



QUICK LOOK

Company: 10th Magnitude

CEO: Alex Brown

Website: 10thmagnitude.com

Founded: 2010

Headquarters: Chicago, USA

Industry: Cloud Services

Numbers:

December – Concept, brainstorming

January – SOW, contract, planning

February – Beta release

March – 1st public release

April – 2nd public release

May Results – Average weekly users

2200. Contributors: 14. Catalog

entries: 393 Number of countries

visited the catalog: 43

Microsoft champions partner-to-partner collaboration; the concept thrives in its DNA. And it's not an Ivory Tower ideal. The company itself sets a vibrant example.

When Microsoft's Steve Luper needed to create a tool for Azure partners, he turned to a Gold Cloud Platform partner: 10th Magnitude.

Founded in 2010, 10th Magnitude was conceived in high-pedigree IT, but didn't inherit any earthly hardware genes. They've never even owned a server. They were born in the cloud and live in the cloud.

Because they rely wholeheartedly on Azure, they can innovate, renovate and navigate there with ease. Their mastery and energy was just what Steve needed.

It might seem ironic, counter-cultural—or even risky—to reach beyond Microsoft to build a catalog for Azure. But who better to partner with than supreme experts and downright diehard fans?

Here's what happened.

The need for speed

The sheer magnitude of Azure readiness content was making it difficult for partners to find resources quickly and efficiently. Microsoft needed a searchable readiness catalog to help partners navigate Azure and its resources more easily.

Steve had an idea. What if he could build such a tool in rapid time, cut through red tape, push it out faster than ever AND build it on Azure?

The agile nature of Azure meant rapid development and implementation was possible. Using the cloud, Microsoft could create a powerful solution for partners faster than ever, in the same way that Azure partners help their own clients more effectively by leveraging the cloud. So Steve began searching for a likeminded partner born in the cloud. When he found 10th Magnitude, the aha moment beamed brightly.

After decades in the tech business—in software development, infrastructure solutions and data centers—Alex Brown had founded 10th Magnitude with his eyes on the cloud. Since Day 1, the company has been single-minded about transforming clients and making them thrive in the cloud. Their philosophy extols that "provisioning hardware is costly, slow, unproductive and unnecessary."

Their attitude, responsive nature and agile methodology resonated with Steve. "They get it," he thought. And a partnership was forged.

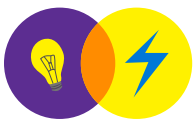
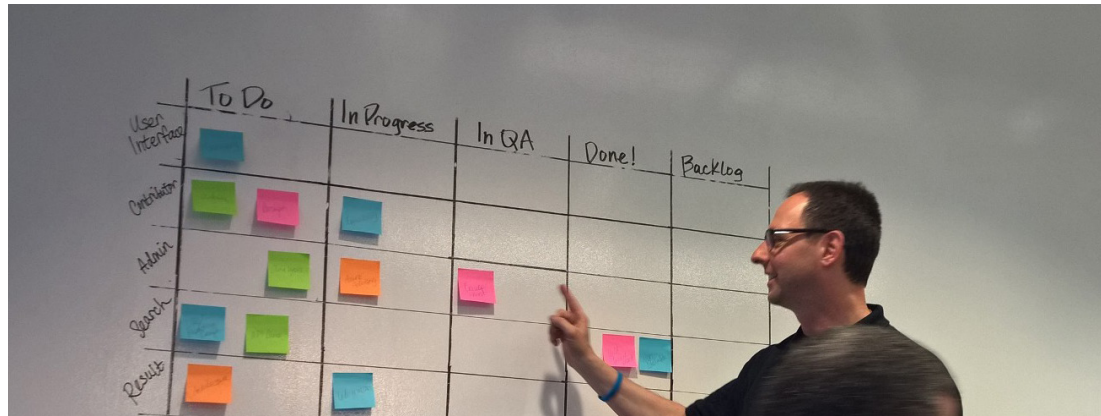


"Life in the Cloud is a different view of IT."

From simple charter to epic reality

The project began with a simple charter. The 10th Magnitude team marveled at Steve's vision and trust. They met frequently with Microsoft through virtual interactive sessions.

This method delivered on a quicker timeline than traditional paths. It also represented a significant shift in Microsoft's execution approach. "We were ready to embrace a 'push out the door and fix as you go'



"100x easier to sell Azure to developers vs. servers."

WHY MICROSOFT?

United in philosophy, accomplished in reality. Microsoft Azure is a true building block that enables countless, powerful possibilities. Both the Microsoft team and 10th Magnitude team recognized this and tapped into its potential in a new and profound way.

mentality," Steve says.

The team began identifying what 10th Magnitude calls "epics." These are large buckets of pending tasks. Each epic is supported by smaller sections of information called "stories."

The modular structure allowed the team to prioritize and made the tasks more manageable. When an epic was ready, the team could swiftly develop, produce and test until it achieved the desired result. These were done in two-week "sprints."

From months to minutes

The agile process made changes easy. Tasks and functionality that might previously have taken months to complete now took minutes. The project itself, from concept to delivery, took less than four months.

When Steve approached 10th Magnitude, he needed a rapid solution. Without knowing all of the nitty-gritty, 10th Magnitude jumped in and demonstrated a new way of planning and revolutionary time-to-market delivery.

The evolution and process took trust and mind shifts, and each side delivered. The results were profound.

Today, 10th Magnitude is recognized as a thought leader in the industry and as one of Microsoft's premier Azure partners. Additionally, Alex Brown serves on the Azure Partner Advisory Council.

What started as a surprising collaboration became a masterful demonstration. Leveraging talented partners and the cloud can accomplish more than previously possible, with record-breaking speed.

ROAD MAP to Success

1

A NEED TO TAME CLOUD CONTENT

The vast sea of content on Microsoft Azure needs organizing. The solution is to create a robust, searchable catalog. Fast. But where to begin?



CLOUD-BASED EVERYTHING

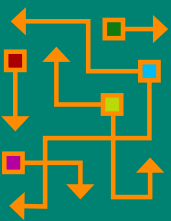
The cloud need demands cloud speed. This means creating the solution in the cloud. It also means finding a suitable partner born in the cloud. Microsoft finds this partnership in Gold Cloud Platform partner 10th Magnitude.

2

3

BENDING TIME

The project's demanding timeline defies Microsoft's traditional time-heavy processes and culture. It challenges people to shift their mindsets and move with extraordinary business agility. 10th Magnitude can help.



BUILDING A BETTER, EPIC MOUSETRAP

10th Magnitude implements their agile development process. It's a modular approach that breaks down tasks, needs and content into large categories called "epics." The epics are supported by smaller tasks called "stories." This approach allows the team to more effectively deploy development changes on the fly, with visible and actionable data.

4

5

WHO KNEW?

The new approach represents a radical departure for Microsoft. It also reflects a stellar example of how content paired with evolving development can be extremely powerful. The methods eliminate a tremendous amount of time and resources.

