

# New Charter TECHNOLOGIES



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## Microsoft Partner



Gold Cloud Platform  
Gold Cloud Productivity  
Gold Small and Midmarket Cloud Solutions  
Gold Windows and Devices  
Silver Data Analytics  
Silver Collaboration and Content

### 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

# Blue Sky®

## Global Ecommerce Implementation 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 expand beyond their traditional retail sales, by developing their own brand and selling direct online.

### Challenge

Enabling the ability to order customized products online required a dynamic infrastructure that was both secure, and powerful enough to facilitate a rapid and satisfying customer web experience.

The project needed to address four key areas:

1. Security
2. PCI Compliance
3. Performance
4. Redundancy

### Solution

New Charter Technologies – Leveraged their comprehensive experience in distribution and ecommerce solutions, coupled with their expertise in cloud technologies and services, to architect and implement an Azure solution that addressed all of Blue Sky's objectives. Microsoft's Azure solution stack provided a dynamic solution with the scalability to meet Blue Sky's future needs.

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.

### Benefit

Client satisfaction with the web experience was extremely positive due to the infrastructure solution architected by I.T. Responsive, a New Charter Technologies Company. I.T. Responsive's project management services coordinated Blue Sky, I.T. Responsive, and web design resources to deliver an optimized database/web infrastructure and end-user experience that exceeded Blue Sky's expectations. As a result, Blue Sky's sales increased by over 90% since implementation.

In addition, Blue Sky adopted New Charter Technologies IT services to manage their cloud solutions driving dramatic cost savings, in excess of 25%, relative to training and utilizing internal resources to perform this function.

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