



# How Michael Hill's Cloud Strategy Drives Efficiency and Innovation.

When international retailer Michael Hill began its cloud journey in 2017, it engaged Codify to help develop and manage its migration strategy, with Microsoft Cloud at its core.

At the time, the business was craving innovation, but it was hard for Michael Hill to envisage how cloud technology could help fulfil this need when IT was so focused on the nuts and bolts.

Through an underlying commitment to cloud operational excellence, the retailer has been able to maximise the business value of the cloud to drive efficient growth and innovation. Throughout this journey, Codify has been trusted to architect the right-sized cloud solution to meet Michael Hill's evolving business challenges - from designing better customer experiences, to integrating new brand acquisitions, and supporting business growth.

## Cloud enabled solutions

### Integrating brand acquisitions

- Michael Hill's 'house of brands' strategy is supported through a cloud environment that can efficiently transition new acquisitions into its corporate IT environment.
- The HR, ERP, and POS systems of Beville's, a recently acquired jeweller, were integrated into Michael Hill's environment in under eight months – while simultaneously allowing new store launches.
- This streamlined store launch process now serves as a blueprint for all future launches within the group.
- Beville's staff transitioned to Michael Hill's payroll and were operational in its tenant, to chat and conduct meetings, in less than two weeks.

### Enhancing customer experience

- By tapping into the higher-value cloud capabilities of Azure and Dynamics, the retailer has spurred customer experience innovation through two new OpenAI applications.
- The InstaQuotes App streamlined in-store quoting for bespoke jewellery, replacing a three-week process with instant quoting driven by Machine Learning.
- During Christmas 2023, InstaQuotes processed 56% of quotes and achieved 11% of purchases, showcasing its efficiency during peak demand.
- The Internal Assist App reduced IT service desk calls by offering a chat-based knowledge database, enhancing staff support and document accessibility.

## MICHAEL HILL

FINE JEWELLERS

*"Codify has been instrumental in our Microsoft Cloud journey. Together, we have developed a strong FinOps culture that has enabled us to reduce our risk, optimise our costs and deliver value for the business."*

Matt Keays  
CTO, Michael Hill

## Supporting business expansion

- Michael Hill had outgrown its industrial park headquarters in Brisbane, its home for 30 years.
- The move to a central CBD location would meet its growing space requirements while presenting a stronger employee proposition, particularly post-COVID.
- The new office has no data centre, so it represented a symbolic final and full migration to Azure.
- Transitioning from its three-decade-old headquarters required digitising legacy processes and in-house developed applications.
- Codify managed the technical implementation, encompassing the global SD WAN, migrating from VMware to Hyper V, and Disaster Recovery setup.



### Costs Optimised

While their cloud usage grows, Michael Hill's FinOps culture has ensured cloud costs are continually optimised, thanks to clear ownership of applications portfolios and cross functional collaboration and accountability.



### Greater Innovation

Michael Hill taps into higher-value cloud solution types (PaaS & SaaS), enabling it to explore innovative customer experiences and personalisation, and support continuous improvement generated from their internal 'shark tank' process.



### Speed to Value

The retailer can now quickly acquire and integrate new brands, streamlining its strategy and realising efficiency gains faster. While the process for launching new stores is smoother and scalable across the group.



### Reduced Risk

As part of their managed Azure service, the Codify Proactive Assurance platform is proactively identifying potential issues before they become problems, with 64% of annual tickets raised proactively.

Michael Hill's adoption of a robust cloud strategy has proven to be a game-changer, allowing the company to maximize the value of its cloud investment while minimizing financial outlay and avoiding long-term hardware commitments. While it's FinOps practices and governance-as-a-service solution from Codify keeps the business a step ahead of any cloud bill shock.

For retailers, there are many paths to extracting innovation and operational efficiency in Azure. But having a specialist Azure technology partner can unlock the real value of the cloud and elevate the IT function from support service to business enabler.

*"With Codify's deep Azure expertise, they have been a strategic reinforcement to my own team, enabling us to shift our focus from managing IT infrastructure to now helping design and drive innovation across the business."*

Matt Keays  
CTO, Michael Hill

