



Drive business value with DevEx

See how HP, Meesho, BMW, and PwC are optimizing the developer experience

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Take a fresh look at productivity

Software developers are using AI to unleash some pretty magical results. Using AI-powered tools, they're writing better code faster, automating daily tasks, and delivering an impact at a scale that wasn't possible before.

They're also changing the way the industry thinks about productivity—so much so that *developer velocity* as a metric for corporate performance is being replaced by *developer experience* (DevEx). Research shows that improvements to DevEx measurably speed up innovation and reduce technical debt.¹

With those goals in mind, organizations at the forefront are investing in AI-assisted toolchains for developers. This change reflects platform

engineering, a shift in tools *and* mindset built on DevOps principles. It starts with giving developers fast, self-service access to the tools they need within a secure, governed framework. It embraces a product-based mindset that transforms workflows, minimizes tool sprawl, and reduces risk—while helping software developers do what they do best.

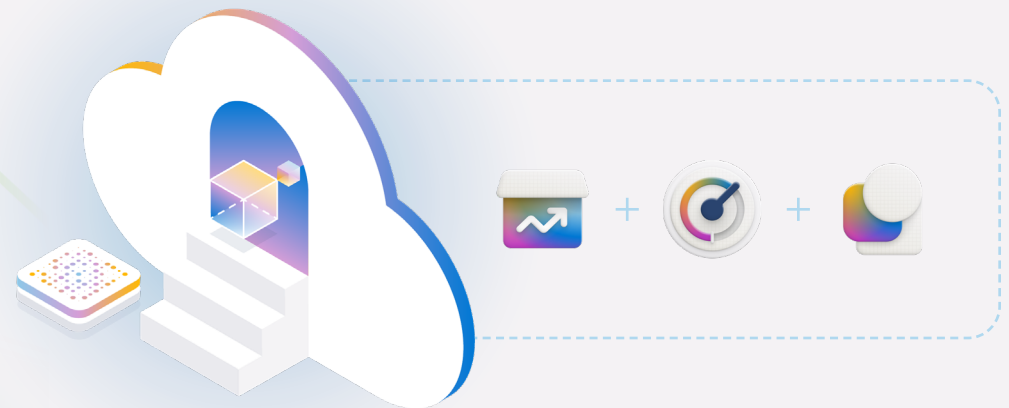
This ebook showcases four enterprises leading the way. They're using the Microsoft developer toolchain—such as Visual Studio and Azure DevOps, along with the AI-powered tooling in GitHub Copilot and GitHub Enterprise—to redefine the developer experience and succeed in fluctuating markets.

Improve the developer experience

In addition to grappling with complex codebases and fragmented workflows, today's developers are context switching across dozens of tools, troubleshooting convoluted issues, working across remote teams, and guarding against threats—all while staying up to date on the latest tech trends. It's a recipe for frustration.

To keep the momentum going without the burnout, your organization needs to meet developers where they are. For more than 100 million developers, that's GitHub, with its easy-to-use public repositories and AI-powered assistance. GitHub Copilot helps developers navigate the increasingly demanding aspects of their work, providing a significant boost in productivity, focus, and job satisfaction.^{ii, iii}

Moreover, bringing AI technologies together into one platform helps improve compliance, security, costs, and time to value—all factors that impact productivity, efficiency, and innovation.





HP boosts software innovation and speed

Technology leader HP “needed a way to enhance developer efficiency and productivity, allowing them more time for creativity and innovation... They used GitHub Copilot in conjunction with other familiar elements of an enterprise software toolchain—like GitHub Enterprise, Azure DevOps, and Visual Studio—to create a powerful ecosystem for more efficient software development.”^{iv}

[Read the full story](#)

“To stay competitive, we knew we had to embrace AI, and from a developer’s perspective, we wanted to make that easier, giving our developers the tools and resources they need to create and collaborate efficiently, unlocking new value and new speed. GitHub Copilot was the answer.”

—Evan Scheessele, Senior Manager, Enterprise Digital Services, HP

By the numbers



Developer productivity and collaboration



Developer creativity and innovation



Developer silos



Gain a competitive edge

DevOps practices break down silos between development and operations teams, using automation and continuous delivery to speed innovations to market. But with multiple app stacks and environments to support, many teams struggle to keep pace and maintain these infrastructures.

Platform engineering tools that support DevOps practices reduce friction and accelerate time to value.^v One study shows that after three years of use, organizations using Microsoft developer tools, such as Azure and Visual Studio alongside GitHub, report a **433% return on investment (ROI)**.^{vi} And with GitHub Copilot, developers were able to complete a standard task up to **55% faster**.^{vi}

Gartner named Microsoft a visionary leader in DevOps^{vii} for its two independent platforms—Azure DevOps and GitHub. They transform DevOps workflows with their built-in code scans, automated continuous integration and continuous deployment (CI/CD) pipelines, and generative AI capabilities.





