

Motion Consulting Group Overview

2026

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MOTION CONSULTING GROUP

**Real
Transformation**

**Real
Impact**

37+ Years In Industry

250+ Fortune 1,000 Clients Served

1,200 Consulting Engagements

82+ Net Promoter Score (Client)

INDUSTRIES

- Banking, Financial Services, Insurance
- Energy and Utilities
- Logistics, Transportation and Automotive
- Communication Technology & Information
- Aerospace & Defense
- Healthcare & Lifesciences

MOTION CONSULTING GROUP

About MCG



Motion Consulting Group (MCG) keeps clients at the forefront of technological advancement, blending strategy, design, operating models, Program Management, and software engineering to empower businesses to excel in today's dynamic landscape.

By leveraging MCG's expertise, our consultants enable our clients to embrace change, utilize data and AI effectively, and develop adaptable technology solutions that drive business success.

MCG's commitment to innovation and ability to deliver market-leading products and experiences at scale demonstrate the dedication required to help businesses thrive in the digital age.

MCG Matrix



MCG Technical Practice Areas

Key Capabilities

SYSTEM IMPLEMENTATION

- Application Development
- DevOps and Pipeline Design
- Quality Engineering and Automation

DATA, AI & MACHINE LEARNING

- Data Governance
- Data Strategy and Consulting
- Data Integration and Management
- Advanced Analytics

INFRASTRUCTURE & CLOUD STRATEGIES

- Cloud Architecture & Design
- Infrastructure as Code (IAC)
- Cloud Governance & Compliance
- Cloud Migration

PRODUCT DESIGN & SYSTEM DEV

- Product Strategy and Management
- Software Architecture and Design
- AI/ML Integration
- User Experience and Design

CYBERSECURITY & GOVERNANCE

- Security Governance and Strategy
- Identity and Access Management (IAM)
- Cloud and Network Security
- Data Protection and Privacy

WORKPLACE MODERNIZATION

- Digital Transformation
- Program Management Office
- Lean Portfolio Management
- Agile Transformation

Key Client Outcomes

Improved operating efficiency by 42% for federally mandated aviation certification testing

A 60% reduction in time spent on testing processes

Increased model accuracy by 34% and external data quality from 60-99%

Reduced model run time from 7 days to >4 hours

Migrated applications from On-Premise to Cloud Infrastructure improving system availability at 99.9%

Decrease time to build applications by 95% (from 3 days to 3 hours)

Increased Product Team predictability from 50% to 90%

Increased feedback loops from customers & employees to a bi-weekly cadence

Created CI/CD pipeline for highly regulated industry while meeting compliance standards and improving security

Designed and implemented new operating model achieving 25% cost reduction

Increased on time delivery by 60%

Systems Implementation

Unlock the full potential of your business with customized software development and automation strategies designed to optimize your operations and improve productivity.

Service Categories

- **Application Development:** MCG collaborates with leaders to deliver reliable, scalable, sustainable, and secure solutions. We guide our clients into the future by using our real-world experience to deliver lasting, lean solutions for AI and other emerging technologies.
- **DevOps & Pipeline Design:** MCG can help design and deliver a fully automated DevOps pipeline that creates peace of mind throughout the development lifecycle.
- **Quality Engineering & Automation:** In software delivery, motion is everything. The faster you move, the more ground you cover—but only if you're stable. QA Automation acts like a gyroscope: it balances your momentum with precision. Every test added is a force multiplier, reinforcing your product's velocity with compounding security.

Service Offerings



Penn Gaming: Automating Testing Processes

INDUSTRY: HOSPITALITY & GAMING

CASE STUDY

CHALLENGE

Our client is a prominent figure in the gaming and racing industry, managing 41 properties across 19 U.S. jurisdictions. Given the highly regulated nature of the gaming sector, the client must adhere to stringent compliance standards to maintain its licenses and uphold public trust. The company relies on a suite of critical applications, including Salesforce, Oracle, and Coupa, to manage its operations and compliance requirements. Prior to our engagement, the testing of these applications was conducted manually, leading to inefficiencies and potential risks in meeting regulatory obligations.

OUTCOMES

Within a year, our team successfully automated over 400 test scenarios, leading to:

- A 60% reduction in time spent on testing processes.
- Enhanced accuracy and consistency in test results, ensuring better compliance with regulatory standards.
- Improved resource allocation, allowing staff to focus on strategic initiatives rather than repetitive testing tasks.

