**MICROSOFT AZURE ISV**:
4R Systems, Inc.

**WEB SITE**: www.4rsystems.com

**LOCATION**: Berwyn, PA (USA)

**ORG SIZE**: 11-50

**MICROSOFT AZURE ISV PROFILE**:
4R Systems provides retailers with breakthrough technologies that optimize profit through omnichannel inventory decisions during an item's life, including initial buy, replenishment, and allocation for stores, distribution centers, and end-of-life strategies, including markdowns. 4R clients have increased profits by 100s of basis points.

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# Flexible, Scalable Microsoft Azure Cloud Helps Retail Solution Provider Keep Up with Growth

**"4R was faced with a major decision: make major investments in our current data center to handle growth in our customer base, or move to a cloud solution. We selected Microsoft Azure because it is more flexible and scalable." — Dave Leonard, CTO, 4R Systems, Inc.**

## ▪ SITUATION

4R Systems had a good problem: a growing list of customers. But with each new client came terabytes of data and the need for more computing power. The data center was going to need more SAN, server power, and cooling capacity in short order. 4R Systems needed to choose whether to keep investing in an in-house solution or make the leap to the cloud and gain more IT and business benefits.

## ▪ SOLUTION

4R Systems set up a virtual private network between the data center and Microsoft Azure using a high-speed, dedicated connection through an exchange provider. Since the 4R Systems environment was already virtualized, the needed servers and storage were provisioned, including automated provisioning and de-provisioning scripts. 4R Systems requires high-performance data access and takes advantage of Premium Storage, which gives a 15%-20% performance boost over the in-house SAN.

## ▪ BENEFITS

Seamless transition from in-house to cloud on Microsoft Azure via a virtual private network.

Streamlined disaster recovery for the in-house data center by moving backups to Azure rather than physical offsite vaulting.