affirma focused on developing a script that highlighted logical progression of each security topic, researched each script's material extensively, and leveraged the expertise of Microsoft's team members to ensure accurate content and an optimal user experience.



Microsoft Identity: Resiliency & End User Content

Business Need

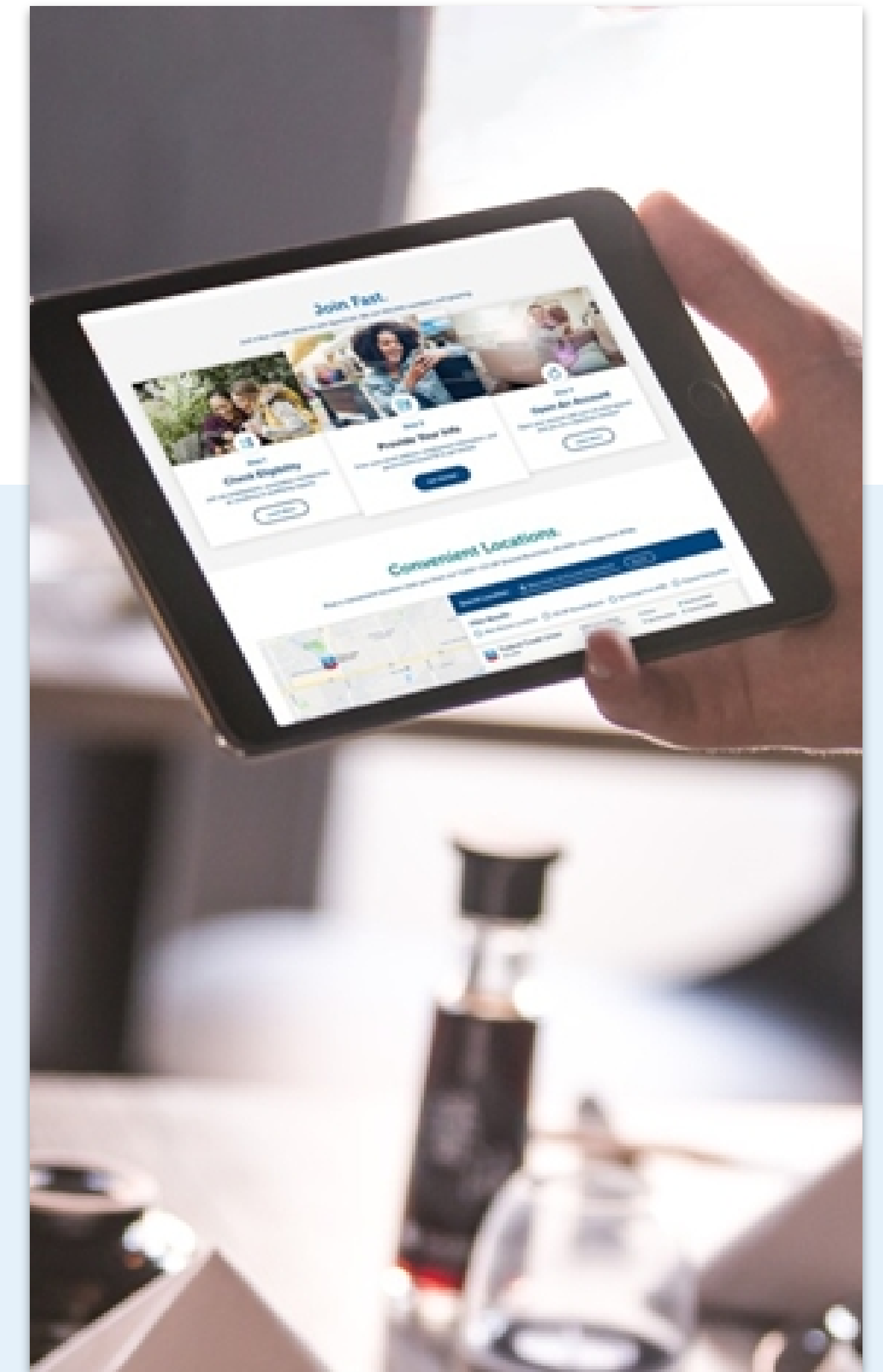
Microsoft needed several content projects delivered in a short time frame, including a 2-minute video on Microsoft resiliency, an accompanying resiliency infographic, and admin empathy infographic, and six blogs focused on the end-user experience.

