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WORK at LIGHTSPEED™

Providing Self-Provisioned Hosting for Marketing on Azure

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HEINEKEN International

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Speaker Introduction



NAME: Bojan Pavičić

TITLE: Technical consultant Clouds and digital projects

FUNCTION: Global Information Services – Global Solutions

COMPANY: HEINEKEN International

EXPERIENCE: 17 years in web development, 10 years in web architectures and solution architectures, 4 years in HEINEKEN

EXPERTISE: Cloud architectures, DevOps, web development, digital technical consultancy

ACHIEVEMENTS: Technical lead on development of a platform for self provisioning PaaS services to Marketing

CURRENT PROJECTS: Azure foundations for HEINEKEN, Cloud hosting (Heicloud)…

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Agenda

- Introduction
- Shape of the problem
- Challenge – issues
- Idea
- Solution
- Quick demo - video
- Future steps

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My Company



NAME: HEINEKEN International

INDUSTRY: Fast moving consumer goods, Beverages

MARKET FOCUS: At HEINEKEN, we brew great beers and we build great brands. We are committed to surprising and exciting our consumers everywhere

COMPANY'S PRIMARY PRODUCTS/SOLUTIONS: Over 250 beer and cider brands. Our flagship brand, Heineken®, is the world's leading international premium beer. Desperados, Sol, Affligem, Amstel and ciders complement our international brands portfolio

OUR VALUES: Passion for quality, Enjoyment of life, Brands that people love, Respect for people & planet, Code of business conduct, Enjoy responsibly

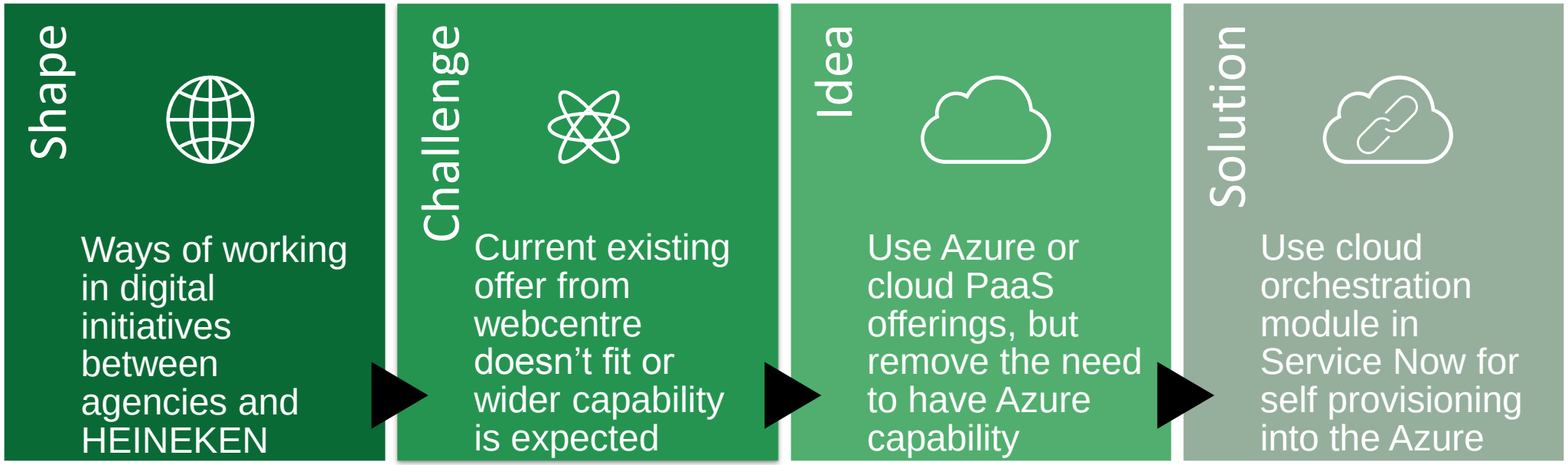
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Session Overview



