



# NEON CORP.



**Location**

Canada

**Industry**

Retail and eCommerce

**Website**

[www.neoncorp.ca](http://www.neoncorp.ca)

**Solution**

Azure Managed Services  
Professional Services  
Managed Security

## COMPANY OVERVIEW

NEON CORP. provides turnkey eCommerce platforms and retail solutions to the Canadian marketplace. It serves as an authorized third-party service provider for fashion and footwear retail stores and mono branded eCommerce websites.

NEON offers eCommerce platform build services including order fulfillment and management, customer service, marketing services, hosting and cybersecurity. The company wanted to shift to a managed cloud solution that would allow it to maintain its business growth and efficiently add new clients to its eCommerce platforms.

## BUSINESS CHALLENGE

The team at NEON needed a way to sustain their rapid business growth and easily add new clients to their eCommerce portfolio. Their legacy infrastructure wasn't hosted on hyperscale cloud, so it didn't have the elasticity required to support the planned growth. They decided that moving their footprint to a single platform — the Microsoft Azure cloud environment — would simplify and consolidate operations, enabling them to scale more effectively. But that required tuning Azure to support their eCommerce properties, and required a partner with the expertise to help with the Azure transition. NEON also wanted to continue to invest in its cyber security.

NEON wanted a partner to help design their data infrastructure to leverage the scalability of cloud, while also enhancing their overall security posture — preferably in a managed cloud environment with 24/7 support.



## SOLUTION

NEON turned to long-time partner Aptum for its proven ability to deliver technology-agnostic cloud solutions, and managed services with certified professionals and comprehensive support. Aptum provided NEON with Azure Design & Build, Azure Managed Services and Aptum Managed WAF (Web Application Firewall), as well as Professional Services to effectively transition the eCommerce properties to the Azure environment. The overall NEON footprint combines cloud-native technology with complementary services such as Alert Logic managed detection and response for enhanced security.

Aptum's wide-ranging expertise and flexible approach enabled NEON to smoothly transition from a legacy hosted model to Azure, while enabling them to gradually develop their own cloud expertise.

From a compliance point of view, NEON also benefits from Aptum's myriad security certifications. Data security standards such as PCI DSS represent a significant hurdle for security teams, since each standard is rigorous, requiring hundreds of controls to achieve compliance. Aptum is now aligned as a partner of NEON to deliver against vendors' compliance and governance requirements.

## BUSINESS BENEFITS

The new solution has addressed NEON's business challenges. Aptum has helped them unlock the intrinsic value of hyperscale cloud, making it easy to scale their operations to add new brands as needed, while enhancing their overall security posture. Hosting their eCommerce platform in Azure has greatly improved their ability to grow the business. And with a highly secure, compliant environment, they are able to meet contractual obligations with suppliers and improve the overall customer experience.

NEON is actively invested in the management and maintenance of their digital footprint, and Aptum's managed service complements their expertise and contributes to improving their credibility and responsiveness.

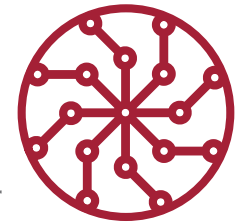
### AZURE MANAGED SERVICES

Experience the freedom to choose your business cloud. Easily deploy custom computing environments for application development and data delivery. Usage and capacity-based pricing, complemented by our advisory technical architecture consulting and post-deployment support.



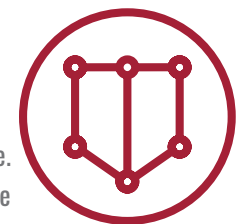
### PROFESSIONAL SERVICES

From platform choice to solution design, migration planning and ongoing optimization, the need for expertise has never been greater. Our professional services provide guidance, advice and expertise to help shape your IT transformation.



### MANAGED SECURITY

Cybercrime operates 24/7, which means your efforts to protect data and mitigate risk need to do the same. Avoid the costs of a breach and create a more manageable path to security with Aptum with Log Management and Threat Management, Antivirus, Managed Firewalls, to DDoS Protection and more.





## ABOUT NEON CORP.

NEON CORP. has been in business since '83, when spandex and neon colours were cool for the first time. This means experience and growth... lots of growth. Propelling up-and-coming brands to the Canadian market is what they do through their retail locations and online partnerships. NEON CORP. is all about its well-built infrastructure, refined over time, from head to toe. Smooth logistics allow them to operate a multitude of stores, brand flagship stores and several complex, multi-level online e-commerce websites with great success. They have the resources and know-how to run all of these operations with precision and expertise at all levels. Strategically placed, well-managed warehouses make it easy to service Canadian customers nationwide. For more information, visit [www.neoncorp.ca](http://www.neoncorp.ca)

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## WHY NOT PUT APTUM TO WORK FOR YOU?

[info@aptum.com](mailto:info@aptum.com)

[www.aptum.com](http://www.aptum.com)

## ABOUT APTUM TECHNOLOGIES

Aptum is a global hybrid multi-cloud managed service provider delivering complex and high-performance cloud solutions with an integrated secure network. Using its Data As Infrastructure™ approach, Aptum solves complex technology challenges with total solutions and tailored options that drive tangible business outcomes and maximize the value of its clients' technology investments. Aptum's cloud and global network solutions, underpinned with expert managed and professional services, offer genuine choice and adaptability with international reach spanning North America, Latin America, Europe and the United Kingdom. Aptum is a portfolio company of Digital Colony, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit [www.aptum.com](http://www.aptum.com).

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SUCCESS STORY: NEON CORP.

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