

# Automotive Mastermind Taps Henson Group to Review Azure Infrastructure



## Business Situation

Based in New York City, Automotive Mastermind was founded in 2012 on the idea that there are patterns in people's behavior, and that the right logic can be used to predict future outcomes. Automotive Mastermind's core dealer team consists of high-volume sales experts and executives with an intimate understanding of the complicated automotive sales process and the unique pain points dealerships and sales teams experience.

Its core technology, AutomotiveMastermind® is a cutting-edge behavior prediction technology that provides a clear, structured overview of each customer, what he or she is most likely to buy, and why. Automotive Mastermind's environment is supported by Microsoft Azure, a cloud computing platform and infrastructure, created by Microsoft, for building, deploying and managing applications and services through a global network of Microsoft-managed and Microsoft partner hosted datacenters.

Automotive Mastermind approached Microsoft to ensure it would leverage the latest Azure-related innovations, approaching Microsoft. Microsoft enlisted The Henson Group, a Microsoft Gold Certified Partner with extensive experience in Azure and a long history serving the IT needs of the technology providers. Today, more and more Microsoft customers seek such guidance on how to make the most of Microsoft Azure.

## Solution

Automotive Mastermind was interested in exploring implementing a series of optimizations based on best practices related to a shortlist of powerful technologies.

Essentially, Automotive Mastermind needed Henson Group to perform a comprehensive review of its existing Infrastructure hosted in Azure and provide analysis and recommendations. The deliverables included crafting Best Practices Recommendations, relative to Automotive Mastermind's environment, for the following:

**Application Migration – Azure Virtual Machines to Azure Web Applications:** The comprehensive document highlighted the key aspects required to achieve High Availability for Azure Web Apps, as well as requirement for scaling the environment.

**Console Applications:** Essentially, best practices for the optimal operation of background jobs being run as a console applications to be converted to Azure Web jobs, including the use of the Azure queue in this scenario.

**Failover Strategy Enhancement:** Recommendation document for failover strategy for Azure Web Applications and custom domain and https best practices.

**Backup Best Practices:** Recommended enhancement to improve strategy for Microsoft SQL Server backups and Virtual Machine backups.

**SQL VM to SQL PaaS:** Best practice analysis based on a review for SQL server and SQL Azure DB differences that would help in decision making in SQL VM to SQL PaaS movement.

#### Additional Scope of Recommendations:

- Best performance (IOPS, throughput) for SQL server on Azure VM.
- High availability and DR solution for SQL server on Azure VM/SQL Azure DB (PaaS).
- Architecture recommendations document for scaling SQL server on Azure VM/ SQL Azure DB (PaaS).
- Best practices for basic monitoring for Azure VM's.
- Security implementation using Azure VNET for Web apps and SQL server on VM/ SQL Azure Db (PaaS)

### Results & Benefits

Following an extensive review, The Henson Group delivered its recommendations, provided the Knowledge Transfer and documentation necessary to make the analysis actionable for Automotive Mastermind to implement the best practices for the optimal performance of its Azure environment.

This documentation and Knowledge Transfer was especially critical to empower Automotive Mastermind to go at its own pace, staging the implementation in a manner that ensured it would not disrupt business operations.

To request a free consultation to learn how your organization can realize similar benefits and gains with Microsoft Azure deployment services provided by preferred Microsoft Gold Partner The Henson Group, please email [Info@HensonGroup.com](mailto:Info@HensonGroup.com) or call 800.980.1130.



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