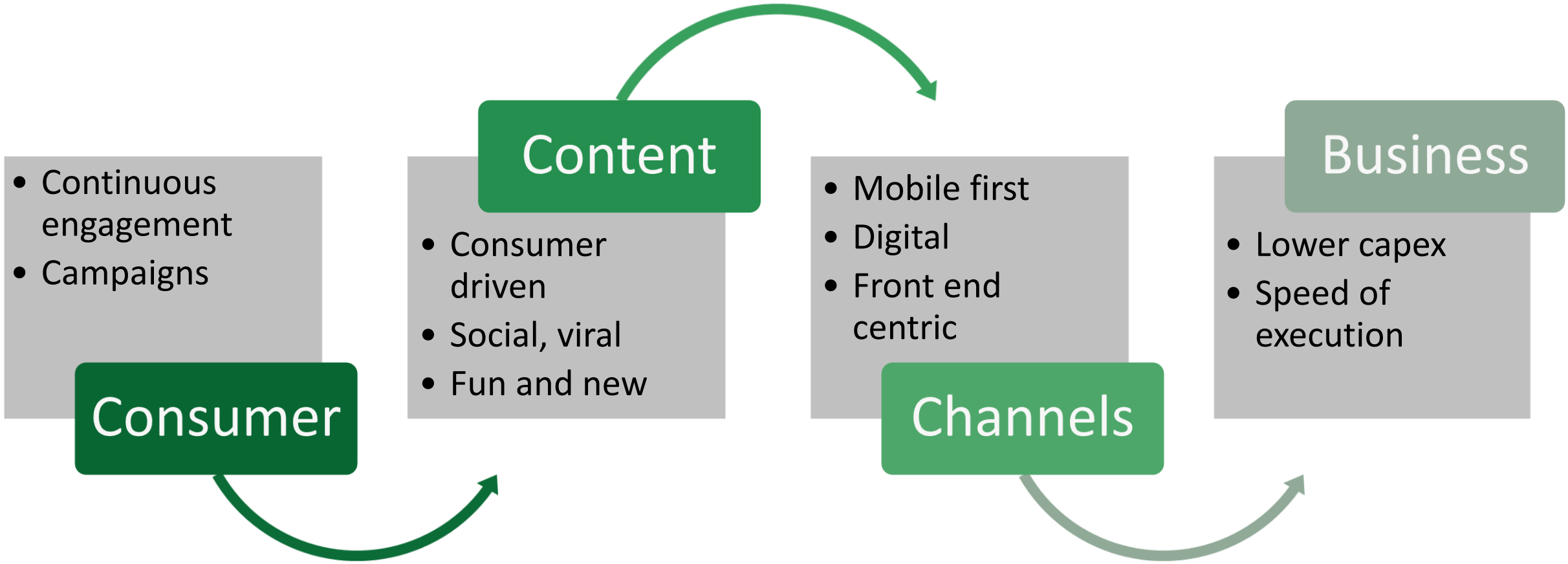
Objectives

- Learn about integration of the Service Now with Azure and how this can be used to solve hosting challenges in multiple brands and multiple agencies situation.



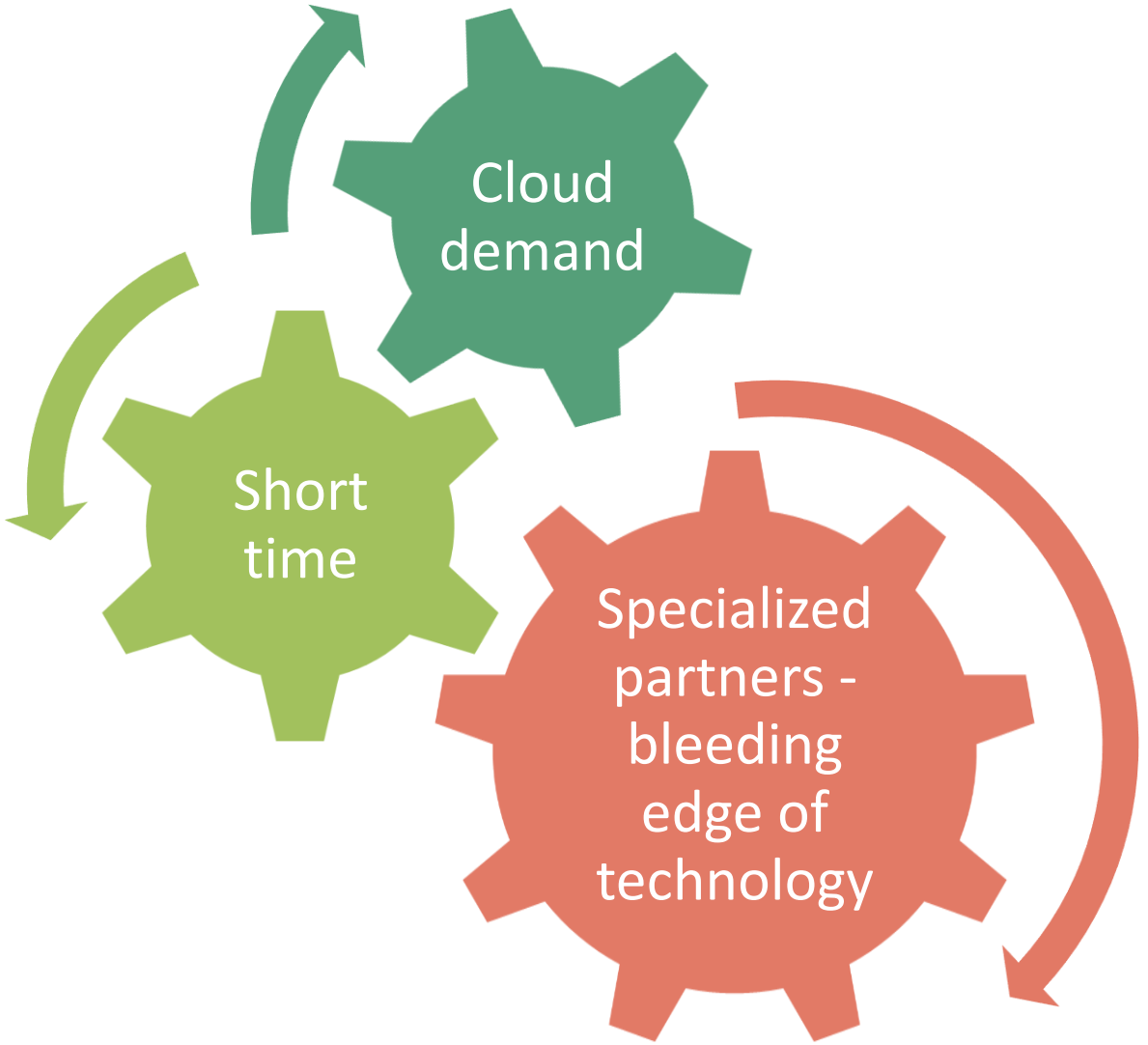
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Shape of the Problem – Trends



