University of Southern California seeks to market centralized cloud services

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Why

The IT Platform Services Team for University of Southern California was looking to become the university's Managed Service Provider (MSP) of choice for cloud computing services.

At the time, IT provided AWS- and Azure-based cloud services and was looking to significantly expand its self-service cloud management offering using the Morpheus platform.

In a highly federated model where campus units could choose to procure, administer, and manage their own cloud services, IT wanted to understand what their customers valued most in order to focus marketing and messages to increase adoption for the upcoming pilot.

What

Slalom partnered with Platform Services to understand what their customers valued most. Through a series of interviews and surveys, Slalom was able to gather insights on the current cloud landscape, the IT managers' vision for the future of their schools, and their perceptions towards a centralized cloud service.

The interview findings were synthesized into customer personas and key findings. As themes emerged, the Slalom team was able to identify the prioritized service catalog offerings that would be most attractive to the pilot customers to drive interest and adoption.

Wow

Slalom applied an innovative approach from start-up methodologies to help the Platform Services team to gain a better understanding of their customers.

Four key value propositions were identified: Service Offering, Cost, User Experience, and Support. These value propositions were assigned to personas, along with recommendations on how to market them.

The Platform Services team was surprised to learn their potential customers were interested in investing more if they were provided an elevated level of support from the centralized team. Due to this finding, the ACIO of IT is considering a new service delivery model that could reshape the way IT interacts with customers in Platform Services and beyond.