Meesho elevates customer experience

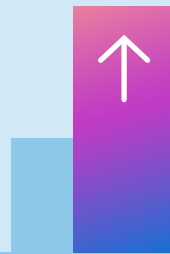
For Bangalore-based ecommerce company Meesho, the goal was “to personalize shopping interactions and elevate the overall customer experience... Azure OpenAI Service, GitHub Copilot, and vernacular language support for AI models were identified as key technologies to be used in the solution to be deployed.”^{viii}

[Read the full story](#)

By the numbers

40%

More customer service traffic handled



25%

Increase in customer satisfaction



200K

New sellers onboarded



“We were looking for a generative AI solution primarily to turbocharge our customer service function. We also wanted to enhance our software development capabilities. Of course, it was important that these solutions integrate seamlessly with our existing IT landscape.”

—Debdoot Mukherjee, Head of AI and Demand Engineering, Meesho

Securely scale up innovation

Securing the software development life cycle from code to cloud is integral to modern DevOps and platform engineering. Developer-focused tools from GitHub and Azure, together with best practices, provide the foundation of modern shift-left security—a proactive DecSecOps solution embedded directly in the developer workflow.

Developers can review code and get detailed explanations and remediation steps using copilots—right from within their GitHub and Visual Studio environments. GitHub Copilot provides intelligent code suggestions that can help developers produce more consistent code with fewer errors in less time. Teams can interact with an automated assistant, GitHub Copilot Chat, to learn best practices, and organizations can enable GitHub Advanced Security to get additional scans and help protect code repositories.

AI integration works in concert with preconfigured workstations and reusable templates to give global organizations the power to scale up their ventures without sacrificing security and compliance.





BMW drives innovation


“BMW Group believes that fostering a strong software culture is essential for creating a seamless and efficient developer experience, which is critical for delivering valuable software on a global scale. To achieve this, BMW turned to Microsoft and GitHub for a comprehensive solution that leverages Microsoft Azure and GitHub Enterprise.”^{ix}

[Read the full story](#)

By the numbers

13M Customer satisfaction for 13 million users

Efficiency for **5,000** developers

3.2  Terabytes of data processed daily

“Technology has always been a key aspect of driving innovation in our vehicles, and with partners like Microsoft, we are well-equipped to meet the evolving needs of our customers.”

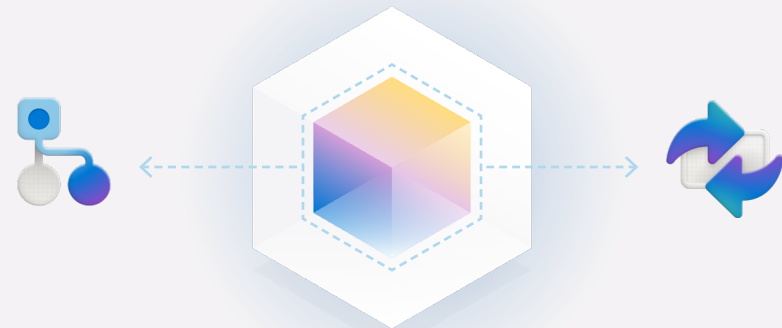
—Christian Schmid, Head of Mobile App Development, BMW Group

Deliver smarter solutions faster

As organizations see the impact of an AI-powered developer experience across the entire software development life cycle, they find new ways to innovate and drive value. Instead of burning hours while learning new languages, frameworks, and cloud platforms, teams can skill up, engage in deep work, and deliver more intelligent products and services faster than before on a unified platform backed by our commitment to the responsible use of AI.

The AI landscape is evolving at warp speed, so selecting the right platform is critical. The Microsoft developer toolchain provides smooth integration between OpenAI models and Azure AI services on top of enterprise-grade security. Developers can get ideas into production quickly using out-of-the-box APIs and models, or customizing as needed. And copilots provide assistance as developers learn how to harness the power of generative AI (GenAI) to build modern applications.

Developers aren't the only ones to benefit. Using Azure services, you can extend AI and low-code tools to more teams, empowering them to automate tasks and discover new ways to work.





PwC scales GenAI for enterprise

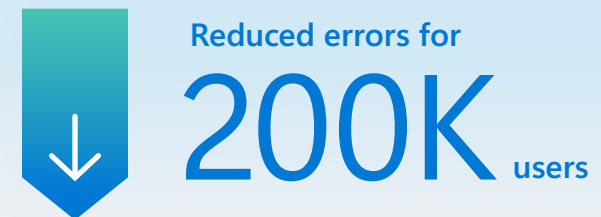
For global assurance, tax and advisory powerhouse PwC, the priority was “creating a secure and scalable environment for the firm’s generative AI solutions... PwC collaborated closely with Microsoft on the development of ChatPwC, a private GenAI assistant enabled by proprietary GenAI plugins, to help solve a wide array of domain use cases and...to further drive workforce transformation.”^x

[Read the full story](#)

“There are lots of ways to measure the ROI of GenAI... Our top ChatPwC users are not only realizing value faster but are completing a variety of tasks up to eight times quicker than previously possible.”

