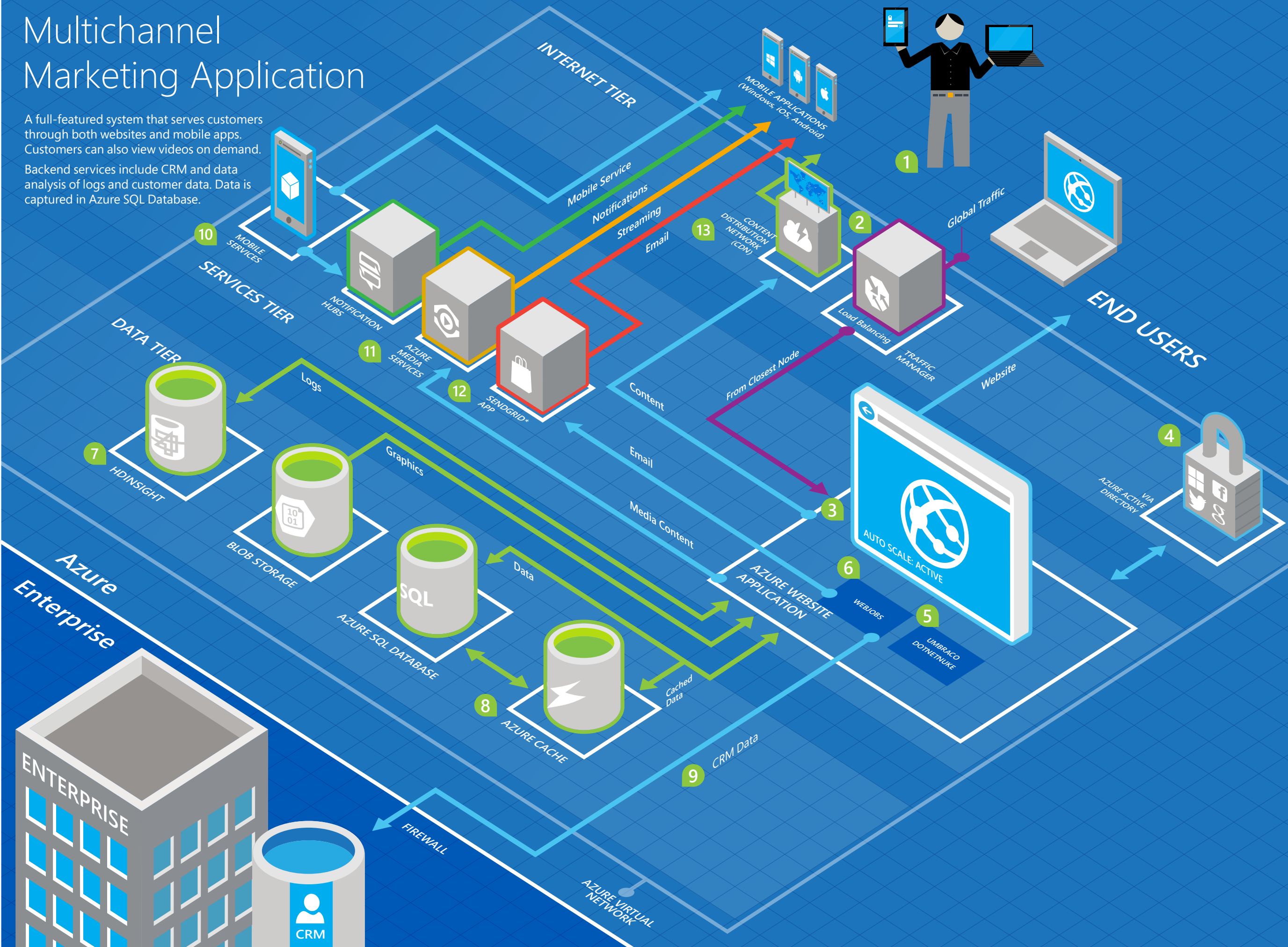


Multichannel Marketing Application

A full-featured system that serves customers through both websites and mobile apps. Customers can also view videos on demand.

Backend services include CRM and data analysis of logs and customer data. Data is captured in Azure SQL Database.



- 1 Users browse and order items from phones, tablets, and PCs using HTML or native applications.
- 2 Deploy to multiple datacenters for global scale and use Traffic Manager to route requests to the nearest one.
- 3 Azure Websites scales up and down automatically to manage spikes in customer shopping patterns.
- 4 Users log in to Azure Active Directory using credentials from Facebook, Google, Microsoft, Twitter, or other identity providers.
- 5 Save time using 3rd party content management frameworks like Umbraco or DotNetNuke. *
- 6 WebJobs runs in the background both submitting orders to the on-premises ERP system and sending order confirmations.
- 7 Analyze website logs and customer data using Azure HDInsight, based on the Hadoop framework.
- 8 Azure Cache boosts performance of all data services.
- 9 Use Hybrid Connections to send messages to on-premises databases.
- 10 Mobile Services provides a unified backend for mobile ordering including device authentication, data services, and notifications.
- 11 Azure Media Services supports HD quality video encoding, live streaming, and on-demand playback.
- 12 Send e-commerce confirmations using SendGrid, a 3rd party app in the Azure Store.*
- 13 Geo-distributed Content Delivery Network keeps content closer to users.

* = 3rd party