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# Microsoft Azure & Cloud Capabilities



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# Zitec Overview



**MAKE IT SOFTWARE**

“Our mission is to shape and employ technology so it inspires and empowers people and organizations to achieve their utmost potential.”

**20**

years of experience  
delivering technology  
projects

**400+**

people strong - software  
dev, DevOps & cloud,  
digital transformation

**Versatile**

Experience across multiple  
industries - financial  
services, retail, logistics &  
others

**Global**

Global reach - customers  
across 15 countries (EU,  
RO, UK, US)

**74**

Our Net Promoter Score  
(**NPS**) for 2020

**10+**

years working with  
**Microsoft Azure**, first  
Azure partner in Romania

# Our value proposition



**MAKE IT SOFTWARE**

## Customer alignment

The Zitec team acts as an **autonomous extension** of the customer's teams, pursuing the same business goals. We are not just a supplier, but a **trustworthy**, ethical and **proficient digital transformation partner**.



## Automation & Agility

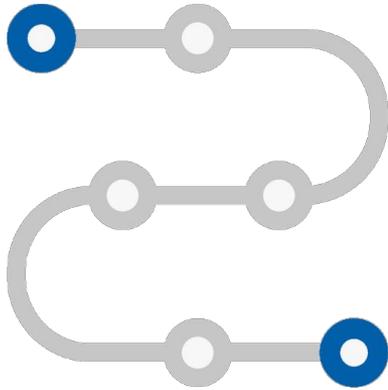
We live and breathe automation: from infrastructure-as-code to automated config management and code deploys. And everything is swiftly orchestrated through our **continuous integration** framework

## Rigorous practices

We invest a substantial percentage of revenue in people (**scrupulous recruitment & extensive training**), as well as **technology R&D** and **product development processes**.



# End-to-end services

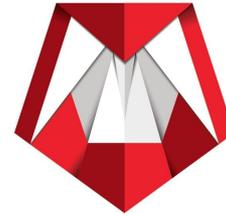
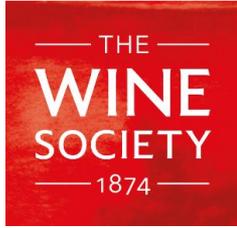


- Web Product Development
- Mobile Product Development
- Digital Experience
- Digital Marketing
- Technology consulting
- DevOps & Cloud

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# Microsoft Azure & Cloud Capabilities



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# Azure Qualifications

Individual certifications

Company



**We won!**  
Partner of the  
Year Awards



# Cloud services



## Cloud Adoption Services

Assessment, budgeting & right-sizing, architecture planning, cloud migration.

These services are aligned with Microsoft's **Cloud Adoption Framework**.



## Managed Services

Infrastructure management, cost optimizations, infrastructure automation, security services



## Transactional Services

Indirect CSP reseller, differentiated by high quality of support delivered

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# Areas of excellence



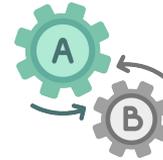
## Open Source Tech Migration

15+ years of experience with Linux, PHP, MySQL. Also proficient in Python, Node.js, PostgreSQL.



## Containerization & Kubernetes

Containerization of OSS & .NET Core workloads, as well as configuration and end-to-end management of Kubernetes clusters.



## DevOps & Automation

Infrastructure-as-code (Terraform / ARM), config management, build & test pipelines, code deployment.



