



Go Future

Connecting American Buyers And Sellers With Robust Cloud-based E-auctioning Platform



OVERVIEW

Several companies in the world have made auctioning of the used farm, construction, and transportation equipment as a significant business. However, what sets the best apart from the rest is how they respond to market conditions. E-auctioning company, a leading American auctioning firm just did that by migrating their existing auctioning platform to the cloud. Goavega worked with E-auctioning company to build a world-class and market-leading platform that is not only helping them reap the benefits of advanced technology but also stay ahead of the competition.

Goavega's technology for E-auctioning company is a combination of broad industry experience, latest technology, and intense focus on client satisfaction. The auction platform has helped the company meet all technical and business challenges with ease. It's designed to track customer behavior and plan an effective marketing strategy to grow business.

MIGRATION OBJECTIVE

The E-auctioning company struggled with the maintenance difficulties and lack of scalability of the bare metal infrastructure supporting their operations. Planning, adding capacity took too much time and added costs and the existing infrastructure could not scale up to meet the traffic surges on the auction day.

MIGRATION STRATEGY

We identified key drivers and future business needs. We planned for an iterative approach. The entire solution was summed up in three steps:

1

ASSESSMENT

Goavega's Cloud migration team did a thorough assessment of existing infrastructure and future business needs and recommended migrating the existing co-located auction platform to the cloud. Migrating to cloud provides the ability to provision IT resources quickly and easily from one geographic region to another, and to expand/contract, as needed, allowing E-auctioning company to easily keep pace with evolving business demands.

2

APPROACH

Goavega proposed a hybrid model of "lift, tinker and shift" and refactor/re-architect to align with cloud best practices and leverage managed cloud platform services.

3

EXECUTION

After evaluating all major cloud providers for E-auctioning company's current and future business/technology goals, Goavega zeroed in on the Microsoft Azure cloud platform. Goavega chose Azure for the extensive range of features their cloud service offers. Microsoft Azure is one of the world's largest public cloud providers. Goavega has deep expertise in using Microsoft Azure for years and has helped clients to migrate to Azure. To get actionable information from data Auction Client generates, Goavega designed, built, and deployed a robust system.

Goavega implemented leading-edge products of Microsoft Azure like Azure Traffic Manager, Azure Service Fabric, Azure Event Grid, and others to make the system resilient, robust, and scalable.

Goavega used Azure's serverless solution—Azure Function— to offload work from the central server.

KEY TAKEAWAYS

1. Goavega created the Azure Runbook Automation workflow to schedule service scaling during the busiest hours of the day.
2. Goavega developed Continuous integration and deployment (CI/CD) build and release definitions to deploy the application on staging slots.
3. Goavega used Azure Monitoring and Alert Services to fix any existing or upcoming technical issues.

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