How Williams succeeds with Avanade

Avanade Global Delivery Network

Avanade Helps Williams Race Off the Track.

"We didn't think anyone could build our new website in the time frame we needed. But the Avanade team delivered. We didn't expect to be able to deploy our new apps for the season's first race. But thanks to the power of Avanade global delivery network, we had them ready."
–Graeme Hackland, Chief Technology Officer, Williams Martini Racing

Avanade is accustomed to clients that want business results fast. But when the client in question is a world-renowned Formula One racing organization, "fast" takes on a whole new meaning. That was the situation facing Avanade when it was engaged by Williams Martini Racing to help the company implement a wide-ranging technology vision. The partnership began on January 1, 2015 and Williams wanted its first technology projects to be ready to launch for the first race of the season—just three months later.

Avanade's first challenge was to assemble a team with the precise combination of design, development, business analyst, digital marketing and workplace collaboration skills that Williams needed. Traditionally, such a team—with a dozen members, to start—might take two to three months

to recruit and brief on the client's needs, leaving little or no time for the first wave of projects. But Avanade had its global delivery team ready to go in just four weeks.

To accomplish that feat, Avanade tapped into its Global Delivery Network (GDN) of more than 22,000 professionals with 24,000 certifications in Microsoft technologies. Located in 19 Delivery Centers around the world, the GDN has been in operation for more than 10 years, and is a trusted advisor to more than 535 clients.

With its GDN professionals on call, Avanade quickly put together a team of six .NET developers in the Avanade India Development Center and two SharePoint developers in the Philippines Development Center.

From Accenture and Microsoft

In addition, Avanade positioned business analysts to work alongside Williams personnel in the client's UK headquarters. Avanade has since added three members to the offshore GDN teams, onboarding each in one or two days, down from the two weeks it traditionally takes to add members to existing teams.

Close collaboration between the Avanade team (both onshore and offshore) and Williams was another key to Avanade's success. To achieve it, Avanade:

- **Designed a process that blended agile iterations for speed with the more traditional waterfall approach** with which Williams was familiar
- **Managed the process seamlessly through its Application Lifecycle Manager** (ALM) proprietary IP, including a software repository and the team followed the Application Lifecycle Process (ALM) discipline for the deliverables to ensure the quality and schedule.

- **Conducted daily reviews**—both within the Avanade team and between Avanade and Williams—to ensure that projects moved rapidly and stayed on track.
- **Stood up project environments in the cloud**, where Williams and the widely dispersed Avanade GDN team members could access them from wherever they were
- **Solicited Williams feedback on** every technology demo and iteration it provided

The in-depth experience of the Avanade GDN, combined with the close collaboration enabled by the Avanade processes and tools, resulted in several quick wins for Williams:

- The Williams website was completely redesigned and relaunched prior to the season's start
- A tire optimization tool to boost track performance was ready for the first race

"For me, the key to success is our ability to bring the right people from across the globe – India, Philippines and the UK in this instance – to deliver a seamless experience and accelerated results for the client," said Colin Burrell, Avanade client executive. And with Avanade and Williams Martini Racing continuing to race towards the finish line on their technology vision, it's clear that it's a winning formula.

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