Windows Azure SPRING SUMMIT

eCommerce Solutions on Windows Azure

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Windows Azure

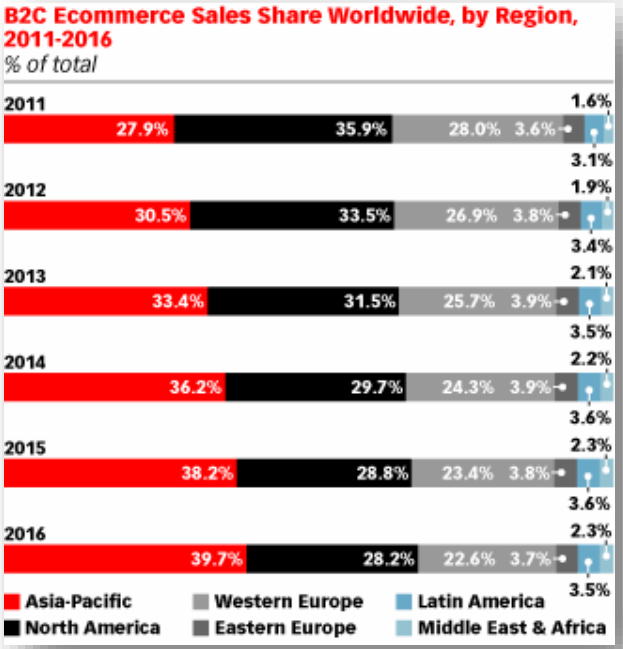
agenda

- The current eCommerce landscape
- Challenges for eCommerce in the Cloud
- Real-life examples on Azure
- Conclusions

The current eCommerce landscape

eCommerce Sales Topped $1 Trillion for First Time in 2012

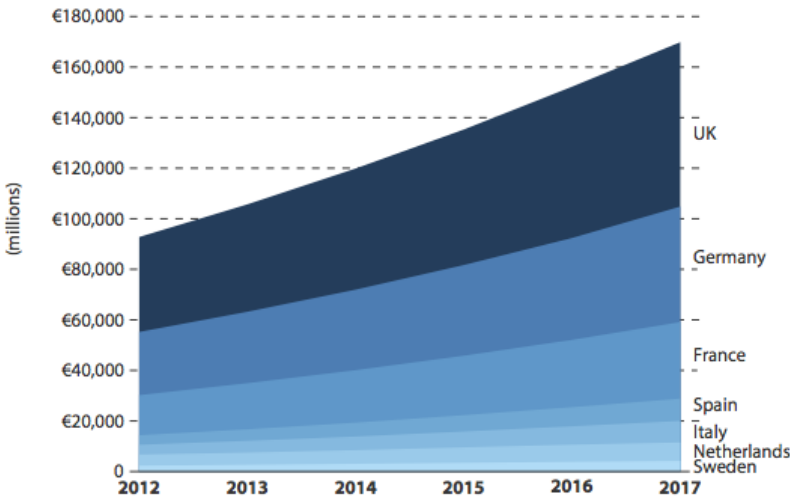
world projections



Source: www.Marketer.com, jan2013

European eCommerce

- Sales projected to hit €191 billion by 2017, up from €128 billion in 2013
- 40% of Europeans buy online
- 70% of European online buyers are from the U.K., Germany and France
- Fastest growing countries: Poland (33,5%), France (24%), Sweden (22,1%)
- Emerging countries: Italy, Spain and Poland



Source: Forrester Research Online Retail Forecast, 2012 to 2017 (Western Europe)

eCommerce in Portugal

- **78%** of Portuguese internet users buy online
- On average, every **6 months**, each Portuguese makes **eight** transactions online, spending **€427** in total
- **20.6%** growth on online sales in 2012
- In 2015 online sales will account for **3%** of all sales, in 2012 it was **1.9%**

Source: Barómetro Trimestral do Comércio Electrónico em Portugal 1º Trimestre de 2012, Netsonda + ACEPI

eCommerce maturity

Source: Cbinsights via Elizabeth Knopf @ Quora

- New models:
  - Flash Sales
  - Subscriptions
  - Daily deals
  - Colaborative eCommerce
  - Social bookmarking
  - Mobile eCommerce