What We Did

Affirma worked on these content projects in tandem, including client discovery sessions, outlining, several rounds of drafting, and design.

- 2-minute video highlighting Microsoft's update to 99.99% uptime SLA
- Resiliency-focused infographic
- 6 blogs focused on the end-user experience
- Admin empathy infographic

Affirma partnered with Microsoft to create multiple on-point content pieces that were informative, visually-appealing, and on brand to educate target audiences about Microsoft resiliency and the authentication capabilities of Azure Active Directory.



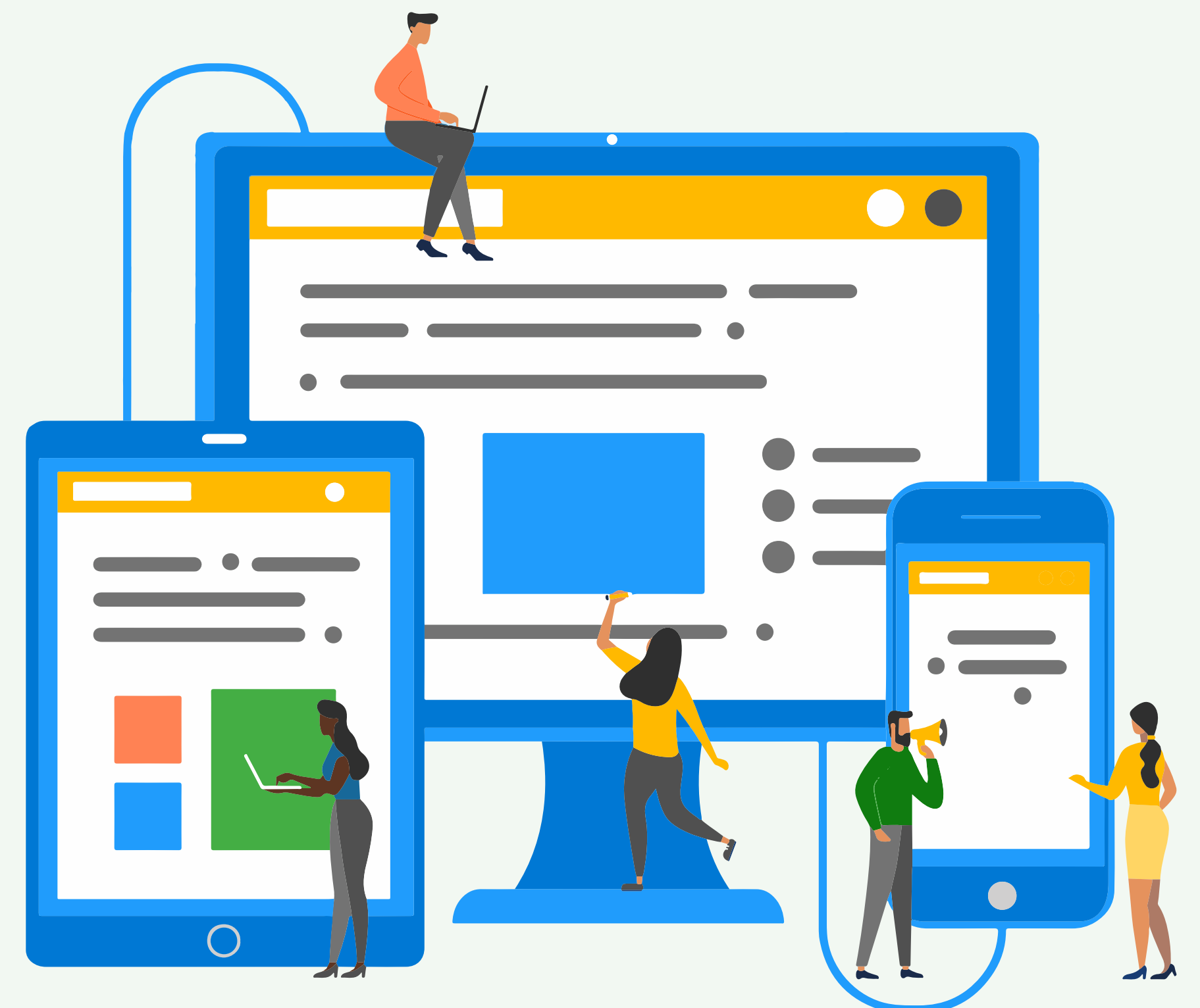
Technology Services

