

# Case Study

## eBay Microsoft Windows Azure Platform Migration



### Business Situation

The value of goods sold on eBay in 2009 was nearly \$60 billion, which translates into approximately \$2,000 worth of sales every second. Maintaining the massive technical infrastructure that enables this level of sales means that eBay is always looking for ways to drive IT efficiencies and service improvements.

In 2010, eBay and Microsoft entered discussions about how Microsoft's cloud-based Windows Azure Platform might offer an alternative approach for eBay to deploy and scale applications more quickly and cost effectively.

Accenture and Avanade were enlisted to demonstrate how Windows Azure might work in eBay's highly customized, Java-based environment.

### Business Technology

Several factors influenced the selection of Accenture and Avanade for this work. Accenture had a long-standing and successful record of helping eBay introduce new products and services. In addition, Accenture and Avanade were Microsoft's global systems integrators-of-choice for the Windows Azure platform. Together, they had established a Windows Azure Factory (co-located in Pune, India, and Manila, the Philippines) dedicated to developing cloud-enabled client solutions.

The project focused on migrating eBay's Apple iPad marketplace site – <http://ipad.ebay.com> – to the Windows Azure platform. The iPad site was selected because it allowed eBay to quickly experiment with sizeable demand and highly customized pages without the need to invest in additional infrastructure costs.

As the primary systems integrator, Accenture and Avanade's Windows Azure Factory worked with Microsoft technical experts and eBay infrastructure personnel to deliver the program in three phases:

In phase one, the team set out to show that eBay applications could, in fact, run in the cloud by manually porting a specific class of marketplace applications to the Windows Azure platform. In phase two, the team focused on developing the "hooks" that would enable eBay to automatically deploy, provision and code specific application packages to Azure. In phase three, the team put in place the monitoring tools that would allow eBay to continually assess the performance of the application. At the same time, the team launched the iPad landing page to the Windows Azure Platform to show how the platform, as well as the automated functionality and monitoring tools, would operate in a live production environment.



### OVERVIEW

#### eBay

eBay is the world's largest online marketplace & mobile commerce leader, connecting 93 million buyers & sellers who shop for & sell practically anything. In 2009, the company generated revenues of \$8.7 billion.

#### Solution Summary

Microsoft Visual Studio 2010  
Windows Azure Microsoft Management Console  
Windows Azure Tomcat Solution Accelerator  
Soyatec Eclipse plug-in

#### Results

- Confirmed that eBay could provision and host its marketplace applications on the public cloud.
- Demonstrated, via the [ipad.ebay.com](http://ipad.ebay.com) pilot, Azure's flexibility, scalability, cost advantages and ease-of-use.
- Provided valuable insights into how cloud computing could be incorporated into a long-term infrastructure vision.

## Results

This project proved that eBay applications could run on the Azure platform by manually porting single-page marketplace applications. It also automated the deployment and provisioning of applications to Azure and introduced tools that allowed eBay to monitor application performance. Azure capabilities were demonstrated by effectively migrating eBay's Apple iPad landing page to the Windows Azure platform.

The project confirmed that eBay could provision and host its marketplace applications on the public cloud, demonstrated, via the [ipad.ebay.com](http://ipad.ebay.com) pilot, Azure's flexibility, scalability, cost advantages and ease-of-use and provided valuable insights into how cloud computing could be incorporated into a long-term infrastructure vision.

## Critical Success Factors

- The Azure, Accenture and Avanade (A3) alliance, which offered a market-leading cloud vision, industry insight, business acumen and unmatched Azure delivery skills.
- The use of the Azure Factory.
- Accenture's deep relationship with client.



### About Avanade

Avanade provides business technology services that connect insight, innovation and expertise in Microsoft® technologies to help customers realize results. Avanade's services and solutions help improve performance, productivity and sales for organizations in all industries. Additional information can be found at [www.avanade.com](http://www.avanade.com).

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