Case Study

Azure Migration for AFL

Customer: Australian Football League
Industry: Professional Sports Body
Services: Azure Migration

Challenges:

- Build new service for 'click and collect" while maintaining quality service on match days, aligned to Covid protocols
- Rehost and scale backend Point of Sale (PoS) application in Azure
- Align with migration program to deliver streamlined operations

Outcome:

- Scale operations to meet current and future demands of the AFL
- Successful migratation of the PoS application without impacting match day performance and maintaining a COVID safe environment

The AFL

The Australian Football League (AFL) is Australia's leading professional sports organisation, acting as a governing body for football at a National, State and Local level. The AFL at a professional level is currently made up of two national competitions, the AFL, comprising 18 Teams, and the AFLW, made up of 14 Teams.

The challenge

As a part of the scaling nature of both Leagues and consolidation of Marvel Stadium under the AFL umbrella, there was a requirement to re-host the AFL's current backend Point of Sale (PoS) application in Azure and in addition, build a new service that will allow customers at Marvel Stadium to 'click and collect' food and drink on match day, which will assist in limiting customer movement aligned to COVID protocols and streamline operations.

The solution

The AFL engaged CyberCX as a preferred Microsoft Azure Gold partner that has the methodologies and expertise to understand their existing environment, then leverage Azure native tools to lift and shift the current application to Azure, ensuring this is hosted into the AFL Azure subscription. This aligned to the broader Migration program and also utilised the existing setup of a 200MB express route link to Microsoft.

Aligning to internal IP and best practice, CyberCX were able to:

- Perform discovery of the system, to capture all information allowing for a cost effective and risk-free migration
- Analyse the data, ensuring all access, networking, security requirements are detailed and planned for
- Perform a TCO analysis, which will outline the target services, costs in Azure, the optimisation opportunities (rightsizing, snoozing requirements)
- A Landing Zone configuration for the services, allowing co-existence with the AD environment in the AFL Azure tenant, and all design decisions
- Deploy co-existence services, networking, security, monitoring, backup & automation
- Lift, Shift and migrate 3 application workloads into the target Azure environment
- Build of a new server, allowing for 3rd party vendors to configure the click and collect server
- Perform UAT testing of the solution

The outcome

The successful PoS application migration (and associated TCO analysis) to Azure, which included a new web server build, allowed the AFL to welcome back patrons into its Stadiums in the most COVID safe manner possible. Providing an innovative, operationally streamlined approach to food and beverage consumption within the premises. The engagement provided an excellent platform for further application migration to Azure, in which CyberCX is currently engaged to deliver.

"CyberCX understood the urgency to deploy a solution within Azure that allowed the AFL to welcome back patrons into its Stadiums in the most COVID safe manner possible, while ensuring quality service to our customers."

Rob Pickering
Head of Technology

About CyberCX

CyberCX is a leading independent cyber security services company. Unifying the most trusted cyber security brands and the experts who built them.

CyberCX delivers end-to-end cyber security services and the best cyber security talent with the most comprehensive range of cyber security services to business, enterprise and government.

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