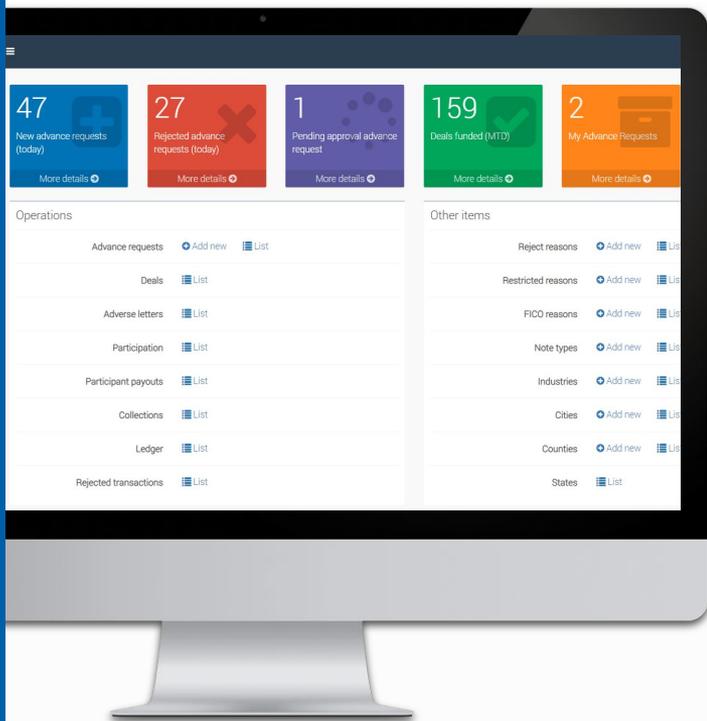
## Application Modernization

Containerization of legacy apps, IaaS to PaaS migration, transition from .NET to .NET Core,

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# Customer Success Stories



Development of the core operations & reporting platform for **The Fundworks** – a **merchant cash advance** company based in Los Angeles – using OSS technologies and Azure. The project is featured on Microsoft’s Customer Stories portal.

**\$400M+**

book value of managed advances

**> 5x**

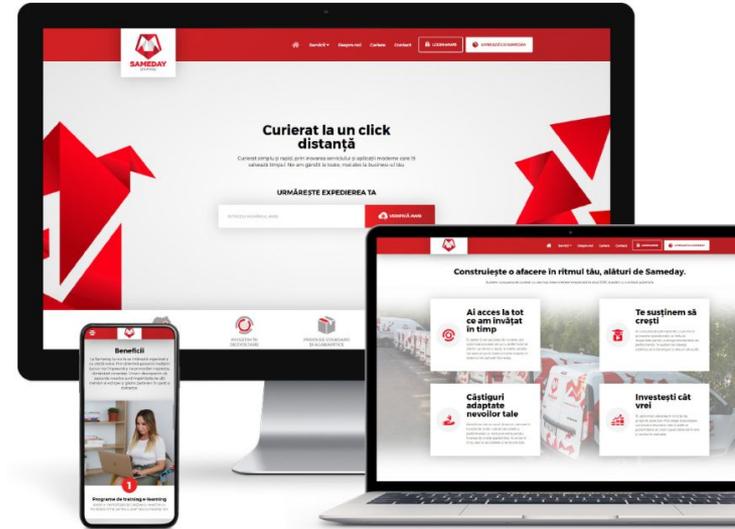
Transaction volume growth with minimal infrastructure upgrades



**Sameday Courier** is the first and currently the only express delivery company in Romania offering same-day shipping to national and international destinations. To support their innovation and **digital transformation** plan, at the beginning of 2017, Sameday chose Zitec as their **software development** and technology consulting partner.

## Services

- Sameday's core software system built from scratch by Zitec, covering most areas of the business (operations, warehouse management, lockers)
- All services/applications deployed on Microsoft Azure



## Results

# 500%

Increase in revenue over the past of 4 years

# 100+

Resources managed, 99.95%+ uptime over the last 3 years

# CARS2CLICK2

**Cars2Click** is a digital car trading software based in Sweden and operating in 13 countries across Europe. Its goal is to provide customers with the absolute best commercial offer by mining data from a massive inventory.

