



CASE STUDY

DIGITAL LEADS MANAGEMENT PLATFORM ON MICROSOFT AZURE PROVIDES SECURE AND EFFICIENT APPLICATIONS

TECHNOLOGIES

Azure App Services, ASP.Net Core, SQL Azure, CI/CD using Visual Studio Online

BENEFITS

- Microsoft Azure-powered applications are fast and reliable, enabling clients to take full advantage of online transactions
- Azure's high security standards meant client no longer required to worry about compliance or perform additional security audits
- Increased application performance and reliability

OVERVIEW

Client provides easy-to-use application for advertisers to deliver leads online. The application manages heavy traffic for uploading lead data and other transactions. Transactions data security is essential for the client.

CHALLENGES

Client was experiencing performance issues during heavy traffic, often leading to their application crashes and significant losses in sales and revenue. Client's on-premise server was handling the load of several hundred simultaneous users. Also, client is concerned about the security of stored lead data in database server and the security during online lead transactions.

IMPLEDGE SOLUTION

- Moved and deployed application to Microsoft Azure, using Azure Auto-scale and Load Balancer to keep application highly available under heavy traffic
- Migrated application's database to Azure SQL Database with elastic pools. SQL Azure compliance and security features like Firewall Rules, SQL Authentication, Encryption in Motion/Rest/Use, Data masking, Threat Detection ensure customers their transactions are secure
- Used Azure Application Insights to get the insights of application performance. As per insight data, optimized the application, which led to increased performance

IMPLEDGE TECHNOLOGIES

For more information, visit www.impledge.com or mail info@impledge.com