Global Ecommerce
Blue Sky the Color of Imagination

Blue Sky the Color of Imagination approached New Charter Technologies to develop an infrastructure solution to support a growing web environment. With double digit growth year after year, Blue Sky decided to not only sell through global retailers, but to build their own brand and sell direct online.

The online sales project was complex in nature by allowing the customer to customize and order online. This solution required dynamic infrastructure that was both secure and powerful to facilitate a quick and customer web experience.

The project needed to address three key areas:
1. Security
2. PCI Compliance
3. Performance
4. Redundancy

New Charter Technologies – with comprehensive experience in both distribution and ecommerce solutions, coupled with expertise in cloud technologies and services, architected and implemented an Azure solution that addressed their objectives.
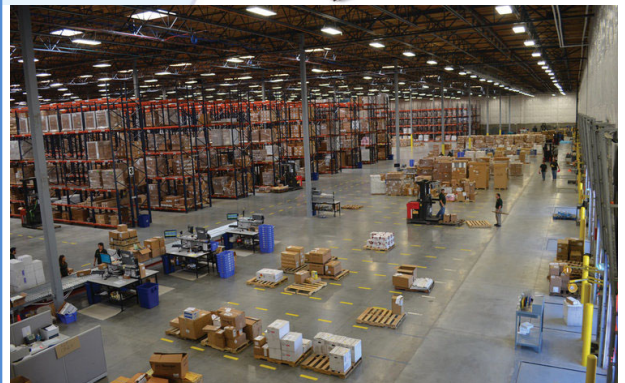
From the start, it was clear that Blue Sky would be a perfect fit for Azure. Microsoft's solution stack provided a dynamic solution with room to grow.

Client satisfaction with the web experience was extremely positive due to the infrastructure solution architected by I.T. Responsive, a New Charter Technologies Company. By working through I.T. Responsive project management services, Blue Sky resources, I.T. Responsive resources and the web designers worked together to deliver both a solid database and web infrastructure and experience. This has allowed Blue Sky to grow sales by over 90% since implementation. Also, by engaging New Charter Technologies to handle IT management of the cloud solutions moving forward, Blue Sky was able to achieve dramatic savings vs. training and using internal resources. We estimate that recurring costs are 25% of what an organization of this size typically spends handling it all in-house.

By embracing cloud-based technologies Blue Sky has been able to increase sales and provide a robust customer experience.

TECHNOLOGY USED

- Microsoft Azure IaaS
- Azure Architecting
- Azure SQL
- Security and Compliance
- Infrastructure design and management
- PCI Assessment and Compliance
- Managed Services
- Project Management
- Azure Managed Services

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