launch Google Cloud

Google Cloud Hero:
Launch Consulting Up-Levels Organizations with Google Cloud Platform.

CASE STUDY

Engaging tech-savvy influencers, developers, and engineers with an immersive, experiential game to develop cloud expertise.

Sharpening the skills of cloud designers, solution architects, and engineers on new technologies and platforms is challenging. Google Cloud needed a dynamic way to capture the attention of both technical teams and IT decision-makers while informing them about the benefits and capabilities of Google Cloud Platform. Google Cloud also wanted to deliver true value to attendees by building useable skills in a memorable and transformative fashion.

The Human Approach:

Launch Consulting and Google Cloud knew they needed something more than just another webinar to train engineers about the power of Google Cloud Platform. They had to do something different and unique to appeal to their audience in a very human, fun way while still building skills that could be implemented immediately.

The result was Google Cloud Hero: a cloud and infrastructure game that challenged players to build and deploy services using Google Cloud Platform.

> "Launch Consulting is just a really energetic partner. Customers want a partner that really knows a path forward and Launch Consulting is able to provide that."
>
> Miles Ward, Solutions Director, Google Cloud

Needs:

- Inspire and inform developers and technical influencers in a memorable way
- Improve team skills on the Google Cloud Platform
- Demonstrate immediate, transformative returns to the business
- Accelerate an organization's cloud journey

Solution:

Leveraging cloud technologies and game design expertise, Launch Consulting built a live, real-time competition to implement powerful Google Cloud Platform solutions.

Outcomes:

2000+ DEVELOPERS PARTICIPATED

74% RECOMMENDATION
TO OTHER **DEVELOPERS & ENGINEERS**

CUSTOMER DEMAND
RESULTING IN CREATION OF
CLOUD HERO ENTERPRISE

Fun Facts:

4 **Continents:**
North America, South America, Europe, Asia

8 **Countries:**
United States, Colombia, Mexico, Brazil, Singapore, Japan, Israel, Chile

In Cloud Hero, each contestant had to complete nine common tasks faced by IT professionals when implementing and working with a cloud platform. Participants learned valuable skills on Google Cloud Platform while executives gained insights into how they could immediately transform their organizations.

Real-Life Outcomes:

Google Cloud and Launch Consulting have engaged and trained over 2,000 developers, engineers, and technical influencers around the world by delivering Cloud Hero at Google Summits and Google Next events. The results have been remarkable. With a 74% recommendation rating from attendees, excitement around Cloud Hero has fueled the creation of Cloud Hero Enterprise: an event for SMBs and enterprises looking to begin or accelerate their cloud journey.

About Google Cloud:

Google's mission is to organize the world's information and make it universally accessible and useful. For over 20 years, Google has built technology that helps as many people as possible, regardless of who they are or where they are in the world. This includes Google Cloud, trusted by enterprises, startups, and everyone in between, for transformative cloud technologies and services.

About Launch Consulting:

Launch Consulting is a leading North American technology consulting and multi-platform design firm that blends its business and industry insight to deliver unmatched results through a devoted, highly skilled and solution-oriented team. Our expertise related to creative design, user experience and technical knowledge solves our clients' most complex business problems, including offering business and cloud services to enterprise customers.

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