



## A new SMS campaign platform addressed to the Albanian market

### Overview

**Country:** Greece

**Industry:** IT & Telecoms

### Customer Profile

CRI, established by IBM in 1981 in Luxembourg, is a European Group operating within the IT & Telecoms ecosystem. Currently the Group is present in 8 countries (10 within the upcoming 6 months) serving, through a comprehensive technology offering, the European Union Headquarters, Telecom Operators, Financial Institutions and Governmental bodies in 23 countries.

### Business Situation

The company wanted to run their new SMS campaign platform in a highly secure environment, with maximum availability addressed to the Albanian market.

### Solution

As CRI were looking for a Cloud Solution with maximum security and flexibility, AZURE was a perfect fit for their needs.

### Benefits

- Excellent Security provided by Azure
- Centralized Server Management
- High availability
- High Scalability

"As we were looking both for a highly secure and available environment, Azure was the perfect provider for our need."

George Dontas, IT Manager, CRI Group

### Situation

CRI developed a new SMS campaign platform addressed to their Albanian corporate customers that will run an SMS campaign called "Fun & Learn" which is addressed to the Albanian market through [www.telecom.com.al](http://www.telecom.com.al).

CRI initially considered the option of hosting the platform on their premises but they had 3 major concerns:

- a. Hardware cost that would host the platform
- b. System Security
- c. Platform Availability & Manageability

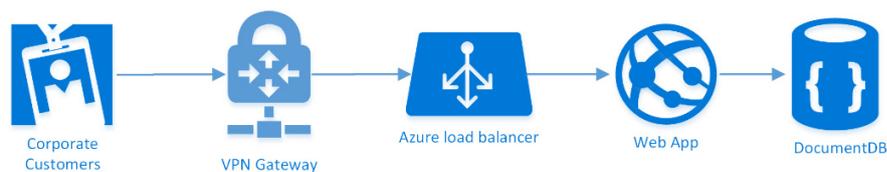
### Solution

With the above major concerns in mind and with emphasis on a highly secure environment, OfficeLine SA who act as CRI's IT Consultation partner, proposed maybe the most secure Cloud service available on the market, Azure.

After drawing the solution and creating a requirements document that detailed the function of the platform (3 Linux Suse 7 Servers), OfficeLine's Azure Tech team began developing the environment on Azure Pass (2-month trial) that would host the solution:

- a. An Azure VPN Gateway at the front
- b. A Load balancer between the VPN G/W & the Linux G/W server
- c. An App Linux Server serving the requests and
- d. A Linux Database server

It's worth noting that with Azure Security, the corporate customers are connecting to the platform via VPN preconfigured ports with preconfigured security, offering CRI the most secure environment for their Service based on ISO 27001 and SOC standards.



One more aspect that OfficeLine focused on was a future need for a highly available service that in case the customer wants to activate, he will be able to immediately since an Azure Load balancer was created and configured in the environment.

After a 2-month trial and test the customer who evaluated the platform with success, decided to go ahead and use the solution based on Azure. OfficeLine moved the configuration over to the Open License scheme and delivered the project successfully.

## Benefits

### Security

Azure infrastructure is resilient to attack, safeguards user access to the Azure environment, and helps keep customer data secure through encrypted communications as well as threat management.

### Centralized Server Management

CRI can deploy, manage, and monitor all of the resources as a group, rather than handling these resources individually.

### Great Scalability

One of the reasons for running applications in Windows Azure is the scalability it offers. The customer can add resources to, or remove resources from his application as and when they are required.

## Contact Us

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