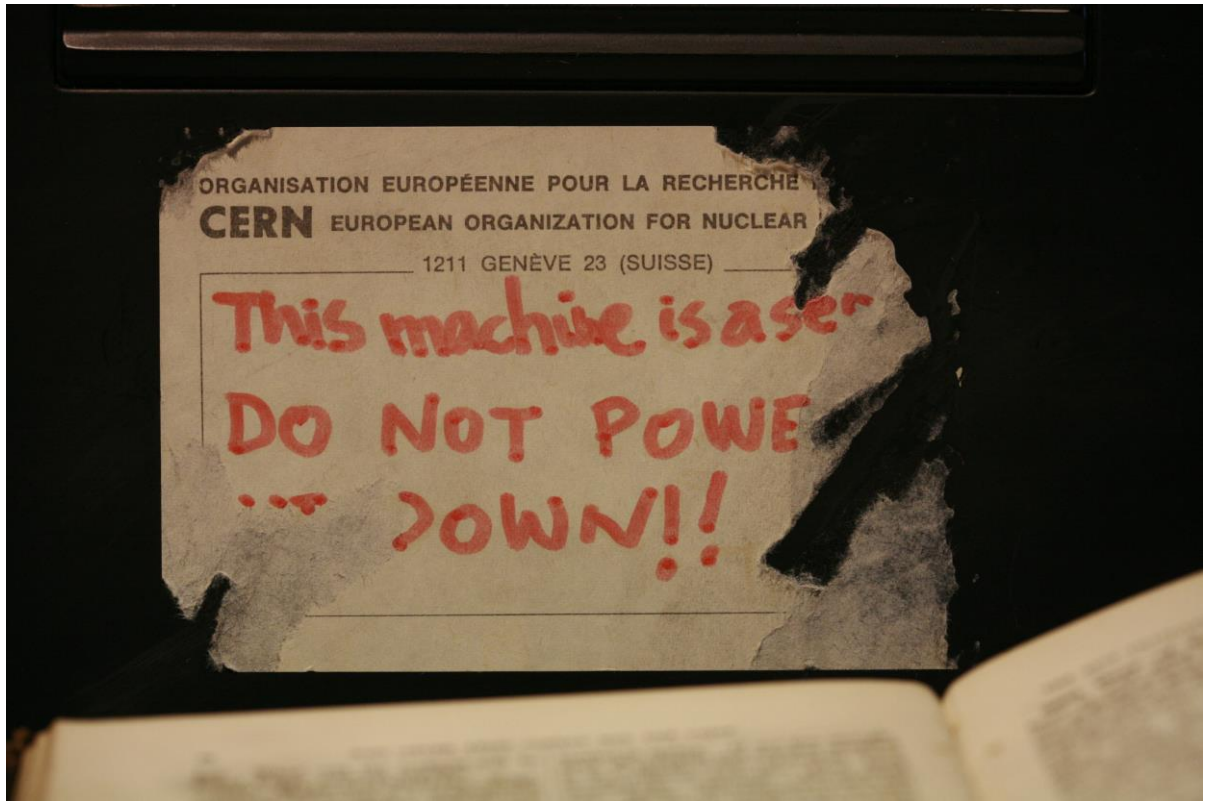
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Shape of the Problem – Consequence for Digital Teams



