MICROSOFT PARTNERS WITH IOD, PRODUCING OVER A DOZEN TECHNICAL CASE STUDIES WITHIN WEEKS

> " *"We needed 15 technical case studies fast. IOD made it happen in just a few weeks while maintaining the highest production and delivery standards.*
>
> *IOD's streamlined, transparent process gave us full visibility of the production process. This made it easy to keep track of and review the content, all while satisfying multiple stakeholders. We were impressed by IOD's professionalism— they took full ownership of the content creation and delivered incredibly fast!"*
>
> *—Amit Svarzenberg,*
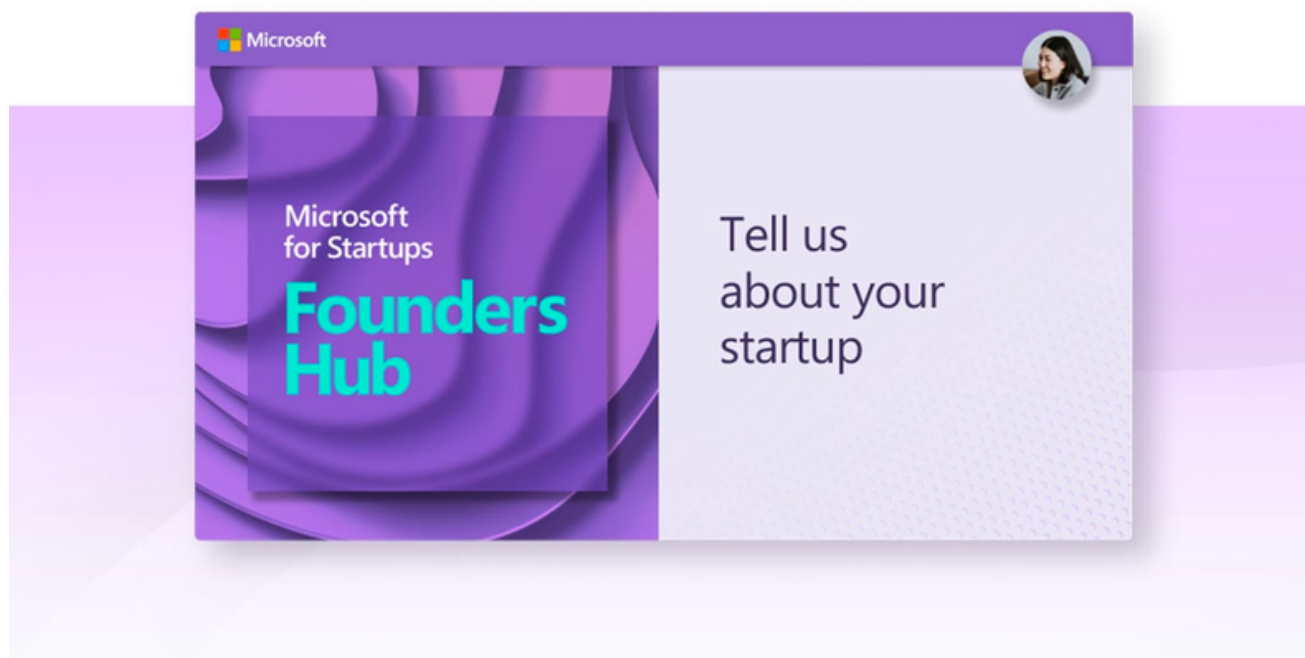> *CTO, Microsoft for Startups*

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Background

The *Microsoft for Startups* Founders Hub digital ecosystem supports tech founders throughout every step of their startup journey. Offering free access to technology, coaching, and support, the Founders Hub gives them the tools they need to overcome barriers, establish their companies, and put them on the path to success.

As part of their efforts to amplify the Founders Hub brand and drive up registration of C-level technical professionals to the program, Microsoft launched the *#StartupsOnAzure* campaign.

In order to build trust and encourage new members to join the Founders Hub, it was essential that Microsoft present illustrative use cases with real companies. To this end, they initiated a series of case studies featuring some of the most promising Founders Hub startups, showcasing how these cloud-based companies were using Microsoft Azure to deploy services and build their products, and the integral role the Microsoft Azure cloud platform had played in leveling up their deep tech ventures.

Challenge: Producing a Series of Technical Case Studies in Record Time

Microsoft for Startups Global Emerging Technologies Lead Amit Svarzenberg and his team, who were heading the #StartupsOnAzure campaign, knew that case studies would be essential to demonstrate the value of the Founders Hub. While the success of the campaign depended on this, they lacked the bandwidth and production capabilities to turn around technical case studies at the speed and scale needed to make an impact.
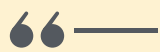
> *"Reaching startup CTOs means speaking their language. They want to see technical content with clear use cases—that's what works best for them. The cherry on top is that this technical content improves SEO, too."*
> —Amit Svarzenberg, CTO, Microsoft for Startups

While the team considered outsourcing the project to individual freelance writers, they were on a tight timeline and lacked the resources needed to recruit, qualify, mentor, and manage a team of freelancers, let alone retain them throughout the project. Building a dedicated, in-house content production team from the ground up wasn't an option either, as this could take months—even years—and that simply wasn't feasible.

