

# CASE STUDY

## POST BID SHIP

### About PostBidShip

PostBidShip is a neutral digital freight matching platform that replaces outdated workflows with quick, cost-effective and efficient matching of loads to transportation capacity in real-time, using near-time data analytics, market indices modelling and real-time digital collaboration, benefiting both parties through an optimal mix of cost, performance, convenience and asset utilization.

PostBidShip's SaaS freight matching platform was architected for the cloud. Its combination of an efficient web portal, mobile app and RESTful APIs let shippers, carriers and brokers conduct business in the platform from their desktops, tablets or mobile devices. Getting started on the platform requires no software downloads, no IT setup or ongoing maintenance, and no dedicated hardware. The ability to access loads anywhere at any time keeps users operating at peak efficiency.

Throughout the process LA Net provided expert-caliber guidance and services. We now run our platform with confidence that it is secure, resilient and able to handle the high levels of load our customers expect

**MICHAEL MURPHY**

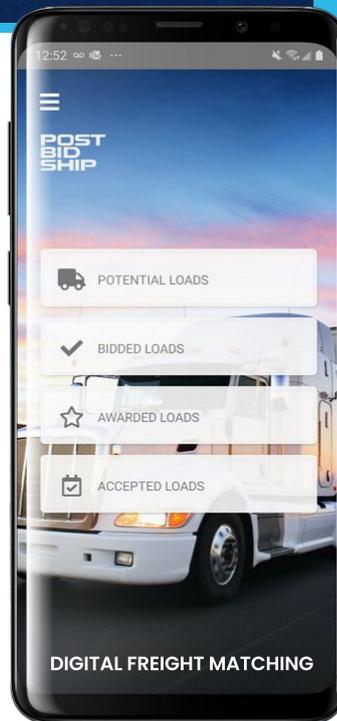
Chief Technology Officer, PostBidShip

### Context

PostBidShip, based in Scottsdale – Arizona, USA, developed an innovative and award-winning digital freight matching platform. The PostBidShip platform uses the latest AI analytics and real time capacity matching to provide optimized cost, convenience and asset utilization.

### Technical Requirements

PostBidShip sought technical expertise to properly architect its Azure infrastructure to support its freight matching solution. Leveraging the highest levels of security and resiliency features that the Microsoft Azure cloud platform could offer were fundamental to its strategy. The architecture needed to address key areas, such as how to integrate these requirements with Azure cloud functionalities and services such as App Services, Functions, Load Balancers, SQL Database instances and more.



### Business Requirements

To meet business requirements for scalability, innovation, flexibility and resilience, PostBidShip sought to harness the Microsoft Azure cloud for further developing its digital platform on which many shipping companies depend for their daily business. Successful deployment of sophisticated freight technology into the cloud is complex and mission critical. PostBidShip was looking for expert guidance and support to assist with the optimal Azure architecture for the platform.

# LA Net Solution

PostBidShip partnered with LA Net to undertake the task of ensuring that the platform was production-ready and fully scalable for go-live. LA Net, a specialist Microsoft cloud managed service provider and trusted Microsoft Gold Partner, is focused on helping global customers to achieve success in their cloud journey as efficiently as possible by using best practices, many years of experience and industry knowledge.

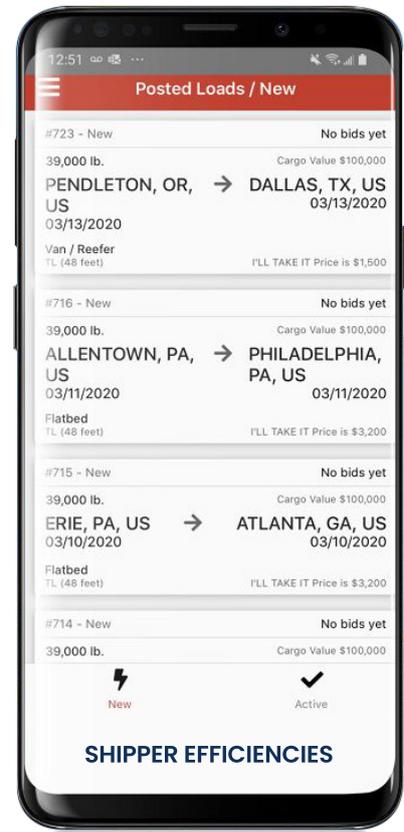
Therefore, LA Net was the ideal partner to supply guidance, implement best practices and help to test the platform before moving PostBidShip's platform into a state-of-art and resilient production environment.

## Implementation

LA Net helped to architect and productionize the PostBidShip deployment to ensure it would be resilient, secure and perform as expected when moved into the live environment. An agile delivery approach was taken. LA Net, working in partnership with PostBidShip, demonstrated how to architect and build resiliency, security, automation and monitoring features into the platform.

Some of the infrastructure technologies LA Net helped to deploy:

- **Azure Policy for governance and access control**
- **Azure Application Gateway with Web Application Firewalls for load balancing and securing inbound web traffic**
- **Cross Region Database Replication**
- **Azure Traffic Manager and DNS to guard against regional outages**
- **Azure automation for just-in-time access for developers and support teams**



## Results

With the LA Net implementation process aligned to the Microsoft Cloud Adoption Framework for Azure, the base infrastructure was ready within a week. PostBidShip and LA Net created a secure platform which enables the cloud platform to survive potential regional outages with automatic failover to an alternative region. Controls for just-in-time access further enhance security of the solution. Deep health-probe monitoring for detecting issues before customers are affected has significantly enhanced the user experience.

**“Throughout the process LA Net provided expert-caliber guidance and services. We now run our platform with confidence that it is secure, resilient and able to handle the high levels of load our customers expect”,** says Michael Murphy, Chief Technology Officer at PostBidShip.

## ABOUT LA NET

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LA Net is a specialist cloud managed service provider, working with many organizations, helping them to optimize their cloud journey.

As a Microsoft Gold Partner, LA Net has a wealth of experience delivering and managing global implementations.

[www.lanet.co.uk](http://www.lanet.co.uk)

## CONTACT

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Email us

**[info@lanet.co.uk](mailto:info@lanet.co.uk)**

Call us

**+44 208 068 2210**

Address

**63/66 Hatton Garden,  
London, EC1N 8LE**