**Alaska Airlines and Azure  
CLOUD COMPANY CASE STUDY**

**What does the company do?**The company provides passenger airplane service. Along with operating hubs and kiosks in several airports, they have a website and a mobile app where you can purchase tickets and view trip/flight related details.

**How do they use the cloud?**They have moved several of their services to the cloud. For example, they moved their e-commerce engine into Azure. According to their testimonial on the Azure website they have an API based system and utilize multiple Azure services, including:

* Azure App Service: Used to host APIs
* Azure API Management: Used to securely access APIs
* Azure Cache: Used for session management
* Azure Service Fabric: Used to host microservices
* Azure DevOps: Used to help modify pipelines to support APIs
* Azure Container Registry: Used to support pipelines and delivery model
* Azure Application Insights: Used to see business intelligence for APIs
* Azure Load Balancer: Used to distribute incoming traffic
* Azure Key Vault: Used for protecting credentials and encryption information

**Why did they choose the cloud instead of running IT themselves?**Alaska used to host some of the IT themselves. In the testimonial it’s noted that the high volume of customers and the increased usage of mobile phones overwhelmed their datacenter. This caused service and performance issues due to network, hardware, and VM factors. The move to the cloud didn’t require them to change too much of their existing code, so the process wasn’t a huge obstacle to overcome.

**What risks are they taking by using the cloud?**There’s a risk that some of their existing APIs would be incompatible with the cloud. They also lose some of the control over their data/services as Microsoft and its Azure will now be involved in a big way. Azure accounts have been hacked and there have been outages.

**Source for Alaska/Azure Information**

<https://customers.microsoft.com/en-us/story/alaska-airlines-improves-services-in-the-cloud-using-containers-and-azure-service-fabric>