[Content Types]

IOD delivers curated expert-based content in a variety of formats, packaged and tailored to your tech audience's needs. Whether blog posts, ebooks, white papers, videos, or podcasts, IOD has you covered.
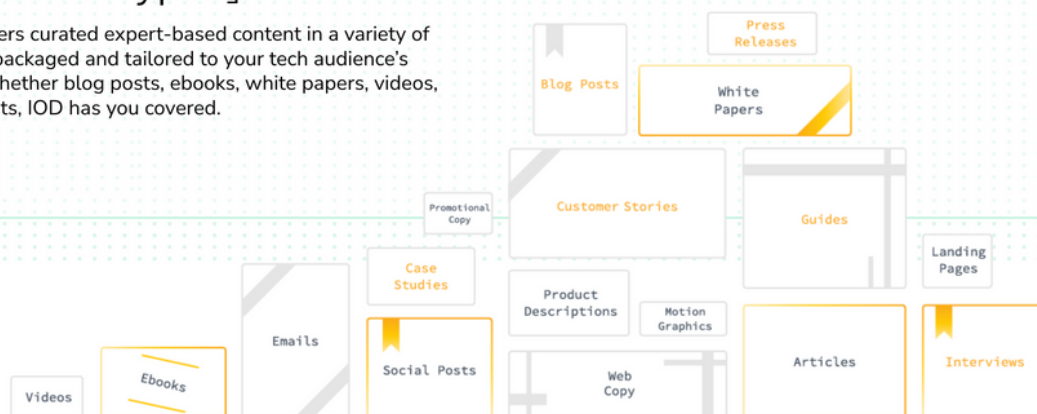
Solution: A Dedicated Tech Content Production Team

In order to meet their content production needs, deliver fast, and ensure the success of the #StartupsOnAzure campaign, the Microsoft team chose to partner with IOD.
IOD had a dedicated production force up and running in no time. Together, this diverse and highly skilled team—including a project manager, Azure subject matter experts, tech marketing writers, and editors—had the power to tell compelling and technically accurate stories that would resonate with Microsoft's target audience of startup founders.

> *When Amit approached me, he thought it was an impossible feat to create dozens of technically accurate and compelling case studies for their startup portfolio, all within eight weeks. But with vast experience handling projects of this nature and scale, IOD was able to quickly put together a highly skilled production team to achieve this.*
>
> *The production process only required minimal involvement from Amit's team. Once Microsoft had provided the names of the featured startups and filled out IOD's tech article brief, IOD took over, working directly with the startup stakeholders to learn their stories and ensure they had reviewed and signed off on the case studies. After a single round of review by Microsoft, IOD delivered a comprehensive and ready-to-publish series of case studies—and well before their designated deadline."*
>
> *—Ofer Prossner, Co-Founder and COO, IOD*

IOD's content production team managed and ensured a smooth collaboration with the multiple stakeholders involved in the project, including SMEs and marketing representatives from both Microsoft and the featured Founders Hub companies. IOD's streamlined and structured production process—facilitated by the Asana task management tool and Microsoft 365—gave Microsoft and the startups complete visibility and control over the content projects and production tasks, their status and progress, and the division of responsibilities among their dedicated IOD production team.

The production team also made sure the stakeholders were aligned on the messaging, telling the story Microsoft needed to tell in order to grow the Founders Hub and one that would appeal to the tech audience the startup companies were targeting.

Check out the published #StartupsOnAzure case studies.

Results: Fast Time to Market; Steady and Reliable Content Production

IOD's streamlined content production process and technical expertise enabled the Microsoft for Startups team to:

- Produce deep technical content for the #StartupsOnAzure campaign in record time.
- Save months of investment establishing a content operation and avoid the risks of managing a team of individual freelancers by outsourcing to IOD's experienced SMEs and writers with deep technical and marketing knowledge.
- Establish Microsoft for Startups and the Founder Hub members as thought leaders in their field.
- Increase conversions, driving CTOs and startup founders to register with the Founders Hub brand.

Scale Up Your Tech Content with IOD for Enterprise

IOD for Enterprise gives your brand access to a vast network of tech marketing writers, expert bloggers, and influencers—while handling all the heavy lifting for you. Empower your marketing team, let your developers focus on your core product, and become a thought leader in your domain.

Our vast and powerful network of independent, highly skilled production teams works as an extension to your enterprise marketing team to consistently deliver quality tech content at scale, across all your sales and marketing channels.
By partnering with IOD, our enterprise clients benefit from:

- Access to a vast network of tech experts, strategists, bloggers, influencers, editors, and more
- The most up-to-date and relevant tech content, tailored to your audience for maximum results
- Deep tech content at a mass scale and at a regular publishing cadence
- Reduced time to market by letting your development teams focus on your product
- End-to-end marketing services, from strategy and content to editorial and design
- Streamlined budgeting and content management

Get started with your dedicated content production team, and turn your enterprise into a tech content powerhouse.

Learn more about the IOD for Enterprise offering. *Contact IOD* today.

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