



# MSFT CONTROL TOWER CREDENTIAL

## VIDEO TRANSCRIPT

The Microsoft Azure Cloud supports millions of users across 143 countries every day, with plans to double in size over the next few years. Behind this vast Cloud Infrastructure is a complex hardware supply chain. Microsoft's Cloud Supply Chain ensures the delivery of servers, storage and networking to data centers predictably and at scale, empowering their customers across the world to achieve more.

Like most other companies, Microsoft faced various types of supply chain disruptions over the past few years.

These disruptions were especially difficult to manage because of a range of challenges across its global supply chain operations. Microsoft needed better visibility across its complex network of supply chain partners, less siloed internal systems for faster decision making, higher data quality across the network, and automation to remove manual processing that relied on Excel and email.

To address these challenges, Microsoft partnered with Accenture and together they came up with a vision for a best-in-class supply chain digital solution that enabled near real time visibility, including:

- E2E Supply chain visibility on a digital twin
- A single source of truth with high quality data
- Proactive exception management through real-time data feeds
- And cross-team orchestration enabled by collaboration tooling

This vision chartered the course for a Control Tower solution to support the Microsoft cloud supply chain.

The team developed a transformation framework to provide governance and steer their innovation.

They started with a technical foundation built on Azure, with focus on digital twin modelling, real time signals, and data as a product.

Next, they analysed core supply chain data against key business metrics. This allowed them to design modular use cases for the control tower solution that build upon each other.

Finally, Accenture introduced human-centered design methods to create intuitive interfaces for collaboration and exception management.

In less than a year, the Control Tower solution was launched...

Hi, I'm Jodi Larson, General Manager of Microsoft's Cloud Supply Chain Strategy and Transformation.

This end-to-end Control Tower is a core pillar of our SC capabilities, enabling our Cloud Supply Chain to make better and faster data-driven decisions



Previously, like many SCs, after hours of analysing and emailing data, we spent time trying to decide who had the right numbers. Since launching this solution last year, we've seen notable improvements in employee efficiency, with users saving hundreds of hours chasing data, preparing analysis, and firefighting issues.

Operations teams are now able to collaborate on a single source of truth and respond to changes in demand, supply or disruptions, allowing us to ship racks to the right data center at the right time. This improves our ability to scale to match the Cloud's growth and meet our customers' needs.

Copyright © 2022 Accenture  
All rights reserved.

Accenture and its logo  
are registered trademarks  
of Accenture.