

Microsoft Azure Customer Solution Case Study



Incubateur Web | Less Thinking, More Acting

Customer: Groupe Wib
Website: www.groupewib.com
Customer Size: 50 employees
Country: Morocco
Industry: Internet/E-commerce

Customer Profile

From its offices in Casablanca and Paris, fast-growing Moroccan Internet business incubator Groupe Wib acts as a host for a growing range of successful young online North African entrepreneurs.

Software and Services

- Microsoft BizSpark Plus Program
- Microsoft Azure
- Microsoft Office 365

Open Source Technologies

- PHP
- Linux OS Virtual Machines
- MySQL

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North Africa's fastest-growing internet incubator is safer thanks to Microsoft

"We looked at other options, but the combination of Microsoft Azure with local support is pretty unbeatable."

Ismael Belkhat, CEO & Founder, Groupe Wib

Groupe Wib is a rapidly-expanding incubator for promising, Middle Eastern, online business contenders. Its problem: that growth was leading to inefficiencies in managing the company's success, while poor architecture choice meant it had left itself open to hacking and denial of service inconveniences. Both issues were solved in one fell swoop thanks to a commitment to Azure's control, scalability and security, according to the company's grateful CEO.

A firm that outgrew hosting

If you're a young business mover-and-shaker in North Africa, chances are that sooner or later you'll talk to Groupe Wib, an incubator that's carving out an enviable niche as the go-to place for promising Web businesses in Morocco and neighboring countries. That's great.

However, its colorful founder and chief executive officer, Ismael Belkhat, was growing frustrated by how difficult it sometimes was to help his start-ups in the way in which he wanted. It was taking too long to set up back-end infrastructure across the group for a new joiner. Meanwhile, the rise in popularity of some client services, like a local car

driver service, sometimes didn't go as smoothly as he wished. For example, his database failed to scale properly to cope with demand.

Another roadblock to success was a design fault in one of his start-up client's back-end infrastructure set-ups. The latter was leaving an open door for troublemakers in the form of low-level, but persistent, Distributed Denial of Service (DDoS) attacks. These attacks never threatened client data. However, dealing with them was starting to take up company time he'd have rather spent on helping grow his clients' businesses. "Traditional hosting was fine for us, but we'd outgrown it and had begun to have issues we didn't want," he says.

A 'pretty unbeatable' combination

Belkhatat and his team knew that both the Group's success and that of its clients was being hampered by these limitations. So the company evaluated cloud in the shape of Amazon Web Services. However, after engaging with Microsoft's local experts, he decided that Azure was a much better option for what he needed. "We looked at other options, but the combination of Microsoft Azure with local support is pretty unbeatable. So we've joined BizSpark Plus, since we love the range of services and resources that offers. We were able to solve all our technical problems more or less immediately," he explains.

This means that not only has his back-end, common service client management been eased, but his security is also now bullet-proof against DDoS. Meanwhile interesting options for clients, like cheap video over the Web, are also now accessible.

Summing up, for Belkhatat, "Our client websites are safer, better managed and, most critically, run so much faster thanks to Azure as the back-end. The swiftness of Microsoft's response to any issue is also something for which I'm really grateful."