



# MTC Philadelphia - CSL Behring: MTC helps CSL Behring Win Forrester Award for Innovation



Dave Wentzel

## MTC Engagement Profile

### Background:

CSLB first came to the MTC to discuss the benefits of moving some of their data science projects to the cloud. The discussion naturally led to how the cloud can enable CSLB's business units to execute faster. The message resonated with one of the VP's in the room and we were soon discussing how the MTC offers "Design Thinking Workshops" where we look at business problems and possible solutions and how technology and process can be added to CSLB's existing people to create interesting solutions.

### Solution:

Over several months, the Philadelphia MTC Team prepared for the Design Thinking session. In collaboration with the customer, the scope increased dramatically and a palpable buzz was created with CSLB. We soon had close to 20 participants registered including c-suite attendees who flew in from Europe as well as interns who could offer a fresh perspective.

As a result of the workshop, the CSLB realized the value of human centered design thinking and has begun to leverage their new skills throughout the organization, not just within IT. They are leveraging this new skill drive both a cultural and business transformation across the company.

### Impact:

CSL Behring has won a [Forrester 2020 Enterprise Architecture Award](#) in part due to the Human Centered Design Thinking workshops hosted by the Philadelphia MTC. The [Forrester award](#) focuses on dramatic stories of IT strategic leadership and business impact.

Within Microsoft these MTC events have gotten our account teams more closely aligned to other internal CSLB business divisions and has strengthened Microsoft as a trusted partner.

**Industry:** [#HLS](#)

**Participant(s):** Dave Wentzel   Michael Mukalian   Todd Furst   Rich Ross   April Walker   James Stento

**MTC Location(s):** [#MTCPhiladelphia](#) [About the Philadelphia MTC](#)

**Solution Area(s):** [#DataAI](#)

[#MTC](#) [#MSUSMTC](#)

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