Achieving greater efficiency, strengthening its compliance framework, and positioning the company for sustained success in the highly regulated gaming industry.

VALUE CREATION

Our team developed an automated testing suite using Java Selenium, a robust framework for web application testing. We integrated this suite with QTest, serving as the automation test host to process scripts and collect results. The project involved:

- Collaborating with our client's compliance and IT departments to understand specific regulatory requirements and application functionalities.
- Designing and scripting over 400 test scenarios tailored to the unique aspects of Salesforce, Oracle, and Coupa.
- Implementing a continuous integration process to ensure that automated tests were executed regularly, with results monitored and analyzed for compliance adherence.

Flight Safety: Modernization & Systems Implementation

INDUSTRY: AEROSPACE

CASE STUDY

Collaborating with a Fortune 100 Aerospace Contractor to modernize their systems and provide continued support.

CHALLENGE

Our client is the world's premier professional aviation training company, delivering hundreds of training courses annually to thousands of customers worldwide. Their Courseware department relied on several legacy applications built on older versions of .NET and Windows. These applications were mission-critical, supporting everything from course material delivery to internal testing platforms. However, they were increasingly difficult to maintain, scale, and secure. The company also needed to modernize its paper-based exam system to better meet evolving customer expectations, compliance requirements, and digital delivery needs. Additionally, finding and retaining talent willing to support legacy technology proved challenging, especially in a competitive hiring market where most developers prefer working with cutting-edge platforms.

OUTCOMES

- **Improved Developer Productivity:** With modern tooling, cloud-native infrastructure, and improved CI/CD workflows, development teams were able to release new features more frequently and reliably.
- **Faster Time to Market:** Turnaround times for deploying new functionality improved significantly, enabling our client to quickly respond to customer needs.
- **Enhanced User and Compliance Experience:** The modern testing application not only streamlined exam delivery but also elevated the customer experience and strengthened regulatory compliance through better tracking and auditability.
- **Long-Term Partnership and Trust:** Building on nearly a decade of partnership, MCG's hybrid onshore-offshore model enabled our client to access high-quality engineering talent at a sustainable cost. The presence of a seasoned onshore technical lead bridged any communication gaps and ensured consistent quality across sprints.

VALUE CREATION

Modernization of Business-Critical Applications: MCG successfully updated several .NET applications to the latest version of .NET and migrated them to modern Windows environments. This improved application performance, maintainability, and security.

Migration to Azure and Kubernetes: Applications were containerized and deployed to Azure Kubernetes Service (AKS), enabling scalable cloud-native infrastructure. This modernization effort also involved reengineering the CI/CD pipelines to support faster and more reliable deployments, improving release cadence and developer productivity.

Agile Transformation via Offshore Development: Leveraging an experienced offshore team with an onshore technical lead, MCG adopted Agile methodologies tailored for distributed teams. Daily standups, transparent communication protocols, and clear sprint goals ensured alignment and rapid iteration.

Development of a Modern Testing Application: A key highlight was the development of a next-generation testing platform. Replacing a legacy system that only supported printed exams, the new application supports mobile delivery of exams, real-time monitoring by instructors, robust audit trails for compliance, and automated grading features—drastically reducing human error and administrative overhead.

PPL: Modernization & Systems Implementation

INDUSTRY: UTILITIES

CASE STUDY

Collaborating with a utilities to streamline operations through an M&A.

CHALLENGE

After a major acquisition to become the largest primary electric and gas utility provider for its state, our client had to tackle four key areas to ensure the continued operation for its customers and to unlock long-term shareholder value.

- **System Integration at Scale:** The merger required unifying mission-critical operational systems from both organizations—including customer service, billing, metering, asset management, and grid operations—into a single streamlined platform.
- **Technology Alignment:** The two companies had evolved with different toolsets and workflows. Aligning them on a shared technology stack presented both technical and operational challenges.
- **Aggressive Timelines and Penalties:** Regulatory deadlines required a full separation from the acquired company's systems by a fixed date. Missing this milestone would have resulted in substantial penalties.
- **User Readiness and Adoption:** As processes and platforms changed, the organization needed to ensure staff adoption, reduce productivity loss, and maintain operational continuity.

