

Application Modernization Blueprint

Scaling Retail Operations for the Digital Era

Presented for: Retail Enterprise

Presented by: Senior Director, Cloud Strategy & Architecture,
Microsoft

Executive Summary: Ready for Peak Season

Challenge:

- Legacy on-premise apps struggling to handle peak traffic (e.g., Black Friday).
- Slow, manual quarterly deployment cycles hindering innovation.
- High operational overhead for maintaining servers.

Strategic Value:

Leadership & Strategic Challenges

Transforming Delivery:

- **DevOps Adoption:** Overcame resistance to automation by demonstrating 90% error reduction in pilots.
- **Business Continuity:** Orchestrated "Black Friday" readiness across infrastructure and application teams.
- **Vendor Management:** Managed 3rd-party integrations to ensure compatibility with cloud-native architecture.

Solution Architecture: Cloud-Native PaaS

Core Components:

- **App Service (PaaS):** Fully managed web hosting with built-in autoscaling.
- **Azure SQL Database:** Managed relational database with high availability.
- **Azure Front Door:** Global load balancing and content delivery (CDN).
- **DevOps: GitHub Actions / Azure DevOps** for automated CI/CD

Business Outcomes & Success Metrics

Key Performance Indicators (KPIs):

- **Performance:** < 2 second page load time globally.
- **Agility:** Deployment frequency increased from 4/year to On-Demand.
- **Reliability:** Zero downtime during peak sales events.

Next Steps:

1. Setup Azure DevOps pipelines.
2. Deploy "Staging" environment in App Service.

Visual Journey: The Modernization Path



Thank You

Let's Build the Future of Cloud Together

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