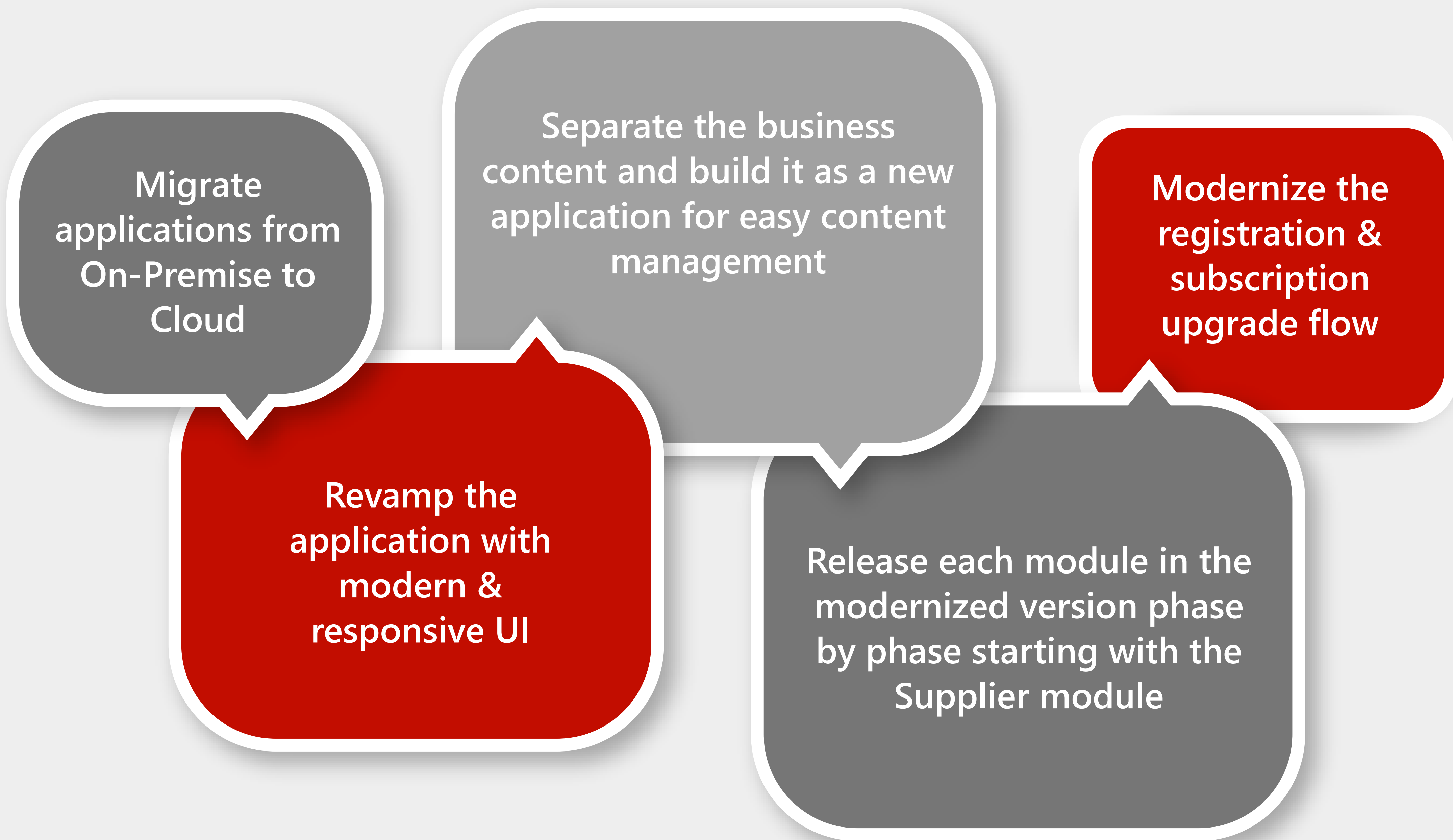


The client, a leading Public Sector Bidding Marketplace located in Seattle, connects government procurement agencies with business suppliers. Being developed in classic ASP with dependent COM components, they wanted to revamp their application as the UI was outdated, and unattractive to engage new customers. Moreover, it was difficult to maintain the