OUTCOMES

- **On-Time Delivery:** All system development, migration, and deployment work was completed ahead of schedule, enabling full disengagement from systems and avoiding penalties.
- **Modernized Architecture:** Delivered a secure, high-performing solution stack based on Microsoft Azure, .NET, and Azure DevOps, setting the foundation for scalable growth.
- **Merged Operational Models:** New custom modules successfully merged business processes, blending the best practices of both companies into unified workflows.
- **Operational Continuity:** Minimal disruption was reported during the transition, supported by early user involvement, training, and embedded learning systems.
- **DevOps Maturity:** Azure DevOps implementation significantly improved code deployment frequency, automated quality checks, and visibility across development teams.

VALUE CREATION

10+ Custom Development Projects: Motion Consulting Group delivered more than 10 development initiatives to support the merger. These included building new modules and components that combined the strongest processes from both legacy environments into a unified, high-performing system.

Microsoft Stack Implementation: We consolidated the merged entity on the .NET platform, hosted entirely on Microsoft Azure, ensuring scalability, security, and compliance. Legacy and disparate technologies were sunset or migrated accordingly.

Azure DevOps Enablement: Implemented a comprehensive Azure DevOps framework with full CI/CD pipelines, automated testing, deployment workflows, and integrated release governance—accelerating delivery cycles while improving code quality and consistency.

Agile Delivery Model: All projects were executed using Agile methodologies, enabling iterative delivery, early feedback loops, and cross-functional collaboration across business and IT stakeholders.

Learning and Change Management: Delivered structured change management alongside learning enablement, including documentation hubs, interactive training, and onboarding programs to equip teams for success in the new environment.

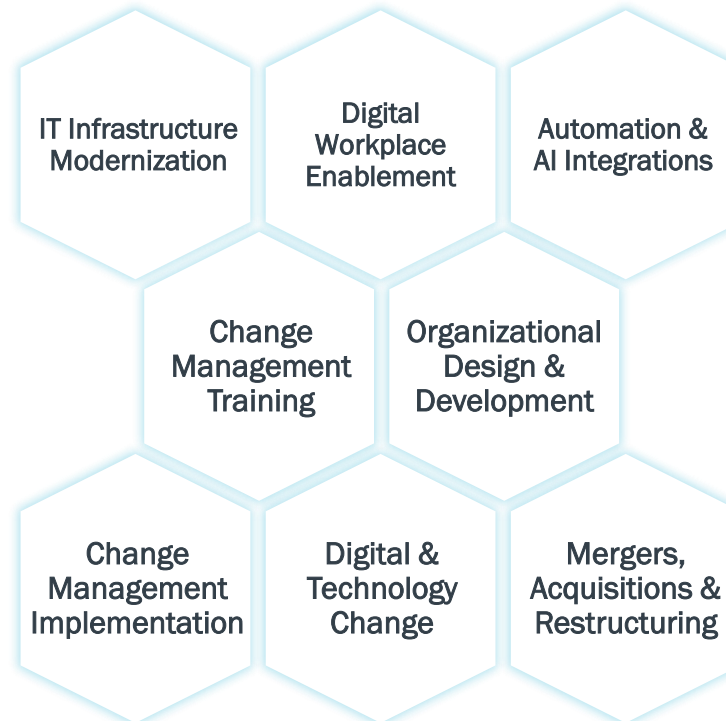
Workplace Modernization

Whether you're navigating complex change initiatives or scaling agile practices across the enterprise, MCG brings the strategy, structure, and tools to ensure sustainable success.

Service Categories

- **Digital Transformation:** MCG specializes in helping businesses successfully navigate the digital transformation journey, empowering them to stay ahead of the curve and create lasting value.
- **Program Management Office:** MCG's approach is designed to streamline project delivery, enhance resource management, and provide transparency and accountability across your organization's key programs with a focus on alignment to business goals and maximizing value from your portfolio.
- **Lean Portfolio Management:** MCG works with unique organizational needs to implement a successful lean portfolio management approach that ensures resource optimization and the prioritization of strategic goals.
- **Agile Transformation:** MCG enables enterprises to stay nimble, adapt quickly to market changes, and deliver high-quality products faster by breaking down barriers while increasing visibility and transparency.

Service Offerings



Assurant: Digital & Workplace Transformation

INDUSTRY: INSURANCE

CASE STUDY

CHALLENGE

With a history of acquisitions and large client implementations across their enterprise, our client was burdened with technical debt, which hampered productivity and flexibility.