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Challenge – Issues

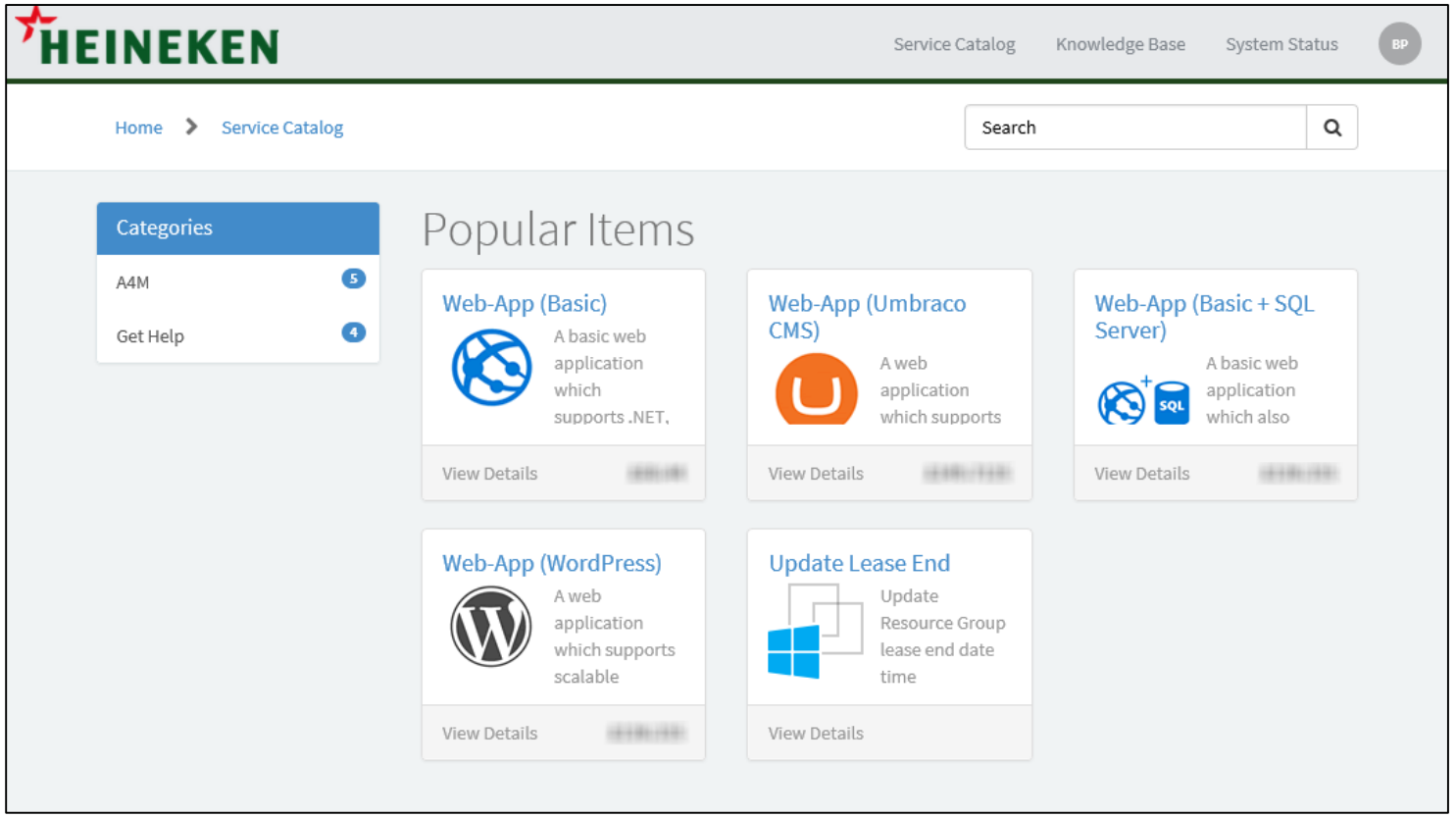


- Unreliable hosting
- Shadow IT
- New technologies
- Azure capabilities

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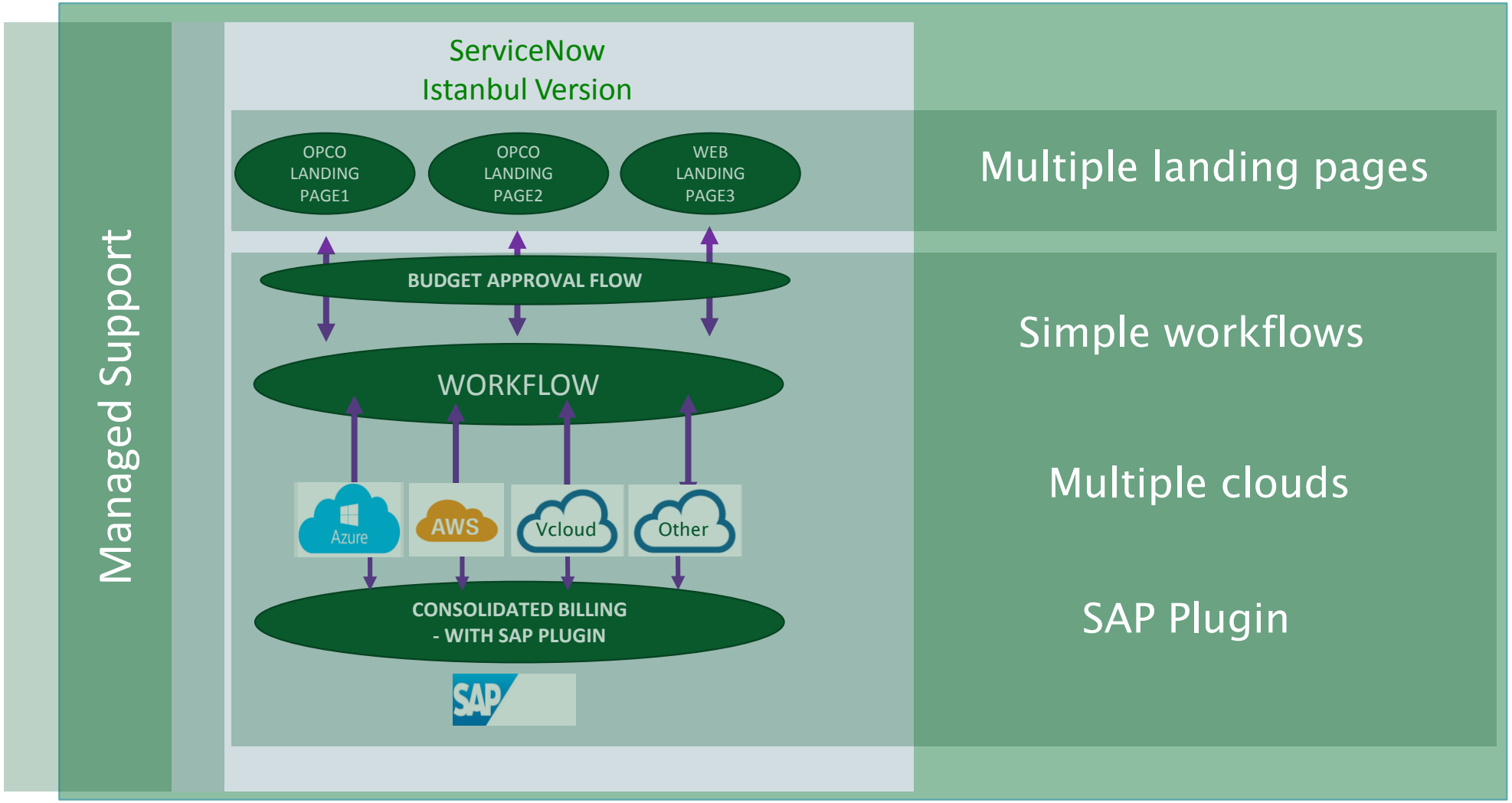
Solution Idea

