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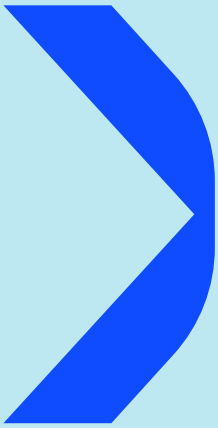
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# NewtonX + Microsoft

CASE STUDY



**Decision makers and power users  
of cloud computing services –  
Why Microsoft chose NewtonX  
to develop an innovative new  
product strategy**

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## The problem:

Microsoft needs detailed ‘voice of the customer’ insights before launching an innovative new product.

Microsoft was working on the launch of a new cloud product using Azure Cloud Services. Before they invested in development, they wanted to gain insights from ‘power users’ – people whose jobs require use of software in the space at least 25-50% of the work day – and from decision makers. In particular, Microsoft wanted to get specific data points in the following areas:

- › Competitive benchmarks – what other solutions customers were using and what their feedback was for those solutions.
- › Market-entry insights – who to sell to and how to sell.
- › Integration insights – what integrations competitors offered, and what integrations customers depended on.
- › Pricing parameters.

To ensure that the results would be truly representative of the market, Microsoft requested a large quantity of data points sourced from dozens of experts.



## The solution:

NewtonX delivers a mix of qualitative and quantitative insights through one-on-one interviews and a large-scale survey.



Due to the innovative nature of the market, NewtonX recommended that Microsoft do in-depth, qualitative interviews to effectively frame the scope of the problem, and then move to a large-scale quantitative survey to provide statistically significant data points.



NewtonX began by selecting a group of 5 experts – three power users, and two decision makers – to enable Microsoft to build the framework for how experts were thinking about the market and their own needs. These qualitative, open-ended questions informed the vocabulary and approach that we took in designing the final quantitative survey, which we then deployed to 40 experts. Within the results of the large quantitative survey, there were five respondents who had outlier responses. So we honed in on them and did a qualitative deep-dive to understand their behavior.

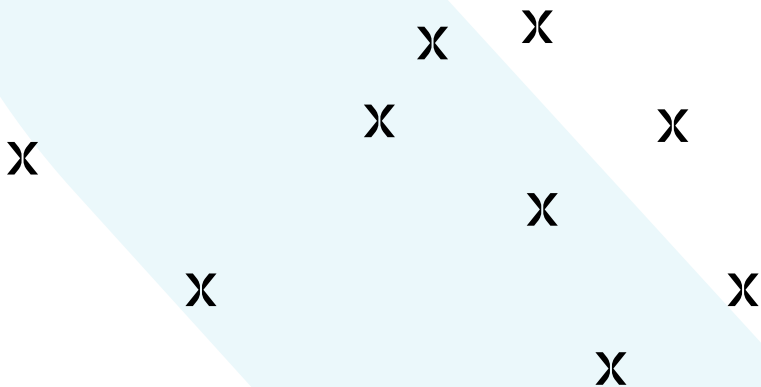


This Qual-Quant-Qual approach gave a broad overview of user and decision maker sentiment, as well as a granular look into the motivations of select sample experts. In total, NewtonX delivered the survey to 50 experts in the space – ten qualitative, one-hour interviews, and 40 quantitative surveys – in under one week.



## The results: Insights that Inform Microsoft's product strategy and best practices

The results from the NewtonX survey were instrumental to Microsoft's product strategy development. Microsoft stressed that they were particularly impressed by NewtonX's ability to source so many niche experts and decision makers in such a short amount of time. For NewtonX, this was a very exciting project to be involved in, and the team was particularly honored to learn that Microsoft had leveraged their insights to build a White Paper on the topic.



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