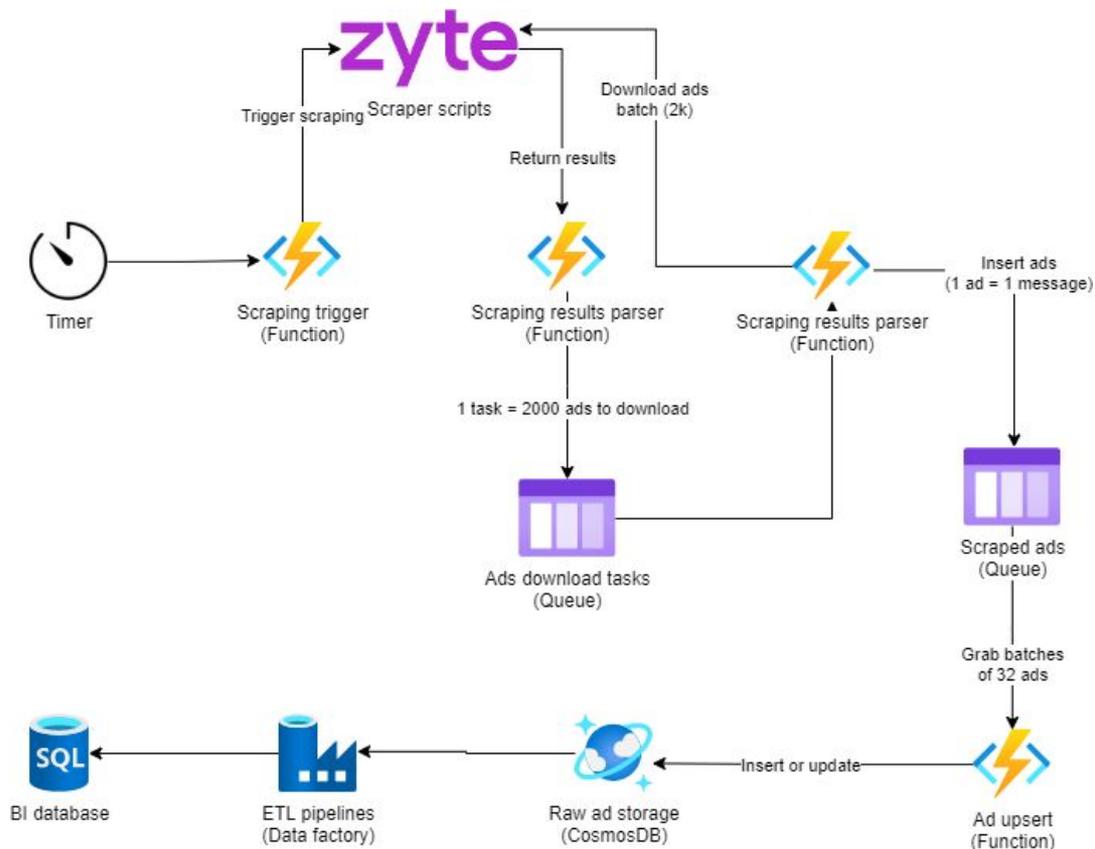
## Results

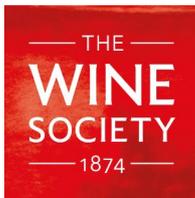
**5M**

Car ads scanned, processed and stored in a single hour using Azure Functions

**Efficiency**

-50% cloud resources cost compared to a non-serverless architecture, close to zero administrative costs





**The Wine Society** is the world's oldest wine club, having been founded in **1874**. The organization operates as a co-operative based in **Stevenage**, serves over 150K active members and generates yearly revenues of **£100M+**