Combined with the need to deliver more, faster, they struggled to support their growth agenda by building contemporary solutions for their enterprise.

OUTCOMES

- Designed and implemented new operating model achieving 25% cost reduction.
- Decreased Time to Market by 25%.
- Increased on time delivery by 60%.

Collaborating with a Fortune 500 Insurance company to identify and eliminate waste in their operating model.

VALUE CREATION

Motion Consulting Group collaborated with the leadership team to plan and execute an Enterprise Agility Digital Transformation.

To do this, Motion partnered with the Agile Enablement Office and Technical Leadership to review the skill sets of the teams and align them to Scrum teams.

They established the foundation of their Center of Excellence as the center of an Enterprise Transformation, which serves to ensure long-term sustainability.

A Lean Portfolio Management process was implemented to support scaling, value stream mapping workshops, product funding models, new organizational design, and new ways of working for all lines of business.

Lastly, teams and Agile Release Trains were built to support their Projects to Products Modernization. 240 teams and 70 products participated in the transformation via training and coaching.

PPL: Agile Transformation During an M&A

INDUSTRY: UTILITIES

CASE STUDY

Becoming the “Utility of the Future.”

CHALLENGE

In 2019, PPL Corporation recognized the need for an agile transformation to better align its business objectives with operational practices. Historically, the company operated in a project-centric mindset, leading to inefficiencies and a lack of adaptability in a rapidly evolving energy market. With an aim toward growth and an interest in M&A on the horizon, PPL knew they needed to leverage agile methodologies to improve collaboration, transparency, and delivery of software solutions across various business units.

OUTCOMES

- Enhanced collaboration that facilitated in the delivery of award-winning software solutions.
- Improved responsiveness to market changes and customer needs.
- Automation of deployment processes through CI/CD reduced time-to-market for software solutions and increased overall operational efficiency.
- Seamlessly integrated RIE into its existing operations, achieving strategic objectives while maintaining high service standards.

VALUE CREATION

Developing a comprehensive agile transformation program and roadmap in which PPL transitioned from a project-centric to a product-centric organization.

MCG helped establish agile practices across teams to enhance collaboration and efficiency.

MCG also facilitated the implementation of Continuous Integration/Continuous Deployment (CI/CD) processes, automating deployment workflows and enhancing the efficiency of software changes.

Providing ongoing support for software delivery and process redesign. The MCG team delivered training and support through organizational change management consultants, ensuring all team members were aligned with new practices.

They also developed a structured approach to manage the transformation, including regular updates and transparency for stakeholders.

Facilitating the integration of RIE into PPL's operations. MCG assisted in portfolio management and the adoption of DevOps practices using Azure tools and provided on-the-ground support with dedicated scrum masters and business analysts to ensure smooth integration.

Data, AI & Machine Learning

Turn complex data into actionable insights while protecting your organization's most valuable asset by partnering with MCG for white-glove solutions that meet you where you're at.

Service Categories

- **AI and Data Governance:** MCG works to understand your challenges and offer a unified approach that brings transparency, compliance, and control to your data and AI systems.
- **AI and Data Strategy:** MCG understands the struggles of data siloes and inaccessibility, unclear AI roadmaps, lack of internal expertise, and low ROI from existing data efforts and helps organizations harness AI and data to drive innovation, improve decision-making, and create a scalable competitive advantage.
- **Data Integration and Management:** MCG helps organizations with fragmented systems, inconsistent formats, and siloed information to enable better decision-making and decrease operational risk and cost.
- **Advanced Analytics:** MCG goes beyond dashboards and KPIs to uncover hidden patterns, forecast future trends, and enable data-backed decision-making across all levels of the business.

Service Offerings



Illumina: Data Analytics, AI and Modeling

INDUSTRY: BIOTECH

CASE STUDY

CHALLENGE

In the face of a rapidly evolving market, a prominent biotech leader struggled with accurately forecasting shipments—a critical capability for maintaining supply chain efficiency and meeting demand. The company also grappled with outdated processes, inconsistent data quality, and limited flexibility in deriving actionable insights from internal data systems. Executive leadership demanded a more intuitive, on-demand analytics interface to support timely and data-driven decisions.