Affirma offers award-winning, full-service technology consultancy. We have partnered with Microsoft on hundreds of technology projects for over the past twenty years, including XA, Windows Insiders, Office Insiders, Microsoft OEM IoT Platform, Microsoft OneView, Microsoft SPOT CSS, Xbox Video Marketing Power BI, and more. We specialize in Web Applications, Cloud, Technology Infrastructure, Cyber Security, IT Strategy, Product, Web, and Custom Development, but can help with any technology need.

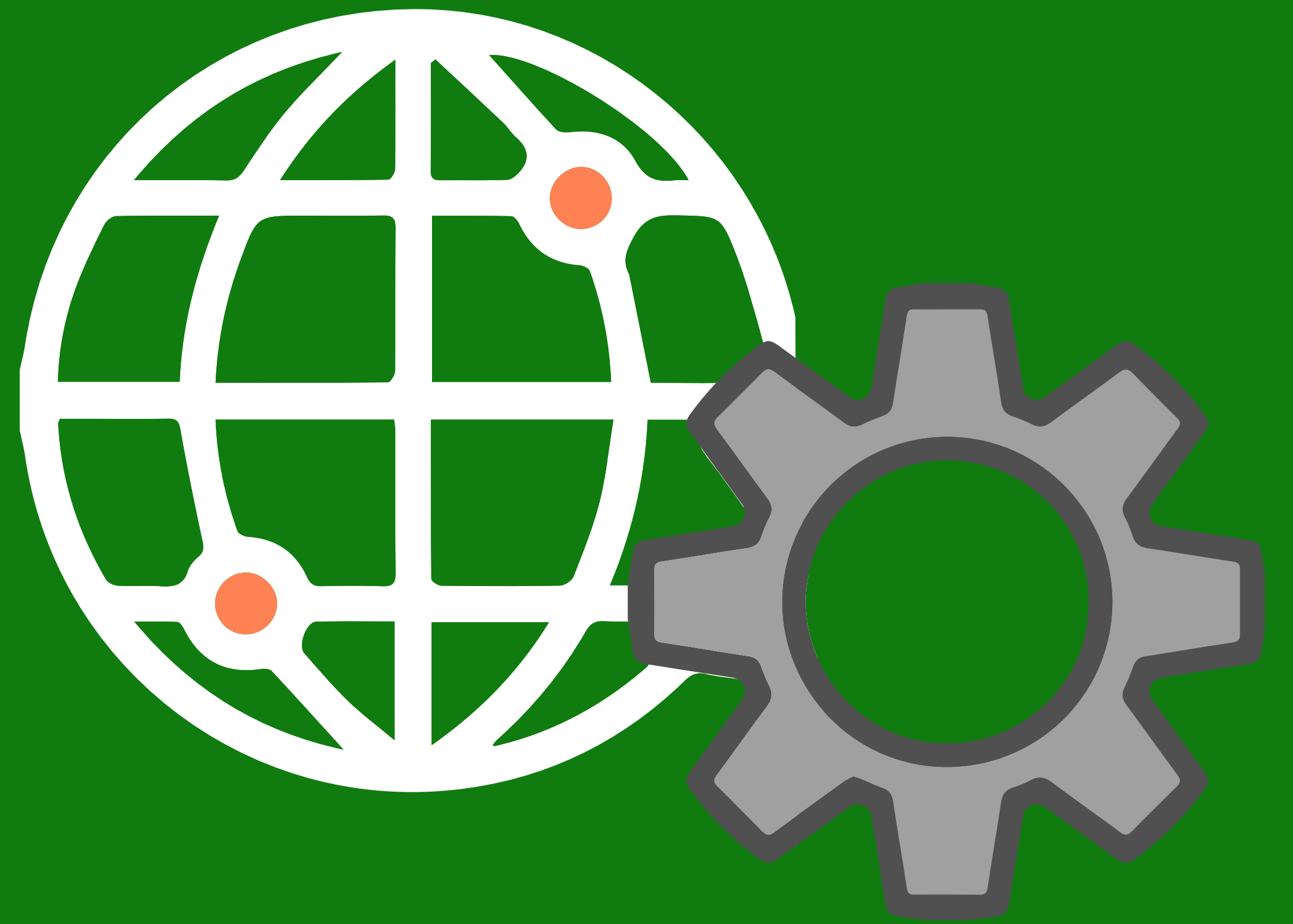
We focus on delivering true, measurable business value to our clients and are dedicated to delivering dependable and reliable solutions that exceed expectations.