Enable agencies with self-service by wrapping Azure services



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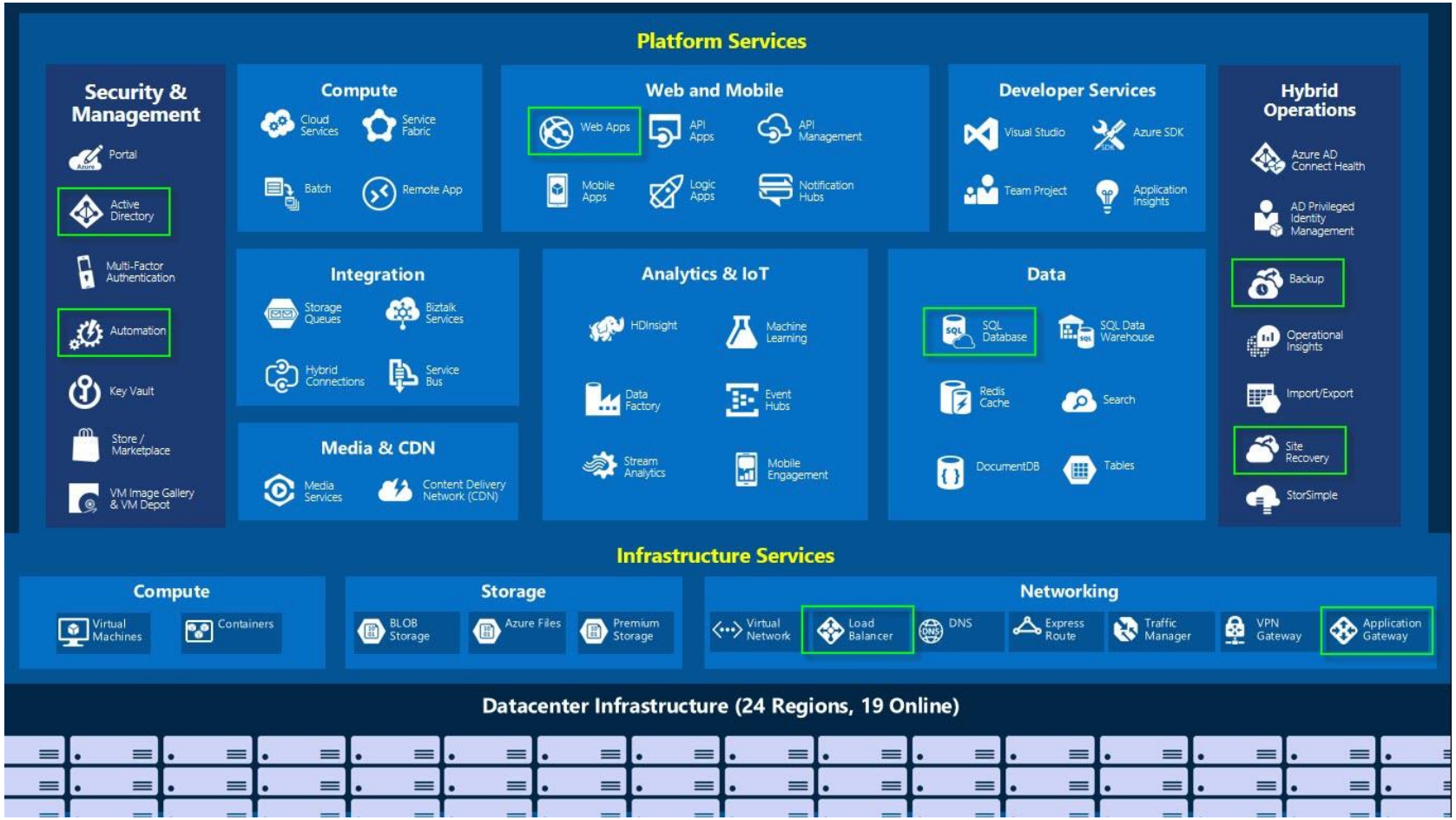
Azure 4 Marketing Solution – Overview



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Azure 4 Marketing Solution – Azure Part

- Azure Foundation workshops with Microsoft – the base or Azure usage inside HEINEKEN



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A4M “Flavors” Offered

Web-App (Basic)



A basic web application which supports .NET, PHP, Python or Java

Web-App (WordPress)



A web application which supports scalable WordPress

Azure PaaS App Services offering – base for managed services

Web-App (Basic + SQL Server)