OUTCOMES

- Over 6 months, trained the models and fine-tuned parameters to achieve a 98% global accuracy rate.
- Reduced feature preparation process time from 24 to less than 2 hrs.
- Reduced model run time from 7 days to >4 hours.
- Increased codebase support life by 36 months.
- Increased forecasting model user confidence from 70-90%.
- Modernized the codebase from Python 3.7 to 3.10.
- Streamlined decision-making across the organization.
- Reduced dependency on data analysts for ad hoc reporting.
- Enhanced user confidence in operational data.

Empowering Forecasting Accuracy with AI-Driven Insights in the Biotech Sector.

VALUE CREATION

Partnering with Motion Consulting Group, the company launched a transformative initiative centered around AI, automation, and modernization. The approach combined advanced data science techniques with conversational analytics to deliver a scalable, insight-driven solution.

AI-Powered Natural Language Interface: To address the leadership's need for rapid insights, the team integrated a natural language chatbot within AWS QuickSight. This solution enabled executives to query internal data systems using plain English and receive immediate, auto-generated visual and textual insights. This significantly reduced the time between inquiry and decision, democratizing access to analytics across the leadership team.

Collaboration and Technical Execution: Motion Consulting Group collaborated closely with the internal data team to:

- Extract and structure data from the SAP HANA database.
- Preprocess and load data into AWS QuickSight.
- Configure semantic models that aligned with business terms used by executives.

Forecasting Model Modernization: The core technical challenge—improving shipment forecasting—was tackled using a multi-pronged AI approach:

- Development of new models and features tailored to evolving market dynamics.
- Parameter tuning and integration of high-quality external insights.
- Refinement of existing models for enhanced regional accuracy.
- Codebase modernization, upgrading from Python 3.7 to 3.10.

KPMG: Data Supply Chain Processes and Organization Alignment

INDUSTRY: AUDIT, TAX AND ADVISORY SERVICES

CASE STUDY

CHALLENGE

The KPMG Enterprise Data Service (EDS) organization struggled to provide critical needed data to business partners for time sensitive reporting or market analysis.

Consumers of the data were unable to perform their job functions and/or complete task in a timely fashion due to lack of data.

Data experts responsible for data architecture and security were experiencing delays in approvals, security reviews and ultimately the delivery of data to the business.

OUTCOMES

- Reduced delivery time from 8-12 weeks to 2 weeks.
- Empowered individuals and teams of workflow experts.

Providing data to power business and doing it fast.

VALUE CREATION

With the sponsorship of the CDO, Motion Consulting Group worked with the Sr. Director to create Scrum teams that focused on the data needs for specific workflows.

The delivery teams were able to streamline collaboration, adapt to changing priorities, and provide data to the business more quickly, thereby adding value to the company's priorities.

The dedicated teams of data experts will continue to gain a deeper understanding of business needs and data supply chain processes, producing higher-quality data more efficiently.

Infrastructure & Cloud Strategies

Innovate faster and decrease your technical debt by partnering with MCG on a comprehensive and sophisticated infrastructure & cloud strategy.

Service Categories

- **Cloud Architecture & Design:** MCG can deliver a robust, scalable, and cost-effective cloud architecture that empowers your business to innovate faster, increase agility, and reduce operational overhead, while ensuring top-tier security, availability, and performance.
- **Infrastructure as Code (IAC):** MCG creates a strategic plan to provision and manage infrastructure through code so organizations can become a cloud-native business.
- **Cloud Governance & Compliance:** MCG offers companies a tailored, holistic cloud governance and compliance framework with a focus on cloud sprawl, security and compliance gaps, inefficient resource usages, and regulatory non-compliance exposure.
- **Cloud Migration:** MCG's migration strategy focuses on cost efficiency, scalability, security, compliance, business continuity, disaster recovery, and innovation enablement.

Service Offerings



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SCIF: CICD Pipeline

INDUSTRY: STATE GOVERNMENT

CASE STUDY

CHALLENGE

An insurance provider with over 100 years of experience ensuring employers and employees in California struggled with deployments that required a large staff and took an average of three to four months. The deployment process was largely manual, with inconsistent standardization built on an architecture that was not scalable. There was limited code coverage and version history. Rolling back deployments was cumbersome and cost-prohibitive. Although they used Jenkins, they had not adopted other continuous delivery tools. Because they are in a highly regulated industry, they needed a solution that would be secure and maintain their compliance.

