


Case Study



Retailer makes a complete platform shift to Azure with a Solution Assessment

Country

Germany

Segment

SMB

Industry

Retail

Products and Services

Microsoft Solution Assessment

Microsoft Azure

MS Platform

Challenge

A retailer has covered the entire value chain process by coordinating the multi-channel operation of more than 3000 products including home and living, consumer electronics, sound and light, and sports brands united under one roof.

The customer needed to evaluate Microsoft against competitors and despite all other offers, they chose us.

The decision was based on a service that met the complex needs of a customer involved in many different industries.

Strategy

- Offered internal Microsoft Solution Assessment during the partner decision phase to get a head start.
- **Matched the partner profile with the customer and leveraged customer resources** through a combination of knowledge and supporting mechanisms.
- **Grew customers from its testing accounts** on PAYG within one year as the customer wanted to go cloud-only.

Outcomes

- **Complete shift of on-premise infrastructure** from physical datacenters to Azure — Including VMs, Storage, SQL Database, Backup, and App Services.
- **Modernization** was planned to move workloads into serverless.
- Initially ran with small consumption on the PAYG web-direct account when the project was identified, and the **roadmap was established**.
- Discussed the opportunity to get a precise Solution Assessment from Microsoft, which then would be implemented by the local partner.
- Chose a partner from the same city as their culture, which played a crucial part. The customer wanted to build **scalable infrastructure to host their web shops and to support their growth** as they acquired new brands and set up their infrastructure in a more modern approach.
- In the end, the customer made the strategic decision for the **MS platform**.

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