Challenges for eCommerce in the Cloud

- Integration with local systems
  - E.g., Retail, Distribution, Financial, Stock/warehouse
- Order-payment reconciliation
- Seasonal load
- Geodistributed load

ticket sales system

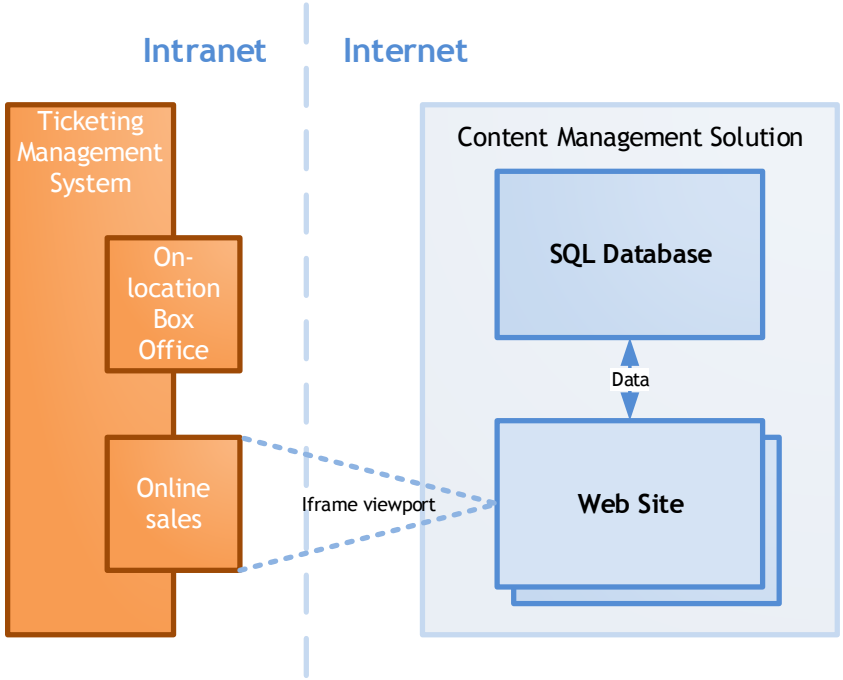
CLIENT
ticket sales system
PROJECT DURATION
9 months - currently nearing production

DESCRIPTION
The solution includes both content management and eCommerce features. It includes a searchable catalog of shows, calendar, detailed information about all the activities, and integration with existing ticketing system.

NOTE
The existing ticketing system was meant to be kept.
Architectural and technological choices during the the devopment of the system allow for both cloud or on-premise deployments.

