



## Customer Success Story

# The AA.

Developing skills and agile processes to create a data platform.

### Agile

Ways of working embedded to support data and analytics capabilities

### Skills

Technical cloud skills developed across data and Azure

### Empowerment

To expand cloud's reach and drive value from it





## About.

The Automobile Association (AA) is the UK's largest motoring organisation, offering breakdown cover, finance, insurance, leisure and lifestyle services.

It has over 14 million members and has a unique history of embracing technology and innovation – from setting up their first motorbike patrols to piloting connected cars.

Learn more at [theaa.com](https://theaa.com).

# Challenge.

## Envisaging cloud skills gaps – and enabling teams to develop new cloud-driven data capabilities

The AA offers a wide range of services but didn't have a centralised data analytics store. They wanted to create a unified data lake that different business applications and functions could draw on, in order to streamline quotation processes, develop smart breakdown capabilities and integrate with financial services tools. The AA had been using cloud on the digital side of the business, but this was the first time the data side of the business had used it for meaningful service delivery.

Nordcloud started working with the AA to help build the analytics capability – training wasn't on the initial agenda. However, although there was Azure experience within the team, it became clear they needed additional cloud upskilling and agile training to develop and support the data and analytics platform in the way they wanted.



## Customised upskilling

Focused on agile ways of working

## Documentation

Creation + workshops to educate and engage

## Technical training

To boost cloud skills

# Solution.

## Technical and agile training to embed new skills and ways of working

We designed a customised upskilling and transition programme that covered cloud basics, data, agile and Azure.

The focus was on helping the teams understand why the roadmap was structured as it was and how the new platform would affect their daily lives.

Our development team started by creating extensive documentation for the data and analytics platform.

During 4 workshops, we took data and development team members through the documentation and did hands-on exercises so they could interrogate the framework and get comfortable with the detail of agile implementation.

We also provided Azure training to fill the technical skills gaps.

# Results.

## Teams empowered to expand cloud's reach in the organisation – and drive business value

We took the AA through the whole cloud enablement journey, including the transition and training. They've been able to implement agile ways of working, which has increased velocity and helped them leverage Azure's scalability benefits.

With the new skills, the teams can get from proof of concept to production – and deliver value to the business – more quickly. They're in a stronger position to manage remote teams, and are now empowered to develop and support their platform.

There's been positive feedback from all levels – from programme and project management through to the heads of business units that will be using the data in the platform.



# Want to drive value from the cloud?

Book a meeting with our cloud experts.

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