Business problems we help solve:

- Data silos
- Platform Security and Inefficiency
- Inaccessible Web Applications
- Manual Reporting
- Analytics Capabilities
- Data Value
- Data Integrity
- Growth & Scalability



Case Studies



Xbox Ambassadors

Business Need

The Xbox Ambassadors are a community of gamers working together to help the broader gaming community base resolve issues and answer questions. A significant amount service requests were going directly to the Microsoft call center and Affirma was enlisted to create a good solution to streamline gamer issues and questions as well as reduce call center costs.

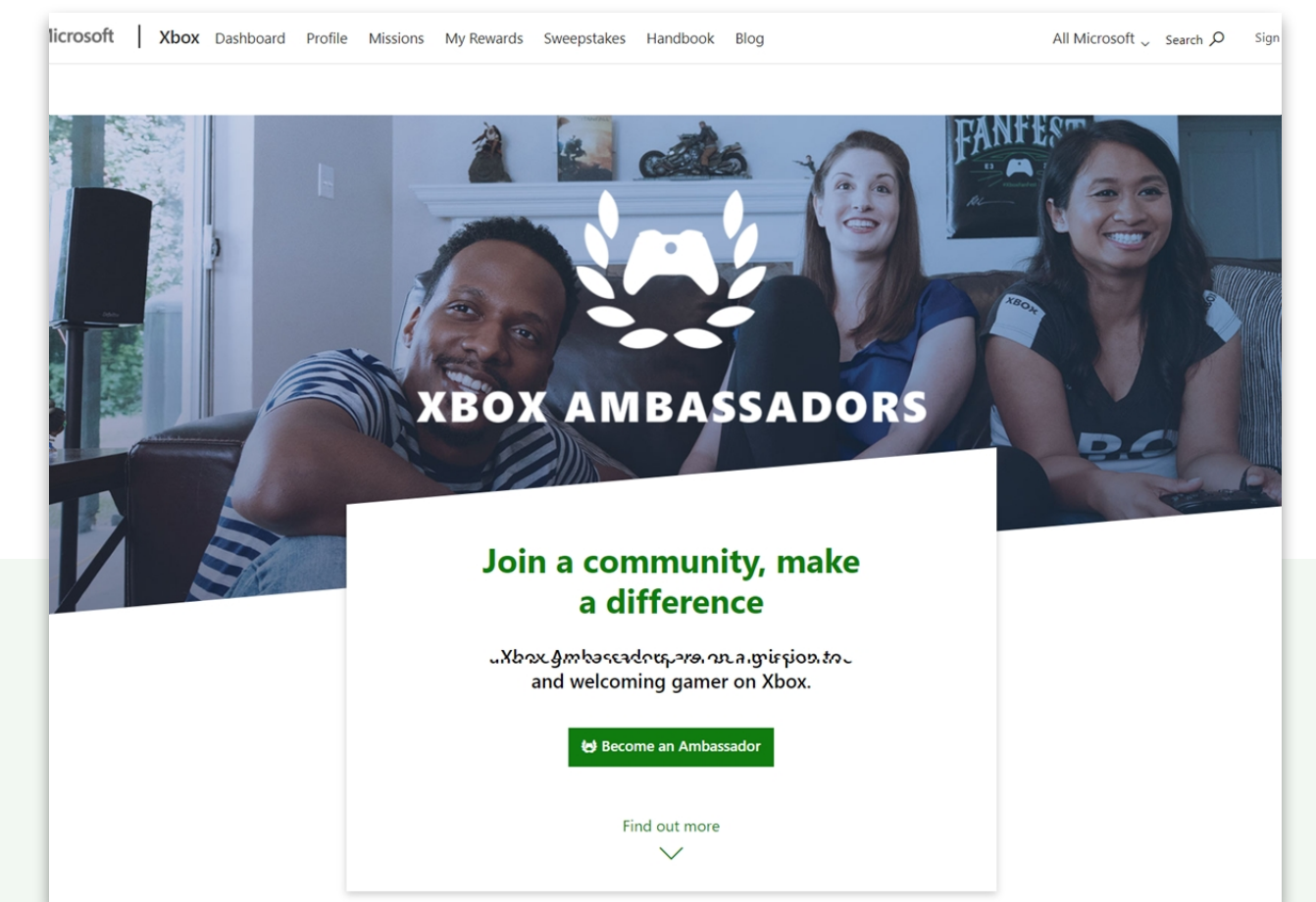
What We Did

Affirma partnered with the Xbox Ambassador team to do the following:

- Create an eight-person software development team dedicated to XCS, along with two content and social media editors
- Build and maintain the Xbox Ambassador web application and Azure Service Fabric backend platform to provide general .NET and Azure services to support all platform processes and activities
- Create a functional dashboard for the Xbox Ambassadors with leaderboard KPIs
- Establish quarterly seasonal badge driven contests to drive Ambassador participation and service levels

The project significantly reduced call center costs coming in through the online gaming community and helped establish efficient online self-help services to solve issues online, in forums, and on social media platforms. The Xbox gaming support and overall content are greatly improved from when Affirma first engaged with the XCS team.

The XA Solution Affirma created reduced call center costs, helped establish a vibrant and active community of enthusiastic Xbox ambassadors, and enriched online self-help services.



Xbox Video Marketing Power BI

Business Need

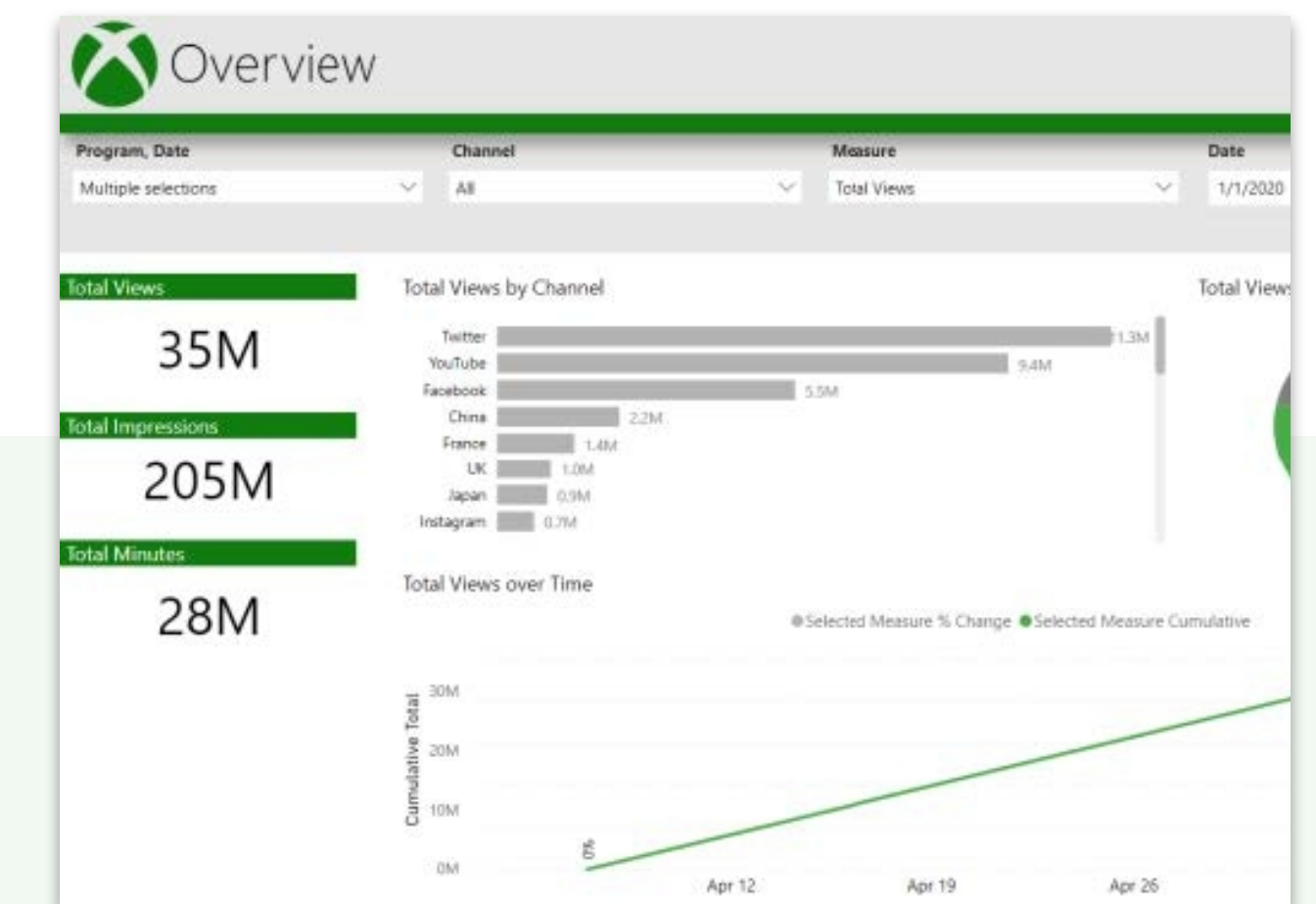
Xbox product marketing came to Affirma with a need to implement Power BI to manage and track their raw data from monthly episodic excel web sheets. Implementing Power BI would allow Xbox to track and update how their videos perform across dozens of platforms globally.

