IIS URL Rewrite Module Configuration:

1. Open IIS manager
2. Select URL Rewrite module for the desired application
3. In the Inbound rules section (Top half) right click and add a new rule
4. Select a blank rule template
5. Give a rule name
6. Give the match criteria as a regular expression (Ex: /customers/[0-9]+/profile)
7. Select the action to be performed, when a request matches the conditions specified above
8. Apply the rules from the right hand side