

# 5 BEST PRACTICES FROM THE METROPOLITAN WASHINGTON AIRPORTS AUTHORITY'S MOVE TO THE CLOUD.

*The Metropolitan Washington Airports Authority (MWAA) is responsible for the operation of Washington Dulles International Airport, Ronald Reagan Washington National Airport, and the Dulles Toll Road, as well as the construction of a portion of the D.C. Metrorail system.*

*The team deployed an outreach and engagement platform on Salesforce that combines social media listening, customer service, and advanced analytics capabilities into one system. This solution gave MWAA the tools it needs to track a question, concern, or incident from inception to closure.*

*Here are five best practices from that work.*

## 1 PLAN FOR CHANGE MANAGEMENT.

“Regardless if it’s good or bad, organizational change is always a challenge,” said Saurabh Sharma, Program Manager for the Business Innovation Group at MWAA. “We partnered with other departments to better understand everyone’s needs, and ensure that everyone’s criteria was addressed in the new system.”

By taking a collaborative approach, users have the opportunity to shape the solution and address any “square peg, round hole” situational risks upfront. It also creates a sense of ownership, encourages commitment, and fosters pride in seeing the solution become a success.

## 2 FRAME IT UP.

“The aviation industry is changing, so we have to change as well,” said Sharma. “Air travel is increasing, thanks to greater accessibility that has come from more efficient planes, increasingly competitive markets, and a rise in middle-income households across the globe.”\*

More devices are also coming online; everything from the smart watches people use to check their gate updates to the engines built into the planes offer a wider variety of data that can be used to create an even clearer picture of the mission. That, combined with today’s computing power, has given rise to advanced analytics and

artificial intelligence – technology that promises unprecedented levels of efficiency as they crunch through data set after data set. Organizations that are able to capture this data now and build the kind of data volume AI needs in order to reach statistical significance will leapfrog the competition.

Whether its car travel, air travel, or another type of mission, departments and agencies need to be prepared to adapt to changes in the customer base, and adopt new technology, in order to keep pace and stay relevant.

## 3 ESTABLISH A CLEAR VISION, AS WELL AS CLEAR FOLLOW UPS.

Having well-defined goals makes it easy for teams to translate those into measurable, time bound objectives. The result: actionable direction instead of aspirational guidance. “Our executive team had a clear vision of what MWAA needed. This helped everyone stay in scope and on track,” said Sharma.

### Learn more about MWAA's cloud platform

Sharma and team shared more on the outreach and engagement platform, including the details of the solution, the inspiration behind it, and the resulting benefits.

[Read case study >](#)



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## 4 LEVERAGE SUBJECT MATTER EXPERTS.

One example in particular of staying in scope and on track: MWAA is a transportation authority, not an IT shop. In order to keep their focus on mission-critical activity, Sharma and team worked with a technology partner, CoreSphere. The CoreSphere team analyzed business requirements, translated those requirements into IT solutions, created tailored deployment plans, and led SCRUM meetings, training sessions, and more.

By relying on the technical subject matter expertise brought in by their partner, and applying that to their extensive knowledge of the mission's most critical needs, Sharma and team established a successful strategy as well as a successful execution plan.

## 5 BASE DECISIONS ON DATA-CENTRIC EVIDENCE.

The platform MWAA built allows the team to move quickly because it unlocks data visibility, giving teams the insights they need to be decisive. "Data-driven decisions gave us a level of reliability that's worked well for our teams and helped us move quickly throughout the process, from ideation to deployment," said Sharma.

