

# Microsoft Advertising Selects Dundas for Proof of Concept with Great Success

Incorporating Silverlight technology with stunning data visualizations, Dundas provides a full model Proof of Concept dashboard in an amazingly short amount of time

## Background

Microsoft Advertising, located in Sydney, Australia, offers technologies and services designed to help marketers deploy, track and manage their online advertising campaigns. Essential to Microsoft Advertising's success is the use of analytics and data visualization to help clients quickly analyze their data, thereby facilitating decision making processes.

## Business Challenge

"They wanted to showcase a high-end, professional data visualization dashboard that incorporated their client's data and image as part of their presentation."

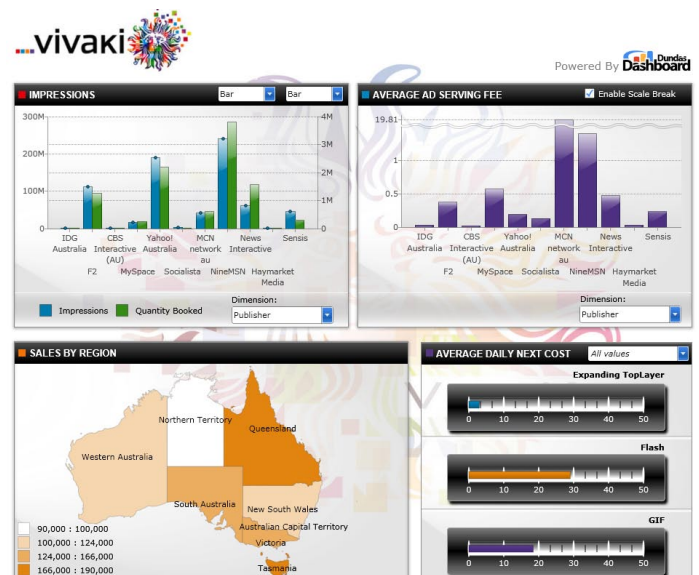
Microsoft Advertising is committed to helping clients analyze their data and make better business decisions, and they are now working on improving their data visualization methods for their clients..

Microsoft Advertising needed help with developing a proof of concept (POC) for an upcoming presentation to their client's executive management team in a very short period of time. With most of the delegates not having a technical background they wanted to showcase a high-end, professional data visualization dashboard that incorporated their client's data and image as part of their presentation. This is when Dundas joined the project, bringing aboard their data visualization expertise.

## Business Solution

"By leveraging Dundas's industry expertise, they were able to quickly create a complete professional dashboard that met all of their needs."

Microsoft Advertising wanted to create a proof of concept that not only incorporated Silverlight technology but also capitalized on their success with advanced analytics by integrating it with fresh, cutting



edge data visualization methods. By leveraging Dundas's industry expertise, they were able to quickly create a complete professional dashboard that met all of their needs.

Microsoft Advertising provided Dundas with test data, client information, and project details. Dundas and Microsoft collaborated together, with each company providing beneficial input from their areas of expertise. This resulted in a very productive POC process that rapidly and efficiently created a complete proof of concept. Superb styling that incorporated the client's color schemes and branding added additional value for the POC along with a fully interactive interface. All of this was accomplished using the test data provided by Microsoft Advertising.

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### The Result

*"In fact, the dashboard that Dundas created was so compelling that the client thought it was a production model rather than just a proof of concept."*

Dundas's proof of concept dashboard was exactly what Microsoft needed to present to their clients. In fact, the dashboard that Dundas created was so compelling that the client thought it was a production model rather than just a proof of concept.

The collaboration was a complete success. Dundas brought life to Microsoft Advertising's analytical data by building a high-end, professional dashboard that targeted the appropriate audience.

Microsoft Advertising is now currently in discussions with Dundas on stage 2 of the POC for their client.

### The Response

When Jon Paul Stift, the Senior Technical Account Manager, was asked whether Microsoft Advertising would work with Dundas on future POCs, he replied

*"Of course, with Dundas I got exactly what I wanted in such an amazingly short amount of time. I was impressed with their process, appreciated their open communication, and their finished solution played a vital role in our successful client presentation. I look forward in continuing to build our relationship with Dundas and working with them on future proofs of concept."*