A basic web application which also supports Microsoft Azure SQL Server

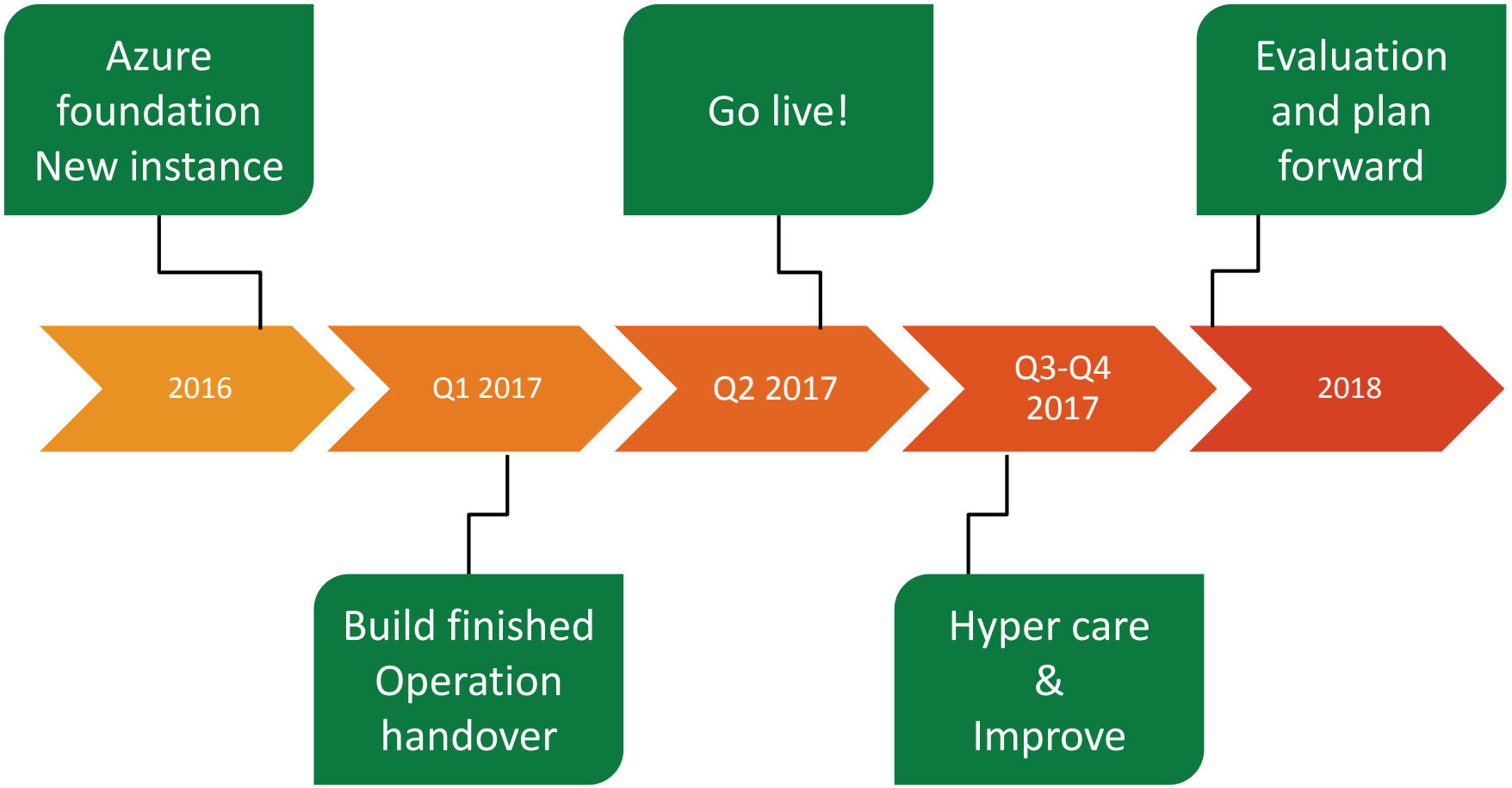
Web-App (Umbraco CMS)



