



Case study

Pragmatic Works uses Azure and Power Platform expertise to empower organizations

Talented consultants and educators bring an edge to training

[Pragmatic Works](#), a [Microsoft Solutions Partner](#) with designations in Business Applications, Azure Data & AI, and Azure Digital & Apps Innovation, offers comprehensive training and enablement for Microsoft technologies. The company's founders and many of its team members are former Microsoft consultants with years of hands-on experience with the tools and services they train customers on. This helps Pragmatic Works develop original content based on field experience. Dedicated to helping customers learn, apply, and retain skills via live and remote workshops, Pragmatic Works empowers users to create and maintain their own Azure and Power Platform solutions.

A unique aspect of Pragmatic Works is that many of its trainers, prior to being [Microsoft Power Platform](#) experts, were public school educators. Hiring teachers who were experienced in leading a classroom and getting students excited to learn added a compelling element to technical trainings. Notes Devin Knight, President of Training at Pragmatic Works, "About 60% of our trainers are former educators, and it's proven very successful for us. Not only are instructors comfortable in a classroom environment and great at learning things quickly, they also excel at teaching things to others."

This might be why Pragmatic Works is at the forefront of its field. Its success in teaching others how to create their own solutions through training courses underscores the team's teaching abilities.



About Pragmatic Works

Pragmatic Works empowers businesses with Azure Data and Microsoft Power Platform training, delivering comprehensive solutions for data management, process automation, and more.

Microsoft focus

Power Platform, Azure Data & AI

Headquarters

United States

Microsoft partner since
2012

Key outcomes

- Trained 17,000 customers since 2023 via In a Day workshops
- Gained more than 200,000 subscribers to its YouTube training content page
- Empowered customers with Power Platform skills



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Customers who attend a Microsoft In a Day workshop often continue to partner with Pragmatic Works, and the company has built trust with Microsoft as well. Case in point: Microsoft often enlists Pragmatic Works to train its internal teams on the latest Microsoft technologies. All Microsoft partners who sign up to deliver official workshops must undergo training before delivering the content. Because of its demonstrated performance, the Microsoft In a Day product team tapped Pragmatic Works to teach those official workshops to other partners.

Free content finds an audience and generates thousands of leads

Making training accessible is one of Pragmatic Works' core values, as evidenced by the volume of free training content it produces for customers. It offers thousands of free tutorials and educational webinars, and its YouTube page has more than 200,000 subscribers. This gives customers an easy point of entry, and they often come back for more!

One such offering, the In a Day workshops, have led to more than 1,000 opportunities for paid customer trainings. These workshops serve as a way for new customers to see Pragmatic Works in action, and often lead to more work and enterprise training partnerships. The most popular In a Day event Pragmatic Works offers is Dashboard in a Day—since 2023, 9,000 customers have attended the workshop. It's in such high demand that the company has offered up to 13 sessions in a month. Since the beginning of 2023, 17,000 customers have attended 320 In a Day events from Pragmatic Works.

After establishing a foundation with In a Day workshops, customers can then apply learnings through bootcamps and hackathons, and practice with on-demand learning courses. Pragmatic Works also provides one-on-one guidance with virtual mentorships, and can help customers achieve Microsoft Credentials.

A partner program with plenty of perks

Creating tutorials is essential to the company's success, and staying on top of the latest developments in Microsoft technology helps prioritize them. The [Microsoft AI Cloud Partner Program](#) helps Pragmatic Works align with what Microsoft does next. The program provides direct support from Microsoft and offers insight into what Microsoft customers are asking for, which serves as the basis for new training sessions. The program amplifies visibility for the company as well. Jeremy Sirois, Account Executive at Pragmatic Works, says, "The AI Cloud Partner Program has helped us foster and strengthen our relationship with Microsoft. With a better view of our capabilities, it's easier for Microsoft to recommend us to customers for training."

The In a Day curriculum in particular gives Pragmatic Works a line of sight to where Microsoft is focusing investments. New courses in the pipeline hint at which products will have a strong marketing presence. Another program perk is the opportunity to interact with Microsoft product engineers. Because trainers need to ramp up quickly prior to offering workshops, they can learn about products before they become publicly available. This helps Pragmatic Works stay a step ahead, so it can prioritize which trainings to focus on and proactively add new content to its portfolio.

App in a Day leads to democratized Power Platform knowledge

After viewing content on Pragmatic Works' YouTube channel, construction services company [Barton Malow](#) attended an App in a Day workshop. Looking to enable its employees to become proficient with [Microsoft Power Apps](#), Barton Malow wanted to democratize product expertise to alleviate the load on the Data and Automation team. "Education is a big way to help customers use the products they've invested in," Knight said. "Many organizations we work with have invested in a product, but without training to make them confident about using it, it can go underutilized."

The App in a Day workshop sparked Barton Malow's interest in working with Pragmatic Works to improve Power Platform skills. This included customized training [bootcamps](#) and development [hackathons](#) where Barton Malow used its own data and use cases. As a result, Barton Malow quickly acquired the skills needed to develop, deploy, and support its Power Platform solutions. Because participation was across a variety of roles and departments, those business units can now all create Power Apps and [Microsoft Power Automate](#) solutions to address their needs. Plus, the Data and Automation team no longer has to field as many requests, making operations more efficient and accelerating productivity across the business.

Poised to fulfill customers' AI training needs

To build on its foundation of Power Platform, the next step for Pragmatic Works is focusing on artificial intelligence (AI). Many of the new programs it's developing are around [Microsoft Copilot](#) and [Microsoft Fabric](#). It works closely with the In a Day team to ensure existing course curriculum is up to date with new information, and has made suggestions for new AI-focused content and trainings. Pragmatic Works is also developing a new Fabric Administrator class, perfectly positioning it to support the increasing number of Fabric users.



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