OUTCOMES

- Created dynamic CI/CD pipeline to improve the predictability and quality of the build process by implementing modern tools (Jenkins, Gitlab, Ansible, Java, Groovy).
- Decrease time to build applications by 95% (from 3 days to 3 hours).
- Improved resource dependencies by 90% for deployments (from 10 people to one).

Creating a Compliant and Secure DevSecOps Pipeline.

VALUE CREATION

Motion Consulting Group was engaged to assess our client's current DevSecOps process and develop an implementation plan to create a lean build process.

The assessment findings determined the need to modernize and automate the current processes focusing on eliminating waste, improving quality, and releasing to production faster.

To meet these goals, key components of the strategy focused on Cloud Migration from on-premise to AWS, migrating applications to a modern CI/CD framework, enabling continuous delivery tools, and implementing Liquibase for database automation.

Over the course of the engagement, Motion executed the build automation process for over 100 applications.

MMCI: System Development

INDUSTRY: ROBOTICS

CASE STUDY

Enabling the modernization of a leading intelligent warehousing and distribution automation solutions provider.

CHALLENGE

To remain competitive and respond in the market, our client needed to take a more proactive approach to technical excellence and architectural modernization. With lack of standards and cohesive architecture, as well as roadblocks to modernization, they were struggling to pivot and change with both business and technology improvements.

OUTCOMES

- Significant performance improvements and optimized runtime.
- Enabled cross-platform compatibility.
- Provided access to new C# language features, improved tooling and enhanced support for modern web development.

The second phase focused on finalizing and delivering a detailed assessment report along with practical, actionable recommendations for process and technology improvement.

- Refined initial findings based on feedback and additional insights.
- Consolidated observations into a clear roadmap aligned with industry best practices.
- Developed structured implementation steps for proposed improvements.

The third phase composed of analysis of migration projects to create a delivery plan then implementing the plan.

- Analyze the code base.
- Choose a migration strategy.
- Update the project files.
- Ensure build integrity.

VALUE CREATION

The first phase of the engagement involved partnering closely with our client to gain a comprehensive understanding of their current technical environment. This was achieved through direct observation, stakeholder interviews, and detailed reviews of documentation and systems across the following focus areas:

- Analysis of existing documentation around standards, processes, and technologies in use.
- Assessment of version control methodologies, usage of Bitbucket, and any supporting custom scripts.
- Evaluation of automation implementation across the release pipeline, including monitoring systems and quality assurance workflows.
- Review of automated source code vulnerability scanning reports and current vulnerability management practices.
- Review and alignment analysis of existing cloud strategy or roadmap, if applicable.
- Examination of current change management and approval processes, with attention to prioritization based on change importance.
- Assessment of automation practices and deployment strategies across Development, Test, QA, and Production environments.

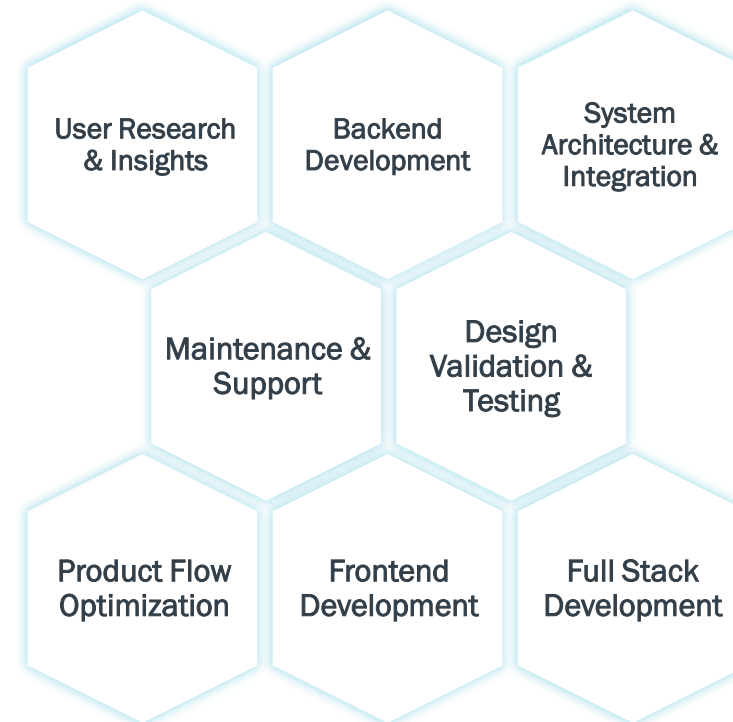
Product Design and System Dev

Work with MCG to bring your product roadmaps to life with scalable, user-friendly, secure, and cost-effective solutions tailored to your unique challenges.