What We Did

Affirma partnered with the Xbox team to implement Power BI to provide video performance visibility across dozens of global platforms to be able to do the following:

- Track multiple programs individually and track and provide a consecutive overview of all global programs at the same time
- Track live views, VOD views, impressions, engagement, click-through rates, promo views, minutes viewed, sponsorship revenue, amplified views, and media placements (all-up, region-specific, platform-specific)
- Provide a show comparison overview based on multiple scenarios, including region, selection, and more

Affirma implemented Power BI to provide an in-depth overview and raw data tracking of videos across dozens of platforms globally to provide data-driven and performance insights for more efficient tracking and analysis.



Microsoft Voice of the Customer Team

Business Need

Microsoft came to Affirma looking for support in their Voice of the Customer initiative.

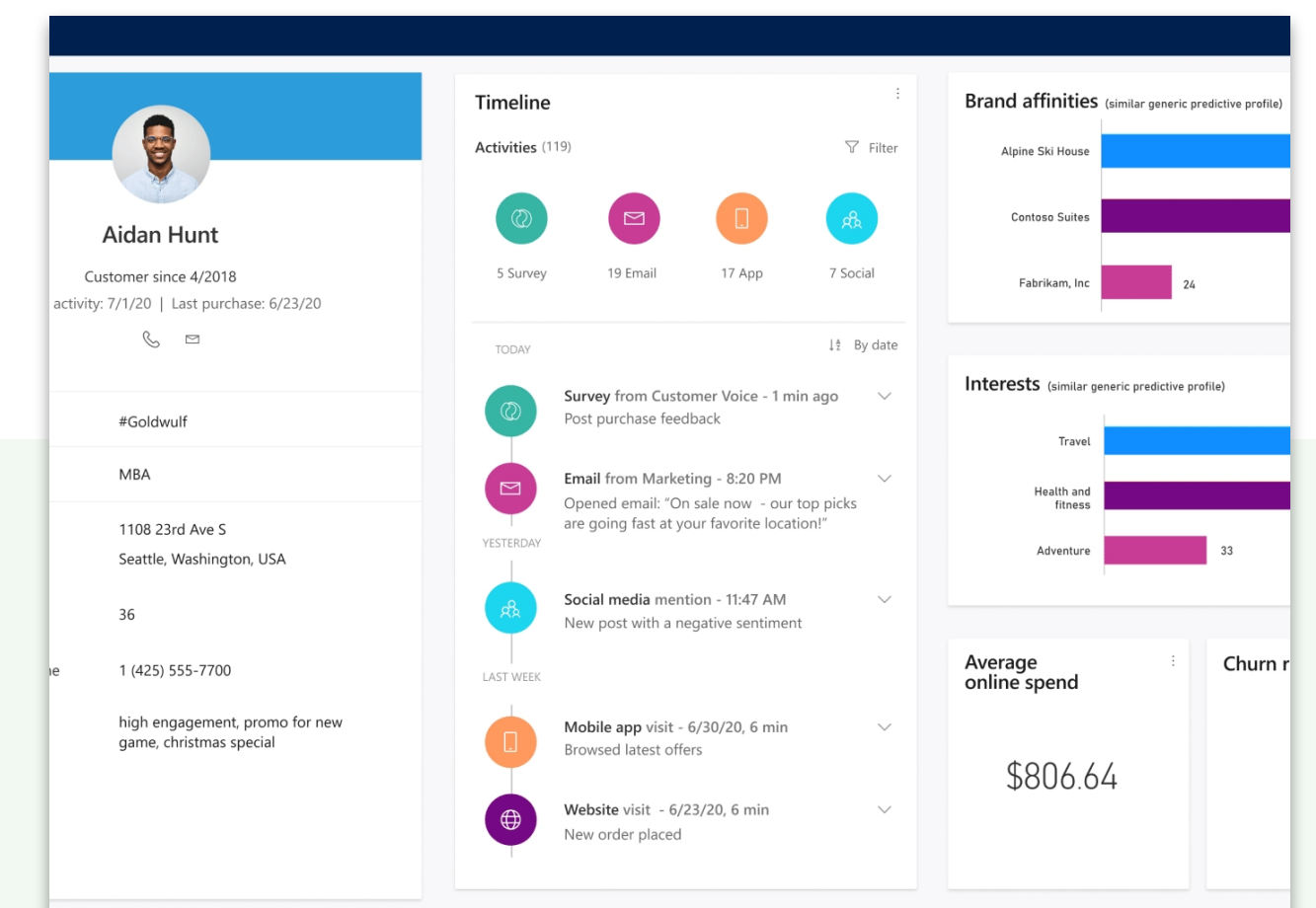
The goal was to capture qualitative customer sentiment and turn it into quantifiable, actionable insights.

