Case Study

GroupM unlocks innovation with two distinct approaches to IT

Avanade delivers efficiency, agility and innovation with modern software engineering

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Intro

There is one resource that is absolutely essential when it comes to going digital: time. Unfortunately for GroupM, the world's largest media investment firm, time was in short supply for its IT professionals. With on-going development demands taking up all their time, how would they push forward with an agenda to be more innovative? The answer would come in the form of a modern software engineering transformation, and flexible, on-demand access to top-tier development services from company's long-time partner, Avanade. The results? More time to focus on using technology to innovate the business and up to 20 percent cost reduction in various operating costs.

Situation

Since 2012, Avanade has worked closely with GroupM on bringing efficiency, scalability and simplicity to its development needs, often building cutting-edge solutions on top of the newest Microsoft technologies. And with GroupM having over 20,000 employees across 81 countries, Avanade's managed services brought much needed relief to an often complex, demanding IT situation.

However, recently GroupM began to face new challenges. First, it wanted to pursue more ambitious, strategic digital initiatives; with the world changing, fast, it wanted to embrace new digital opportunities as soon as possible. But in order to achieve this, it also needed to find new efficiencies to free up time internal IT staff were spending on existing application development cycles. Namely, it hoped to reduce development costs, speed time to market and unlock more flexibility with its development partner.

That's when management decided that if it couldn't find the time, it would make the time.

Solution

After evaluating GroupM's latest goals, Avanade helped the company realize two distinct approaches to IT. First, we made application development more predictable using modern software engineering tools and approaches to create efficiencies and increase agility. And second, by doing so we empowered GroupM's IT team to focus on using technology to innovate the business.

Specifically, with Avanade's Application Managed Services, GroupM received:

- Maximized efficiencies with scalable resources: We migrated all onshore Avanade resources to our advanced delivery center in the Philippines
- Increased agility through Modern Software Engineering: We improved and sped up GroupM's app lifecycle with a transition to agile and DevOps processes

No longer held back by the pains and time demands of traditional application development processes, GroupM was free to move forward and achieve its strategic goals.

Benefits

GroupM's now has the freedom to innovate on new projects, all while cutting costs and improving end-user service. With the new Avanade solution, they receive:

- Efficiency: Approximately 20 percent in costs saved through scalable access to Avanade's deep global expertise across the Microsoft platform reduces costs.
- Agility: Shorter release cycles delivers growth by giving much needed updates to end-users. A new back-end architecture improves speed of development to support its quality business applications into the future.
- Innovation: Internal resources can now focus on initiatives that align with the business and ensure competitiveness in a digital economy.

"Avanade is a true business partner, its managed services approach and strong delivery capability help us maximize efficiency, increase agility and give the freedom to innovate," said Alvin Yong, GroupM's IT Director for Asia Pacific.

As any business enters a new world, and new economics of IT, it's crucial to find a balance between predictable operations and the speed to innovate. With Avanade's help, GroupM are now in a position to do exactly that.

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About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences delivered through the power of people and the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help fuel transformation and growth for our clients and their customers. Avanade has 30,000 digitally connected people across 24 countries, bringing clients the best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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