Service Categories

- **Product Strategy and Management:** MCG specializes in Product Strategy and Management that aligns customer needs, business goals, and technology to build products that thrive in competitive markets.
- **Software Architecture and Design:** MCG specializes in crafting tailored software systems that balance innovation with reliability. Our architectural expertise ensures your platform is scalable, secure, maintainable, and aligned with both current needs and future goals.
- **AI/ML Integration:** MCG can help organizations explore how AI/ML can transform your operations, elevate customer experience, and drive intelligent growth.
- **User Experience and Design:** At MCG, we believe that great design is more than just aesthetics—it's about creating meaningful, intuitive, and frictionless experiences that drive user engagement and business results.

Service Offerings



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Early Warning: Product Organization Intelligence

INDUSTRY: FINTECH

CASE STUDY

CHALLENGE

Product leads, managers, owners and teams were struggling with the complexity of balancing the need for enhanced functionality in new technology platforms while preserving existing platforms which were in production.

Lagging communication of changing product and technology priorities resulted in perpetual changes to product roadmaps, difficulties rehydrating product backlogs and development teams struggling to remediate dependencies.

OUTCOMES

- Reduced time to market by 38%.
- Increased predictability of software delivery teams by 57%.
- 25% Cost Savings realized through increased throughput of software delivery teams.

Driving new organizational behaviors through alignment and transparency.

VALUE CREATION

Motion Consulting Group worked with product leaders to refocus on value driven product roadmaps and backlogs through consistent epic/feature refinement.

Facilitated with Scrum Masters to improve collaboration, empower development teams, enabling faster product delivery.

Facilitated two quarterly planning sessions including organizational leaders, development teams, support teams and targeted stakeholders that increased prioritization effectiveness and organizational alignment.

Tangent: Deployment Tracking And Visibility

INDUSTRY: ENERGY SOLUTIONS

CASE STUDY

CHALLENGE

As a recently acquired company, Tangent needed to deliver solutions more efficiently while increasing traceability to its releases. They needed a solution to enhance the visibility of Work Items throughout the deployment process in Azure DevOps (ADO). Currently, Work Items were being captured using commit messages, but they want to enhance tracking and visibility in Azure Boards by seamlessly associating Work Items by tracking them through Deployment and Release.

OUTCOMES

- Work Item linked to release to ensure visibility of Work Items across the deployment lifecycle.
- Automated deployment association for committed Work Items with the correct notation to eliminate manual tracking and improve traceability.
- Auto-generated deployment and releases to ensure that Work Items are mapped correctly in Azure Boards, resulting in a structured release process where Work Items are directly tied to specific releases.
- Easily track the lifecycle of Work Items from creation to deployment for developers, testers, and stakeholders.

Increasing visibility into progress and value delivery by automatically tracking work items.

VALUE CREATION

MCG proposed enhancing the continuous integration pipeline by introducing additional steps to generate an archive of the application's build output.

This archive would then be packaged and published as a pipeline artifact, serving as the deployable unit for downstream release stages.

This improvement ensures a consistent and traceable build artifact that can be reliably promoted through automated deployment pipelines.

This approach improves traceability, efficiency, and collaboration across teams.

This solution effectively links Work Items to Deployments in ADO.

Westrock: Product Discovery Processes & Toolsets, Product Organization Alignment

INDUSTRY: PACKAGING/MANUFACTURING

CASE STUDY

CHALLENGE

Too much Work in Progress (WIP) impacted this client in providing predictability on delivery timeframes. Leadership had to quickly jump in and begin a process of continuous portfolio re-prioritization efforts to ensure the teams were only focused on the right items at the right time.

OUTCOMES

- Increased Product Team predictability from 50% to 90%.
- Identified and prioritized cultural & communication gaps with Teams.
- Increased feedback loops from customers & employees to a bi-weekly cadence.

Driving new organizational behaviors through alignment and transparency.

VALUE CREATION

Motion Consulting Group worked with leadership to re-assemble and align teams to be product-focused.

MCG helped drive product discovery, vision, and roadmap coaching with a goal of being more effective and transparent.

By focusing on creating an innovative, scrappy and autonomous culture, product squads increased ownership of decision-making allowing for faster feed from customers.