—Robin Stein, Partner for Products & Technology, PwC US

By the numbers



Microsoft developer toolchain

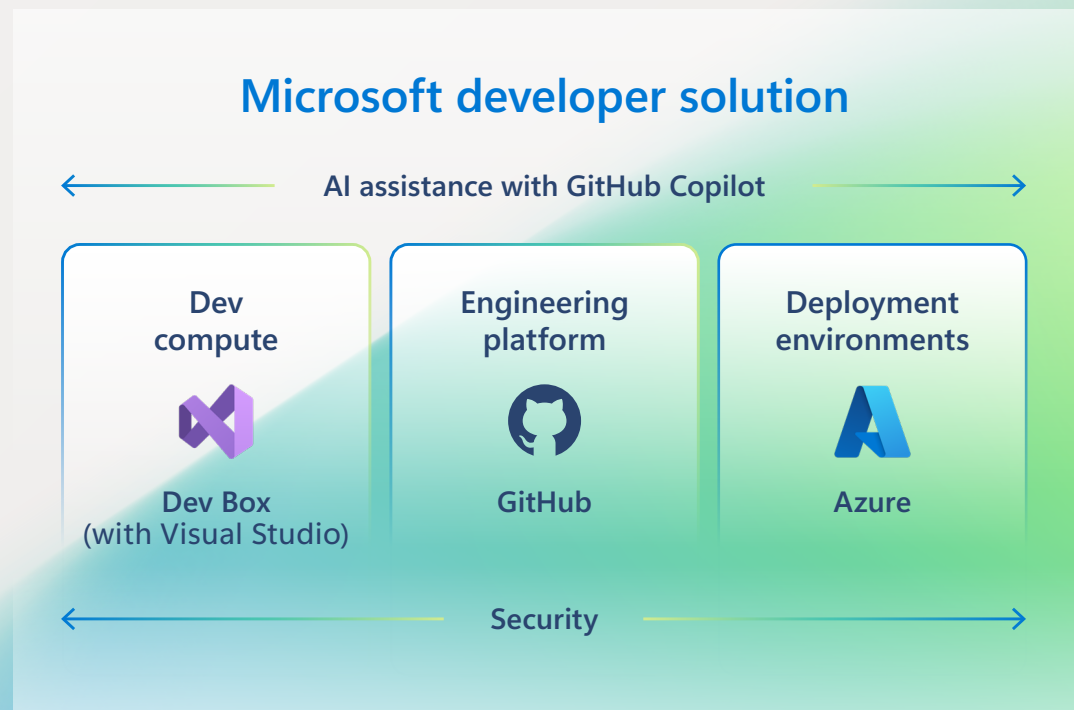
As the four companies in this ebook show, a complete toolchain improves the developer experience and accelerates innovation and time to market. Your organization benefits from flexible choices—including GitHub and Visual Studio, the world's most-loved developer tools—within the guardrails of enterprise security and governance.

The Microsoft developer toolchain removes roadblocks to developer productivity through a unified experience while providing comprehensive cloud security management and workload protection for all your assets, anywhere.

Cloud-based developer services like Microsoft Dev Box help you get set up quickly with preconfigured, self-service cloud workstations.

DevOps practices and GitHub tooling give developers a paved path for delivering consistent results.

Azure templates and delivery tools streamline the software development life cycle.



Learn more about how [DevEx improves business outcomes](#).

Next steps

The opportunity for AI to create value is happening now, and organizational leaders across industries are using it to reimagine the developer experience and change the way they do business.

Explore GitHub Copilot and GitHub Advanced Security

[Try free for 30 days](#)

Discover tools for every phase of software development

[See DevOps solutions on Azure](#)

Learn about available offers

[Contact an Azure sales specialist](#)

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- ⁱ Forsgren, Nicole. [Quantifying the impact of developer experience](#). Microsoft Research. January 23, 2024.
 - ⁱⁱ Kalliamvakou, Eirini. [Research: Quantifying GitHub Copilot's impact on developer productivity and happiness](#). GitHub Research. May 21, 2024.
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 - ^{vi} Kalliamvakou, Eirini. [Research: Quantifying GitHub Copilot's impact](#)
 - ^{vii} Mann, Keith, et al. [Gartner Magic Quadrant for DevOps Platforms](#). Gartner Research. September 3, 2024.
 - ^{viii} [Meesho elevates customer experience and boosts developer productivity with Microsoft Azure OpenAI Service](#). Microsoft. March 27, 2024.
 - ^{ix} [BMW drives innovation with Microsoft Azure and GitHub](#). Microsoft. September 30, 2024.
 - ^x PwC scales GenAI for enterprise with Microsoft Azure AI. Microsoft. June 27, 2024.

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 - ^x [PwC scales GenAI for enterprise with Microsoft Azure AI](#). Microsoft. June 27, 2024.