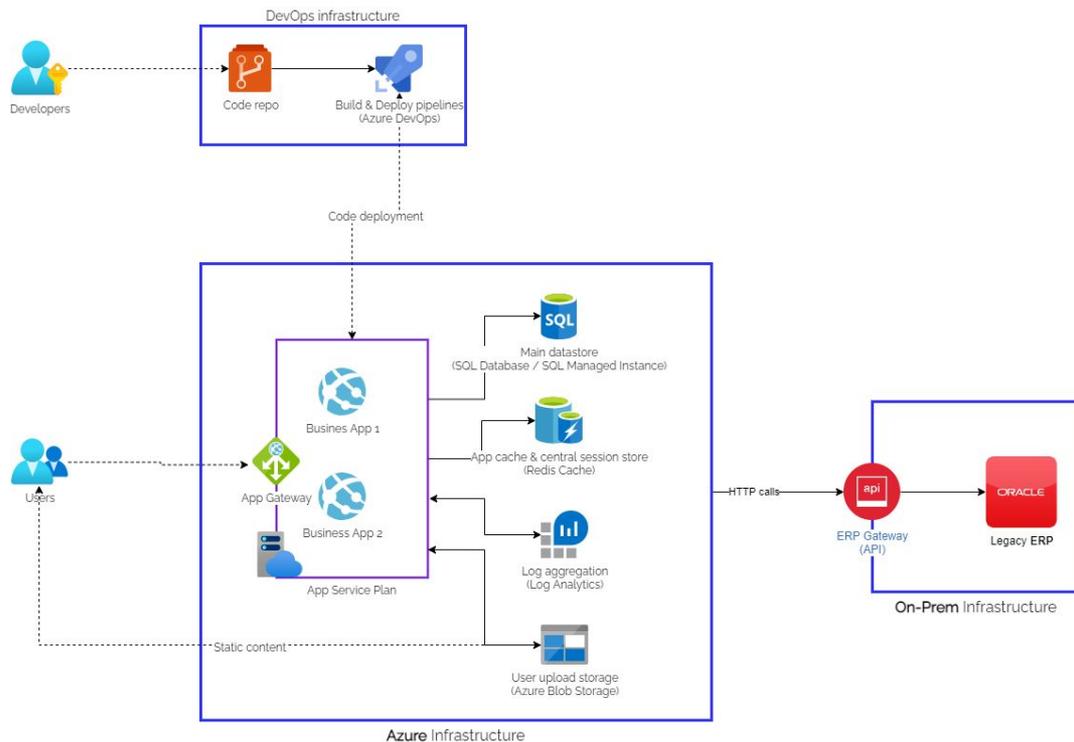
## Results

### Speed

Improved time to market by leveraging managed cloud services.

### Efficiency

Improved productivity for IT and operational teams through app modernization and adoption of DevOps practices.

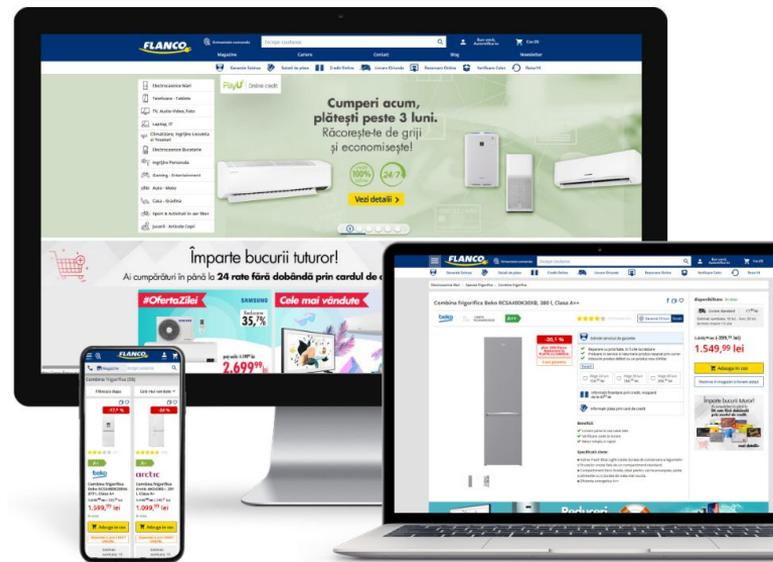




Flanco is one of the largest electro-IT retailers in Romania, with annual revenues of **€250M**, over 150 physical stores and one of the **largest online stores** in the country.

## Services

- Our teams have built both the company's main eCommerce platform <https://www.flanco.ro/>, as well as a highly scalable application used exclusively for Black Friday.
- The Black Friday application runs entirely on Microsoft Azure.