What We Did

Affirma established a team of project managers, architects, and software engineers to develop a solution that leveraged Azure Machine Learning, Power BI, and custom development. The solution provided in-depth customer data insights from chat data, surveys, social media, and more to proactively determine improvements in customer advocate training, product development and survey experiences.

Affirma continues to provide ongoing enhancements to the solution and business support through data-backed insights to inform business decisions.

Affirma leveraged machine learning to understand customer sentiment and drive improvements on data points on the Voice of the Customer Initiative to proactively improve customer experience and produce more effective and profitable outcomes.



Office Insiders

Business Need

The Office Insider team needed a Microsoft branded web application in 37 languages with attention to accessibility standards and Microsoft Web Framework (MWF) design.

What We Did

Affirma built a web application running on a hybrid WordPress/M365 content management system (CMS) with an automated pipeline into Microsoft translation services. All required Microsoft services were integrated, including UHF/MSA authentication and the Office Insider release notes system. The team ran full test passes against the site, fixed all bugs, and performed cookie and privacy compliance signoffs. With a more streamlined, localized MWF design, new features and designs are built in based on the backlog and Microsoft's compliance initiatives.

Affirma built an on-brand web application in 37 languages that not only passed accessibility standards but also the MWF design for a more optimal user experience and streamlined CMS and process.