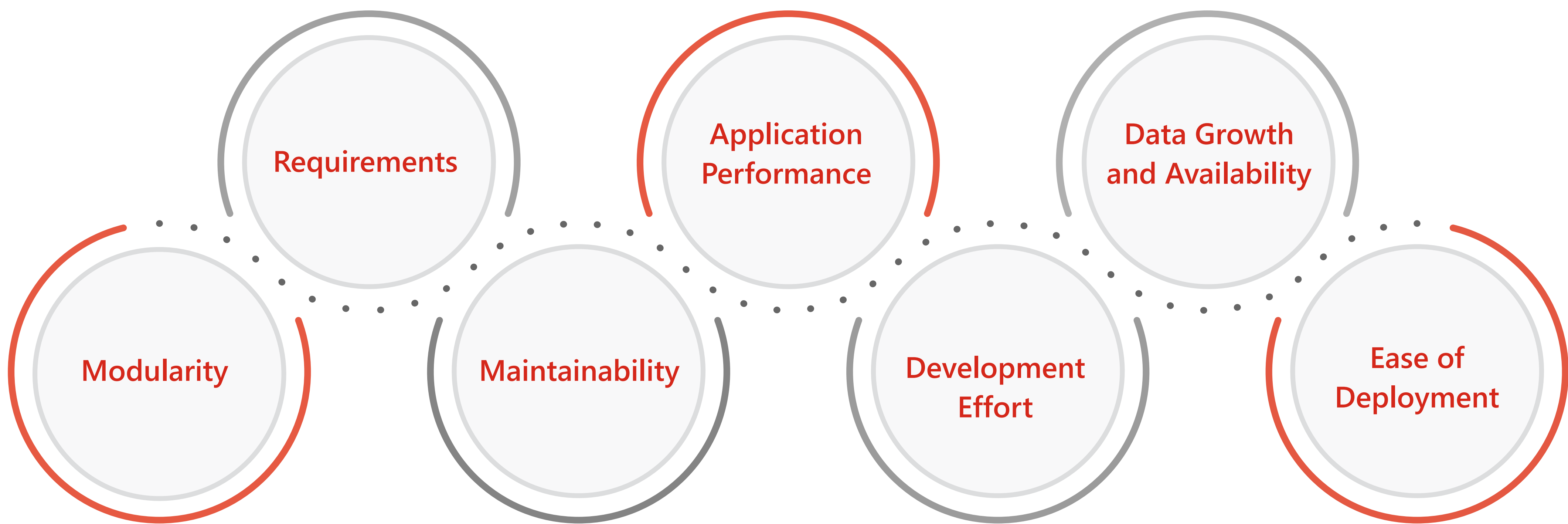
iLink aimed to give a fresh look to both applications and the website to improve their overall aesthetic and user engagement. The plan was to start with modernizing the application in a phased manner with the following business objectives:



Before embarking on this project, iLink performed a thorough analysis of various technologies and scenarios, drawing on its prior experience with migration and modernization efforts. The goal was to ensure a seamless and cost-effective solution that met the client's business objectives.

A Digital Makeover with WordPress & Azure Cloud

To initiate the process, we transferred the client's existing application from on-premises servers to the Azure cloud, while using WordPress to construct their business website. Our team considered multiple crucial factors while designing the solution, including



To ensure cost-effectiveness, we thoroughly evaluated various hosting, performance, security, SQL data & job, and pricing solutions, keeping in mind the ongoing acquisition-related transitions and turbulences the company was facing.

A Successful Migration leading to Improved Performance & Sales

iLink was able to successfully migrate all the existing Web Apps to render from Azure CDN. We migrated all API app services to microservice-based App Services using Docker containers, moved documents from VM-based file system storage to Storage Accounts, and migrated SQL Server to Azure SQL with Elastic pool. The entire data frame was converted to work with Azure SQL while migrating all time zone handling to UTC.



Other activities performed were

- Converted Database Jobs and Backup & Restore to Elastic Jobs and Azure Automation.
- Implemented Redis Cache to improve application performance, availability, resiliency, and robustness.
- Implemented Security using Application Gateway, Authentication, and Firewall rules at Azure SQL and also using private vNet integration.
- Implemented “Alerts & Monitoring” on various systems, data, and application metrics.
- Implemented instrumentation and analytics using App Insights, Google Analytics and Amplitude.
- Enabled smoother and automatic build and deployment using pipelines, CI & CD

As a result of these efforts, the client experienced improved system performance, increased customer engagement, and a boost in sales. The client was thrilled with the outcome, as it allowed for smoother user registration and bid submissions. More importantly, the company has established the necessary scale, security, and agility to handle future challenges, while also setting the stage for ongoing optimization and transformation.