# Business Case for Cloud Migration & Modernization in Retail E-Commerce

## 1. Executive Summary

Retail e-commerce businesses face challenges with legacy infrastructure, scalability, and security. This business case outlines a cloud migration strategy leveraging Microsoft Azure to drive cost savings, improve resilience, and enhance customer experience.

✅ Key Outcomes:

* • 30% cost savings through optimized cloud infrastructure
* • 99.99% uptime with resilient multi-region architecture
* • Faster time-to-market with microservices and event-driven design

## 2. Migration Strategy – Rehost, Refactor, Rearchitect, Replace

This strategy evaluates workloads and categorizes them based on the 6R model to ensure an optimal migration approach.

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| Application | Migration Approach | Target Azure Solution |
| CRM & Customer Profile | Refactor | Azure App Services + Azure SQL MI |
| Order Management | Rearchitect | Microservices on AKS + Event-Driven Design |
| Payment Processing | Rehost (Lift & Shift) | PCI-DSS Compliant Azure VM Setup |

## 3. Regulatory Compliance & Security Governance

Ensuring compliance with industry regulations is critical for secure and scalable operations.

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| Compliance Requirement | Azure Solution |
| PCI-DSS (Payments Security) | Tokenization + Azure Key Vault |
| GDPR (Customer Data Protection) | Data Residency Policies + Purview |

## 4. Business Continuity & Disaster Recovery (BCDR)

Ensuring high availability and disaster recovery through Azure’s multi-region architecture.

✅ Key Strategies:

* • Active-Active Multi-Region Deployment
* • Geo-replication for databases (Cosmos DB, SQL)
* • Azure Site Recovery (ASR) for VM failover

## 5. Cloud Cost Optimization & FinOps Strategy

By leveraging cost-efficient Azure services, businesses can reduce operational expenditure.

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| Category | Estimated Cost (Yearly) | Optimization Plan |
| Compute (VMs, AKS) | $500K | Use autoscaling & reserved instances |
| Storage (Blob, SQL) | $250K | Tiered storage & archiving |

## 6. Roadmap & Implementation Plan

A structured approach to cloud migration ensures a smooth transition with minimal disruption.

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| Phase | Key Activities | Duration |
| Phase 1: Assessment | Cloud Readiness, Compliance Gap Analysis | 4 Weeks |
| Phase 2: Migration | Rehost & Replatform Key Apps | 6 Months |

## 7. Conclusion & Next Steps

🚀 By adopting a cloud-native retail platform, we achieve:

* ✔ Future-proof e-commerce operations with cloud scalability
* ✔ Secure, compliant, and cost-optimized architecture
* ✔ Improved customer experience with real-time processing

📌 \*\*Next Steps:\*\*

* ✅ Secure stakeholder buy-in & finalize budget
* ✅ Conduct Proof of Concept (PoC) for high-impact applications
* ✅ Kick off Phase 1 (Cloud Assessment)