Cybersecurity and Governance

Secure your data and keep compliant by partnering with MCG on your cybersecurity and governance roadmaps.

Service Categories

- **Security Governance and Strategy:** At MCG, we offer a holistic framework that combines Security Governance with a tailored Cybersecurity Strategy.
- **Identity and Access Management (IAM):** MCG offers a comprehensive Identity and Access Management (IAM) solution that protects digital assets while enabling agility and compliance.
- **Cloud and Network Security:** MCG helps businesses stay one step ahead with robust, intelligent cloud and network security strategies that don't just react but proactively defend and adapt.
- **Data Protection & Privacy:** MCG helps organizations like safeguard sensitive data, ensure regulatory compliance, and maintain customer confidence. Our end-to-end data protection and privacy solutions are built to scale, adapt, and future-proof your operations.

Service Offerings



General Electric: Cybersecurity & DevSecOps

INDUSTRY: DEFENSE CONTRACTOR

CASE STUDY

Pushing Forward a Software Factory.

CHALLENGE

Every organization that wants to be competitive in the digital era is taking a hard look at their software practices to move faster with greater efficiency, scalability, reliability, and security.

For a Fortune 100 aerospace & defense contractor, their hard look was a first step to development of a software factory for the entire organization using DevSecOps to enable its engineers to leverage end-to-end automation to simplify deployment of apps and infrastructure across all stages; to plan, build, test, release, operate and manage the software delivered to customers, effectively, securely, and at scale.

VALUE CREATION

Groundwork: Established software factory flow from front end out to the environments. Laid the groundwork for a DevSecOps framework.

Coaching: Coached team on Agile Threat Modeling and made it scalable for the whole org.

Collaboration: Collaborated and built on the architectures already in place, bringing them to documented first draft completion. Engineering and collaborating on terraform modules, compliance as code, artifacts, vaults, container and orchestration security, workflow integration. Working with other teams on firewall and higher-level Cloud infrastructure required. Working with Cyber and DevSecOps team to help with Prisma Cloud. Working with team breaking out architecture into epics and sprints to be able to quickly iterate and track progress.

Engineering/Build-Out: Building out Gitlab pipelines and infrastructure with team. Engineering initial EKS stack with team. Building out a minimal Proof of Concept for unified observability. Building out container and orchestration security practice with team.

Documentation: Documenting and testing tool selection and collaborating with team on choices for the whole chain. Documenting and testing tool selection and collaborating with team on choices for the whole chain. Collaborating with consumer development teams that will be using this software factory to test out the process and document any inefficiencies or issues to build a backlog.

Tangent: PLC Automation

INDUSTRY: ENERGY SOLUTIONS

CASE STUDY

CHALLENGE

As part of an ongoing modernization effort, the team aimed to streamline the deployment process across multiple sites by implementing CI/CD automation pipelines. The objective was to achieve a push-button deployment experience to Raspberry Pi-based PLC devices. While much of the framework was in place, the challenge was to fully automate the deployment process, centralize code and configuration management, and ensure consistent, repeatable deployments. Additionally, there was a need to reduce manual steps and enhance traceability across sites, especially for tasks such as logging software and procedural script deployment.

OUTCOMES

- Centralized repository established for all deployment-related code, enabling structured version control and collaboration.
- Fully automated CI/CD pipelines configured, allowing push-button deployments to Raspberry Pi-based PLC devices.
- Streamlined deployment process across test sites, reducing manual intervention and deployment errors.
- Improved traceability and visibility into deployment steps through integrated logging and notification mechanisms.
- Identified opportunities for further automation of logging tools and procedural scripts using Ansible.

Modernizing Site Deployments with CI/CD.

VALUE CREATION

The team focused on enabling fully automated deployments by building out a CI/CD pipeline framework designed to deliver software to PLC devices running on Raspberry Pi.

By integrating Ansible with Semaphore CI/CD, they created a streamlined process that reduces manual intervention and supports push-button deployment.

Configuration files, scripts, and playbooks were centralized into a dedicated repository to support consistent deployment practices across all sites.

This approach increases deployment reliability, enhances traceability, and simplifies collaboration among development and operations teams.

To achieve this approach, the team developed a strategy for:

- Repository & Source Code Management.
- Deployment Pipeline Setup.
- Deployment Automation.
- Testing and Documentation.