A web application which supports Umbraco CMS

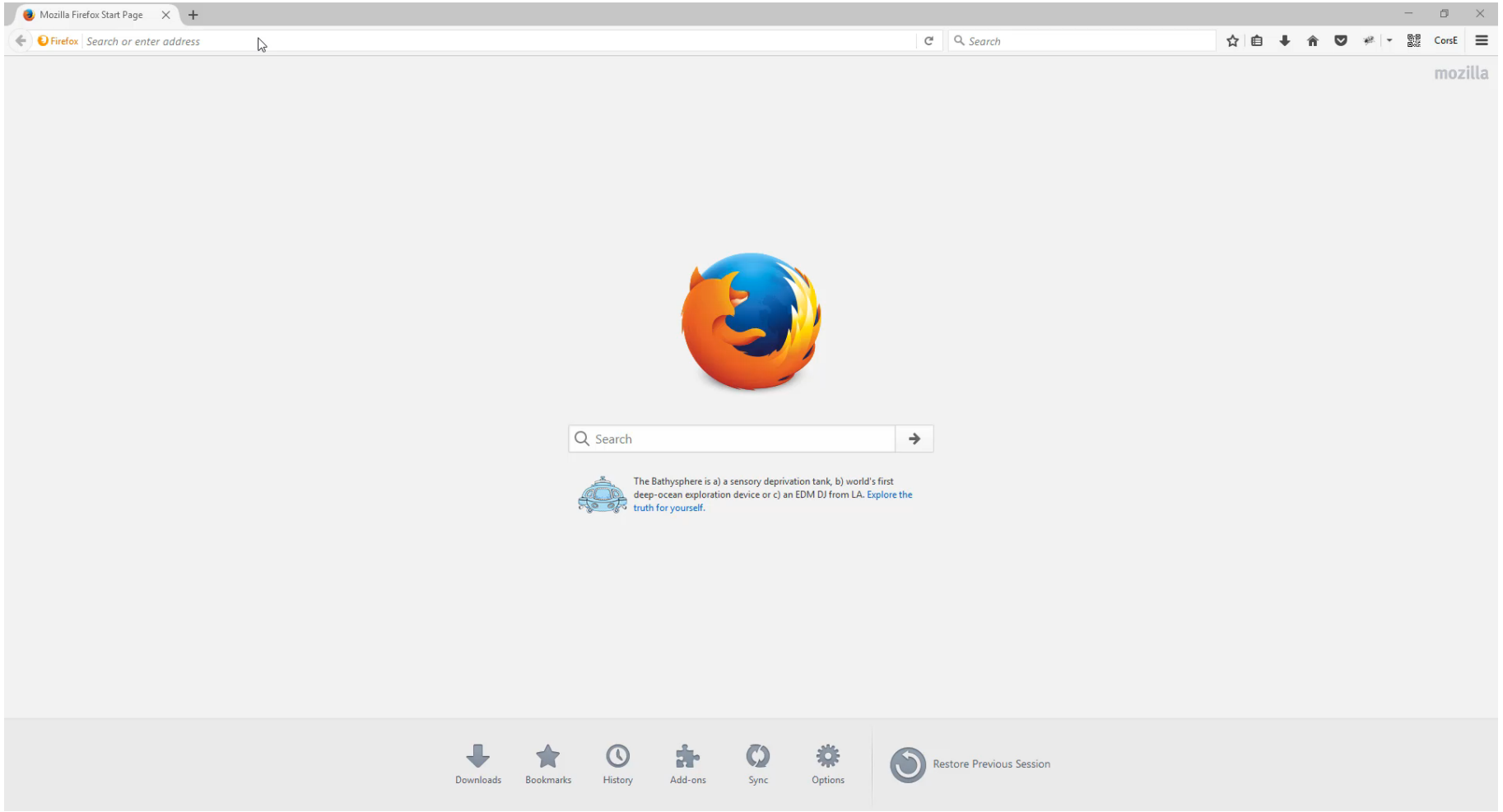
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A4M – Timeline