## Results

# 3.5M €

In sales over 24h,  
peak traffic of 16K  
simultaneous  
users

# 100%

Uptime & reliance  
on the Azure cloud

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# Cloud adoption scenarios for businesses



# Open source tech migration (Linux & OSS)

## Service summary

### Business scenarios

- Reduce disruptions caused by downtime or performance issues of existing, open-source based applications
- Minimize licensing costs through adoption of open source technologies
- Improve data integrity and GDPR compliance through more robust backups, faster recoveries



### Technical scenarios

- Migrate PHP, Python or Node.JS applications from on-prem or other clouds to Azure. The adoption process complies with Microsoft's' Cloud Adoption Framework.
- Lift-and-shift data-center migration of Linux-based workloads from on-prem VMware, Hyper-V, etc.) or competing clouds (AWS, GCP, Digital Ocean)
- Migrate data workloads based on OSS technologies (MySQL, PostgreSQL, MongoDB)



### Benefits

- Improved uptime and time-to-recovery
- Improved application scalability
- Cost savings through reduced operational overhead (significantly less time required to manage resources)
- Increased operational agility by being more responsive to the business needs

With over 50% of all Azure VMs running Linux, OSS technologies play an increasingly important role in the development of modern applications in the cloud.



# Containerization & Kubernetes

## Service summary

### Business scenarios

- Ensure portability of applications between different platforms and clouds
- Improve application development and deployment time
- Reduce application deployment and management costs
- Improve application security



### Technical scenarios

- Containerize new or existing PHP, .NET Core, Python or Node.JS applications to containers and run within Azure (AKS)
- Create a Kubernetes cluster to be used by the entire organization for containerized workloads
- Implement microservices starting with their architecture and moving on to their deployment on Azure Kubernetes Service (AKS) or Azure Functions



### Benefits

- Tangible cost reductions through higher utilization of compute resources
- Improved software quality - faster development speed, fewer bugs across environments, reduced testing time
- Reduced vulnerabilities and attack surfaces by isolating applications from the host system and from each other

While containerization & Kubernetes offer unparalleled application portability and scalability, the process of adoption these technologies is prohibitively complex for most organizations.



# Application modernization

## Service summary

### Business scenarios

- Use existing (legacy) applications to address changing customer needs in an efficient manner
- Recruit highly competent tech staff to work on legacy systems
- Improve compliance with GDPR and other security-related standards compliance



### Technical scenarios

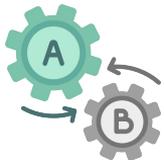
- Migrate monolithic (N-tier) applications from virtual machines to PaaS cloud services (ex: AppService)
- Migrate monolithic applications to a microservices & serverless model
- Transition of legacy .NET applications to a modern, cross-platform .NET Core / .NET 5 architecture
- Containerization & DevOps practices adoption (ie: automated builds & tests, automated deployments)



### Benefits

- Significantly improved application development (and time to market) time thanks to reduced complexity
- Reduced security exposure
- Improved customer experience
- Improved retention of software engineers and other technical staff

Application modernization has wide-ranging implications - from reducing an organization's security risks to making sure existing (legacy) software investments can be utilized effectively.



# DevOps & Automation

## Service summary

### Business scenarios

- Reduce application downtime caused by failed releases and/or human errors
- Enable the technical team to confidently deliver functional software faster
- Reduce the time it takes to setup environments or infrastructure components for technical teams



### Technical scenarios

- Automatically create and change infrastructure components using Infrastructure-as-code tools (ARM Templates, Terraform)
- Design a continuous integration and continuous delivery (CI/CD) pipeline using Azure DevOps
- Create and implement a monitoring strategy using Azure Monitor
- Create and implement a log aggregation strategy using Log Analytics



### Benefits

- Decreased infrastructure management costs through automation
- Reduced downtime achieved by limiting manual actions in the infrastructure creation or application deployment processes
- Significantly reduced debugging and application fixing time thanks to improved observability and proactive notifications

Automation is a fundamental building block in the development process of modern applications, enabling fast and less error-prone iterations.



SPACE WALK

OPEN

**Let's start this journey together!**