



CASE STUDY

# Modern Muse achieves rapid growth with an agile web solution

Avanade blends the best of Microsoft Azure and open-source to deliver a more flexible and scalable social platform

Imagine you are a young girl with dreams of conquering the professional world and becoming a leader in your field. What opportunities are available? How do you get started? And what challenges will you have to overcome? You would probably give anything to know what women who actually turned those dreams into reality know. Often, these people seem as inaccessible as those dreams. Yet, what if there were a modern mobile platform where girls could communicate directly with professional women throughout the world — anytime, anywhere?

Modern Muse gives girls unprecedented access to female role models (“Muses”) through its programs. And thanks to its work with Avanade and Microsoft, it is strengthening its digital platform and expanding its outreach through a mobile-friendly web solution designed to connect and engage more and more Muses and girls. Microsoft’s range of technologies and Avanade’s modern engineering practices allowed Modern Muse to successfully migrate its open-source system from Amazon Web Services (AWS) to Microsoft Azure to achieve increased manageability and scalability.

#### **Accuracy doesn’t get better than this**

The Modern Muse digital experience began as a website built using open-source technologies. The site enjoyed initial success but in order to evolve to meet increased user demands, it required greater digital innovation and rapid deployments than the existing technology could manage.

When Microsoft decided to become Modern Muse’s technology partner, it set out to

transform the site by putting a framework in place to rapidly develop, deploy and refine its features and functionality using the Microsoft technology stack.

The complexities of Modern Muse’s migration demanded a partner with the right skill set in both Azure and open-source technologies. Avanade was brought in to assess the technical aspects, including authentication, privacy and accessibility requirements, and to make the final shift.

#### **Avanade unlocks the benefits of Azure with modern engineering**

Avanade’s modern engineering practices coupled with Microsoft’s development tools proved to be the right approach to moving Modern Muse to Azure. The combination provided the team with a scalable, consistent and responsive development approach leveraging the latest in automated processes for continuous integration, test coverage, accessibility and deployment.

“We are thrilled with the successful migration of Modern Muse to Microsoft Azure, as this move continually improves the experience for girls using the platform,” said Jacky Wright, corporate vice president, Microsoft Corp. “Our company is committed to finding ways to keep girls interested in STEM education.”

#### **An open-source system gains advanced capabilities with Microsoft technologies**

The successful and seamless transformation of Modern Muse’s open-source systems from AWS to Azure demonstrates the flexibility and

range of both Microsoft technologies and Avanade’s skill sets. This type of migration is significant for businesses that have built their applications using open-source technologies but have decided to upgrade and capitalize on the business value of the end-to-end Microsoft cloud, particularly its increased flexibility, agility, accessibility and scalability. It also integrates with third party applications, such as Google Analytics, as further evidence that the solution can run on any codebase.

For Modern Muse, this innovative solution enhances its operations with all the benefits of the public cloud, helping it run as a digital business:

- **Simplified server management** on Azure that provides enhanced performance at reduced costs;
- **Immediate access** to the latest and greatest features in Azure; and
- **Improved site connectivity** and responsiveness for optimal user experiences.

Within days of Modern Muse’s public launch, site traffic increased by almost 600 percent. The site now claims more than 1,000 registered Muses, who now have the space to expand their personal outreach through public profiles, pictures and comments. They can also easily field questions from girls who want to learn more about the women already doing jobs they may want to pursue. It allows Modern Muse to inspire more girls worldwide to become the successful leaders of tomorrow.



#### **About Avanade**

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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