create it

Logical Architecture



TECHNOLOGY

Azure SQL Database
Azure Web Sites
Umbraco

INTEGRATION FEATURES

HTML Iframes to on-premise ticketing system

www.myrenova.com

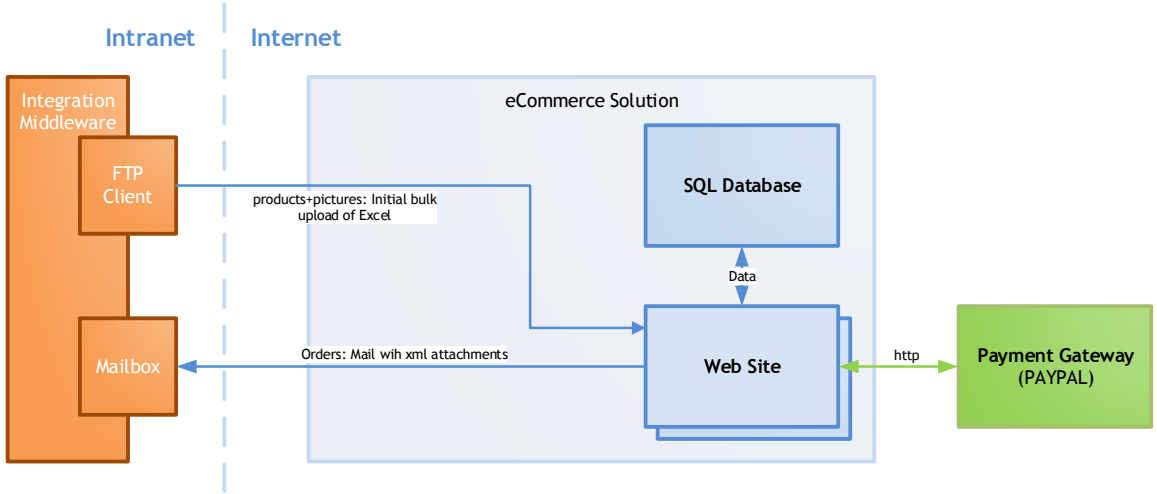
CLIENT
Renova

PROJECT DURATION
8 months - released

DESCRIÇÃO
The solution includes eCommerce, online credit card payments, order integration and product customization with a fluid user graphical design. It is available internationally in 4 languages.

Windows Azure

Logical Architecture



TECHNOLOGY

Azure SQL Database
Azure Web Sites
NopCommerce

INTEGRATION FEATURES

Initial bulk upload of product info via Excel
Email w/ XML attachment with order details
Paypal payments

www.vistaalegreatlantis.com

CLIENT
Vista Alegre Atlantis

PROJECT DURATION
<6 months – **in development**

SUMMARY
The solution currently under development will replace the existing eCommerce site with one featuring a renewed graphical design, more services, SEO optimization and online payments. It is targetted at both portuguese and international customers, both end users (B2C) and professionals (B2B).

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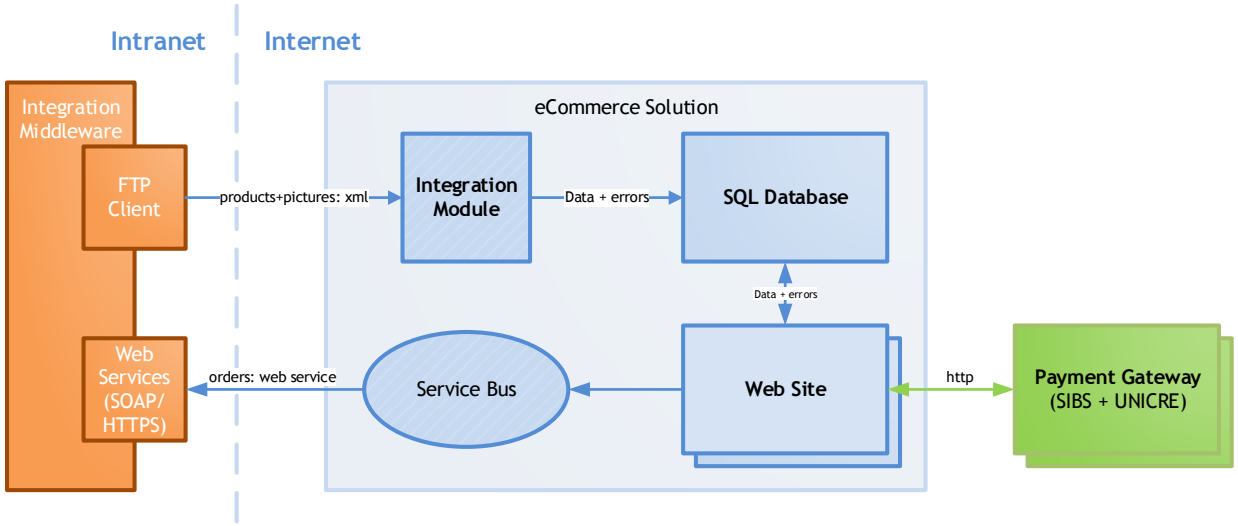
Windows Azure

Logical Architecture



TECHNOLOGY

Azure SQL Database
Azure Web Sites
Azure Service Bus
NopCommerce

INTEGRATION FEATURES

Product Information via bulk XML upload
Order notification - service call
Unicre payments
MB debit payments

