Microsoft Azure

MINI-CASE STUDY

MICROSOFT AZURE ISV:

Lutum+Tappert

WEB SITE: www.LutumTappert.de

LOCATION: Bonn, Germany

ORG SIZE: 18

MICROSOFT AZURE ISV PROFILE:

Lutum+Tappert, a company specializing in Geomarketing and Location Intelligence, integrates maps into business solutions to visualize business data in spatial context. Using maps as kind of a "geographical user interface" makes it much easier to retrieve data and understand regional impacts. View the map, see the data, share the information!

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Microsoft

Azure Cloud Scalability Handles Traffic Spikes for Enterprise Location Intelligence Solution

"Microsoft Azure allows us to quickly scale our platform along with increasing and decreasing traffic. This is especially helpful after publication of a new solution, when thousands of users want to test it within a very short time." – Werner Tappert, CEO and Founder, Lutum+Tappert

▪ **SITUATION**

To introduce its new EasyMap Xplorer Cloud Service, Lutum+Tappert promoted it via several media channels. As Lutum+Tappert announced free trials, it had to prepare for high traffic on its service website after publication but also decreasing traffic after the introduction period. So it needed a platform that allowed it to easily upscale for a short period and to downscale thereafter.

▪ **SOLUTION**

Microsoft Azure Cloud Services combined with blob/table storage and SQL Database lets Lutum+Tappert upscale its system when more power is needed due to high traffic, then downscale when traffic is low again. Lutum+Tappert can increase system power within minutes, but only pays for what it needs. After launching its new cloud service, Lutum+Tappert initially controlled scaling manually. After a few weeks it switched over to the autoscale option. Now the system automatically upscales and downscales.

▪ **BENEFITS**

With Microsoft Azure, the EasyMap Xplorer Cloud Service is very adaptable: scalable system power to match volatile traffic.

System costs with Microsoft Azure are low as Lutum+Tappert only pays for what it uses thanks to autoscaling.