

Engaging tech-savvy influencers, developers, and engineers

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.





Navigators At Work

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.

THE 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



The Solution

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

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.



The Results

ENGAGEMENT AND ADOPTION

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.