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Solution Demo – Video



* all information in this video is for demo purpose

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Value Outcomes

BIG

Interest in business

Marketing is interested to get on board with full set of their sites



Provisioning of the web app is under 10 min

5000

Concurrent users

Solution is very resilient – 5000 concurrent users

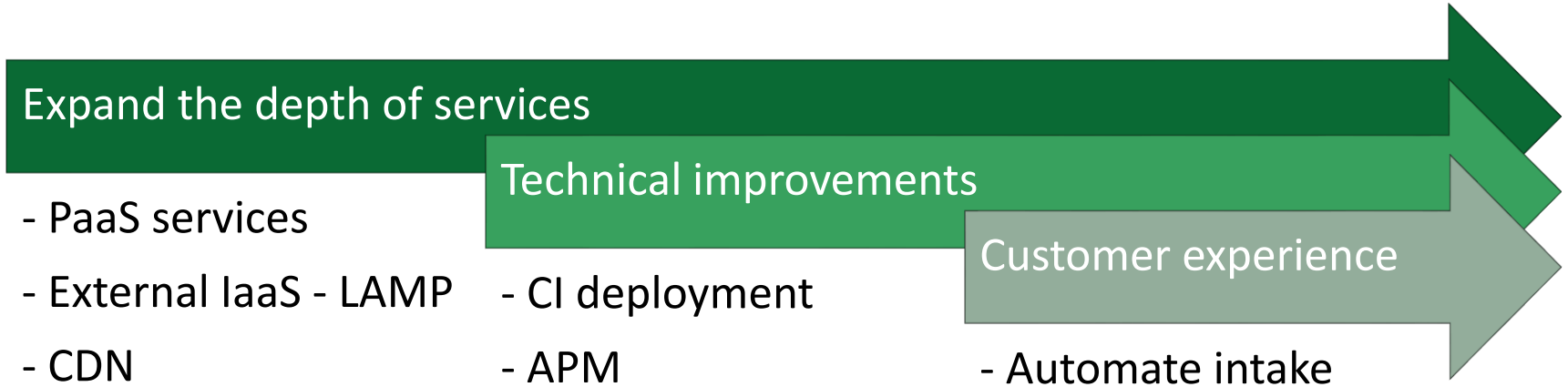
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Lessons Learned

1. Azure connector is working seamlessly
2. Reporting is capable of covering not only the services provisioned through ServiceNow
3. Out of the box functionalities are good for green field
4. More flexibility is needed in the cloud orchestration module for operations work
5. Azure changes and improvements can affect the availability of catalogue items

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Our Next Steps



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Top Takeaways

1

Cloud orchestration module is capable of multi cloud service provisioning and integration should provide technology agnostic workflows

2

Managed service is very important element for enterprises to offer agile services like clouds

3

Self provisioning with excellent reporting and monitoring is key to a satisfied business user

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Thank You

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Q & A

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Bojan Pavičić

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