

## Online marketplace drives growth through cloud transformation

A company with a unique, online trading card marketplace was driving strong growth. Although little known to many within the business world, the Global Sports Trading Card Market was valued at USD 13.82 billion in 2019 with a CAGR of 23.01%, according to researchandmarkets.com. This doesn't even include non-sports trading cards. As part of this industry, the online marketplace firm allowed its users to both buy and sell sports cards, gaming cards, comics, and more.



2018 Topps Heritage High Number -  
[Base] #580.1  
Ronald Acuna  
**\$49.30**



2014 Bowman - Prospect Autographs  
Chrome #BCAP-FC  
Franchy Cordero  
**\$15.20**



1962 Topps - [Base] #18  
Willie Mays, Mickey Mantle (Elston  
Howard, John Roseboro and Hank  
Aaron in the ...  
**\$73.87**

The company had a platform that was comprised of their Internet/consumer facing web application and an interface on the backend for employees to scan cards, assess their value, and upload them to their website together with the card owners' profiles. Payment gateway processing, warehouse management, user management, and more were all part of the platform. The company's geographic reach had grown across the United States and each office had access to the platform.

It came to the point that the company had exceeded what they could do with on-premises IT unless they invested heavily in infrastructure. Performance issues during peak days and hours were causing financial

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loss. Complex legacy code with integration to many third-party services made it difficult to make enhancements. At this juncture, the company decided to move to the cloud and modernize applications.

## Approach

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Celsior Technologies was selected to develop and execute a cloud roadmap. We first took temporary measures to stabilize the existing environment until the new environment could be rolled out. We then assessed the on-premises applications and identified a strategy for refactoring. Following assessment and roadmapping, we performed the actual rearchitecting and modernization of the applications. Applications were containerized and moved to Azure Kubernetes Service (AKS) in a serverless environment. Azure DevOps was implemented to support automation deployment.

## Business Benefits

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Celsior's assessment and analysis first enabled the company to understand the cost, effort, and ROI of moving to the cloud and the run rate necessary to operate in the cloud following migration.

Now that the modernized, cloud-based applications actually have been implemented and deployed, the company has the necessary scalability to support the huge market growth taking place. Furthermore, the applications are easy to enhance so that additional features can be added and changes made to ensure the company is able to adapt to and lead market evolution.