pestana.com & pousadas.pt & …

CLIENT

Grupo Pestana

PROJECT DURATION

4-6 months – envisioning phase

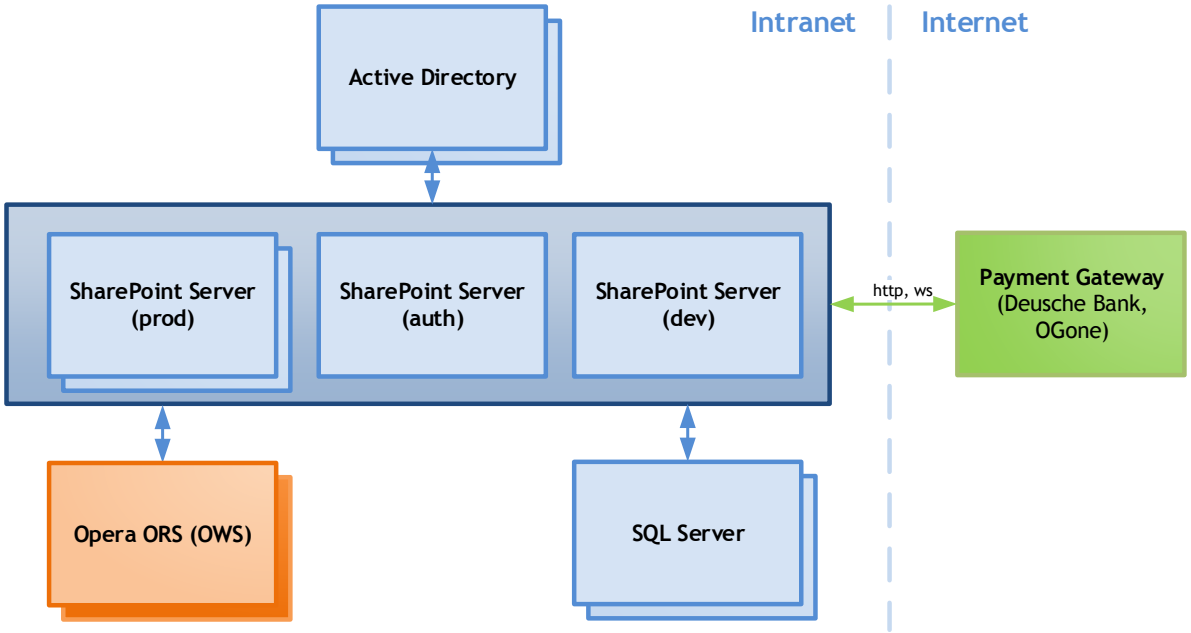
SUMMARY

The current solution is based on a suite of Microsoft products such as SharePoint Server, BizTalk Server, CRM, and other software such as Opera ORS/PMS and SAP. The solution is fully on-premise and sells stays daily for worldwide customers in 5 languages. Online reservations and payments are done using different gateways.
Yearly online sales 17M€ (40% increase).

NOTE

The solution features a custom-developed, fully automated, order-payment reconciliation module.
Current plan minimizes code changes.
Some servers already virtualized, other not virtualizable.