Microsoft Semantic Machines

Business Need

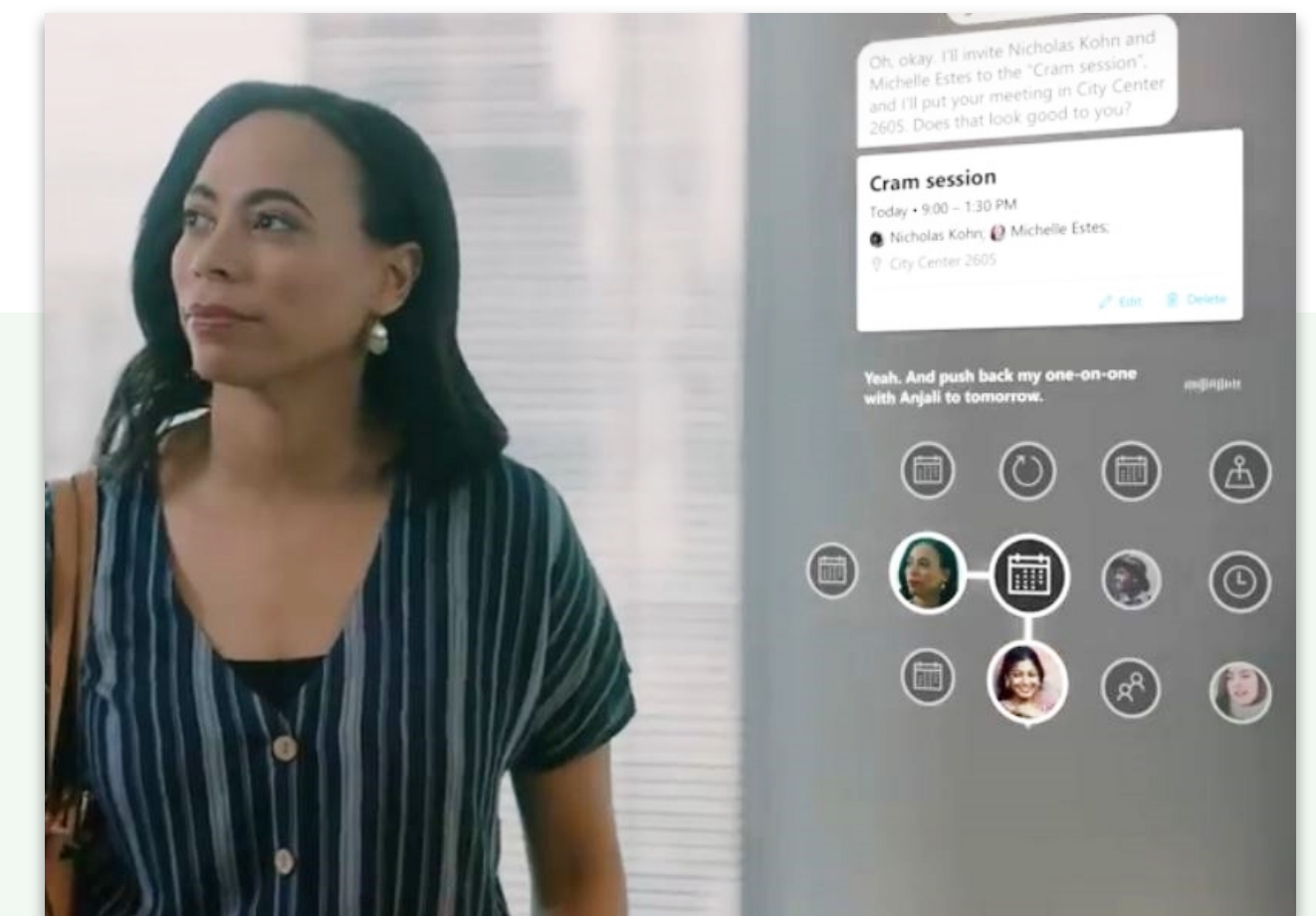
Affirma has been working in the Semantic Machines organization to make a generational shift in conversational systems by training their ML model.

What We Did

Affirma conceptualized, challenged, and iterated what dialogue data should look like and did the following:

- Observed and documented issues and fed those issues back to technologists
- Represented “data production feasibility” as an aspect of the machine learning and data creation tools
- Created process documentation on current and future run activities
- Created a Power BI-based dashboard for reporting and performance management

Affirma operated the entire engagement as a true outsourced engagement, hands off to Microsoft, completely owned and managed by Affirma to improve the ML model for better execution.



How Our Solutions Help

We know people rely on Microsoft's products and services around the world and we are here to help you fulfill your mission to empower every person and organization on the planet to achieve more.

Affirma offers an award winning, full-service technology consultancy and we focus on delivering true, measurable business value. We are dedicated to continuing our 20-year partnership with Microsoft to help automate, connect, and simplify organization solutions to run efficiently anywhere, anytime, and under any circumstances.

With an industry-leading 98% customer satisfaction rating across more than 1500 projects, Affirma is dedicated to delivering dependable and reliable digital, business and technology solutions that exceed your expectations—and it shows.

We have consistently been named one of Washington's Best Places to Work, placed as a 5-Time Inc. 5000 Honoree, and ranked as a most promising IT provider by the CIO Review.

Get in touch today to schedule your free consultation and learn how Affirma can help you achieve your unique needs.



Affirma Consulting

We are a global company

Affirma Consulting is a global, full-service digital marketing, business, and technology agency headquartered in the Seattle area. As your out-of-house solutions team, we take the guesswork out of your business problems and continually deliver measurable business value.

Contact

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Affirma Footprint

