



E-COMMERCE / WEBSITE ON AZURE

Target Customers

- E-commerce customers who want to move to a higher performance infrastructure
- Customers who have difficulty managing the e-commerce / website infrastructure
- Customers with E-commerce / Web site infrastructure in a local hoster and who are not satisfied with the service received
- Customers looking to build a new E-commerce / Web site platform
- E-commerce / Website platform customers who want to go global

Solution Overview

Azure App Service is an HTTP-based service for hosting web applications, REST APIs, and mobile back ends. You can develop in your favourite language, be it .NET, .NET Core, Java, Ruby, Node.js, PHP, or Python. Applications run and scale with ease on both Windows and Linux-based environments.

Why Customers Choose This Solution

- Costs and challenges of setting up the infrastructure required for the e-commerce platform on premise
- Maintaining the continuity of the site is crucial because it's a sales platform
- They do not want to hire a dedicated personnel to manage the infrastructure to be established on site, they want to focus solely on sales and supply.
- They do not trust local service providers to ensure the continuity and security of the infrastructure to be established
- They want to work with a more prestigious provider which meets security standards (ISO 27001) because they work with a global brand (Samsung)
- They need a scalable structure to increase resources since the number of visitors increases when new product launches.

Challenger Questions to Customers

1. Where do you host the infrastructure of your e-commerce site? (On premise or local hoster)
2. What is the workforce you spend on the management and maintenance of the site infrastructure? Do you have dedicated staff solely looking after this? (if infrastructure is local)
3. Can you keep your site up and running all the time? If you are experiencing interruptions, are these interruptions causing material damage to your company?
4. Does the provider that hosts your infrastructure meet ISO 27001 security standards? Does the provider have any defence mechanisms against DDoS attacks on your site? (If infrastructure is local)
5. Can you respond instantly to the urgent need for more resources in response to increasing number of visitors on special days, launches or promotions? Are you able to increase RAM, CPU and similar components quickly? Are you able to use automatic resource management that defines resources according to the site traffic?

Solution Explanation


1. It is very difficult and costly to manage the high traffic e-commerce / web site platforms in terms of maintenance and continuity. Azure App Service disables local server maintenance and management to save time and management.
2. When the e-commerce / website platform is hosted on Azure App Service, an infrastructure that can respond to the periodic demand intensity (an infrastructure that automatically increases or decreases resources) is provided.
3. E-Commerce sites hold personal data and financial information such as credit cards. Ensuring the security of such data is an important issue. Azure data centers provide security layers for zero day attacks and DDoS attacks. At the same time as an extra, options such as Web Application Firewall, Azure Firewall security can be increased. ISO 27001 compliant.
4. With Azure CDN, access to large data such as video, pictures can be achieved faster anywhere in the world.

More Information

 <https://azure.microsoft.com/en-us/services/app-service/web/>

 [Visit Azure Portfolio](#)

 microsoft.leads@firstdistribution.com

 [+27 11 540 2640](tel:+27115402640)

Sizing & Pricing Questions

1. Which software language are you using to developing your e-commerce platform?
2. Which database platform are you using?
3. What are the database requirements for your e-commerce platform?
4. Are you using CDN?
5. Are you using additional products to keep secure your e-commerce platform?
6. How is your website workload? Is it being visited too much?

Sample Pricing

Pricing Items:

- App Service SKU (S1, S2, S3)
- Azure SQL DB Type (MI,Single DB)
- Web Application Firewall
- CDN storage
- CDN Profile

Sample Pricing:

- App Service S1 Plan
- 4 Core General Purpose Azure SQL Single DB
- 256 GB SQL Storage
- CDN - 500 GB
- CDN Storage - 500 GB
- Web Application Firewall - 500 GB Data Process

Average Azure Consumption Revenue / month (\$)

\$1350/month