Physical architecture - today



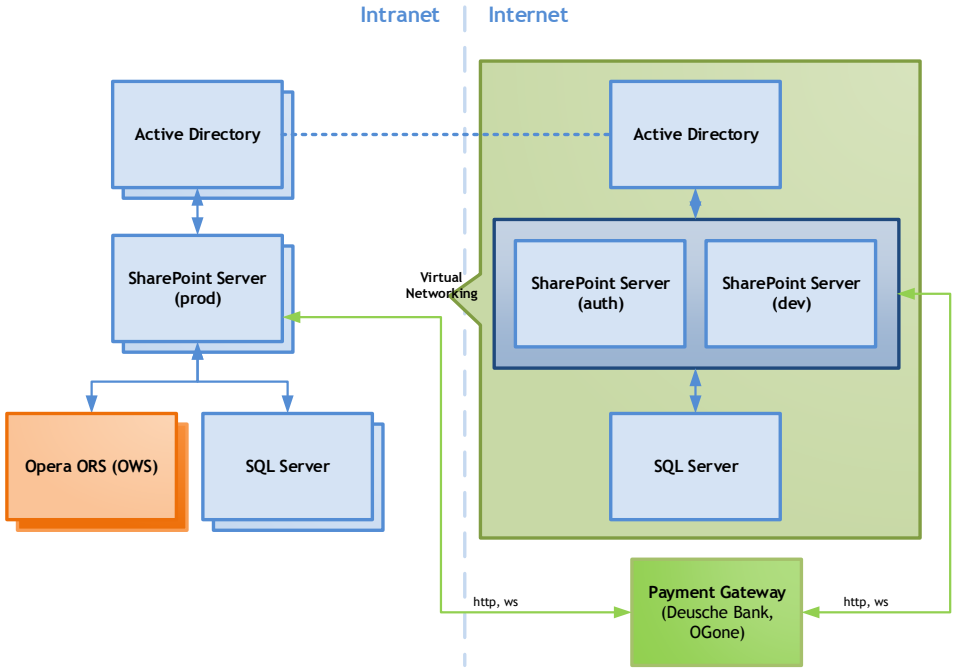
TECHNOLOGY

SharePoint Server
SQL Server
Active Directory
Opera ORS/OWS
Not represented: SAP and CRM via BizTalk Server

INTEGRATION FEATURES

Fully integrated systems via either BizTalk Server or web service calls to Opera Order-Payment reconciliation

Physical architecture – stage 1 (dev&test)



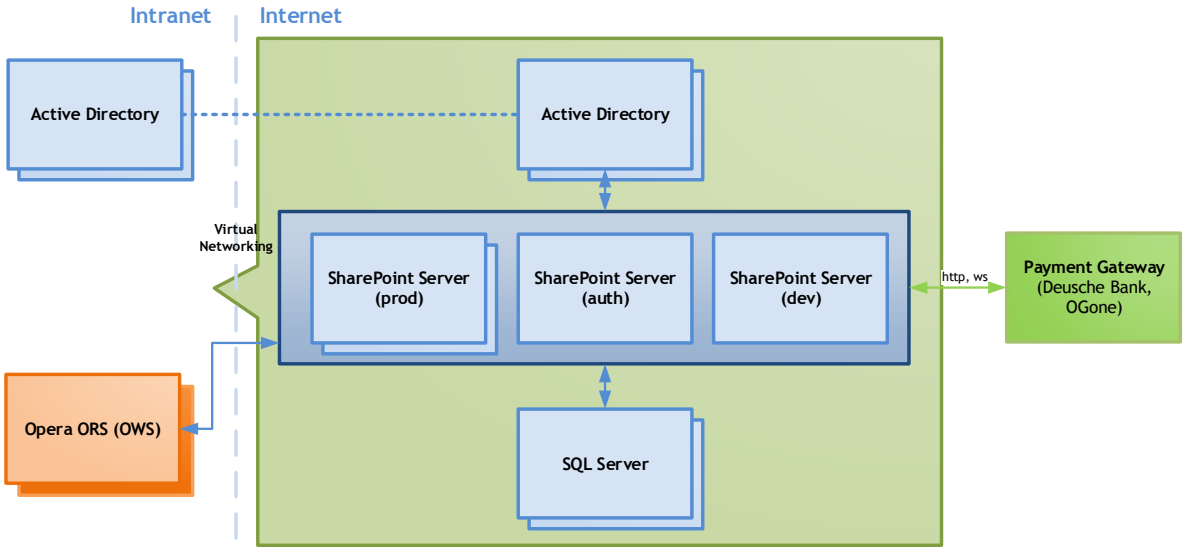
TECHNOLOGY

SharePoint Server 2010
SQL Server
Active Directory
Azure Virtual Machines
Azure Active Directory

INTEGRATION HIGHLIGHTS

Domain-joined VMs connected to on-prem via Virtual Networking. Redundant Azure Active Directory.

Physical architecture – stage 2 (full migration)



TECHNOLOGY

SharePoint Server 2010
SQL Server
Active Directory
Azure Virtual Machines
Azure Active Directory

INTEGRATION HIGHLIGHTS

Same stage 1.
Opera ORS (OWS) not supported in virtualized environment.

Summing it up

- Windows Azure has **all the required components** for a successful eCommerce implementation
- There is a **very high** degree of development reuse between on-prem and cloud, using .Net and SQL-based solutions
- Azure Virtual Machines + Virtual Networking support high-end complex deployments
- Try it, it's out there! ☺

Next Steps

Evaluate	Windows Azure Eval http://www.windowsazure.com/free-trial/
Certification	Microsoft Learning: http://www.microsoft.com/learning/
Training	Microsoft Virtual Academy: http://www.microsoftvirtualacademy.com
Feedback	**We value your feedback**

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