

Evidence-backed Azure Application Load Balancing Design and Implementation

A KPMG Service for G-Cloud 15



KPMG About us

KPMG is one of the largest AI Platforms & Cloud Engineering Advisory and Implementation providers in the UK. We bring end-to-end services across the entire cloud life-cycle from Strategy and Planning, to Architecture and Build, through to running Secure cloud-native applications. This is enabled by our diverse, industry-leading and multi-disciplined experts.

 AI Platforms & Cloud Engineering in its 10th year	 1000+ AI Platforms & Cloud Engineering Team (670+ Engineers & Architects, 500+ Advisory & Delivery consultants)	 2000+ AI & Cloud certifications in Azure, Google, AWS	 £30M + AI Platforms & Cloud Engineering spend supported annually	 600+ AI Platforms & Cloud Engineering projects completed	 50%+ Focused on highly regulated industries
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AI Platforms & Cloud Engineering Practice

- Deep domain experience across a wide range of Cloud providers and technologies
- Leading and award-winning scaled engineering capability
- Long established consulting approach and methodologies

Our Principles

- Industrialised approach reusing assets and accelerators
- Automate everything
- Deliver value for money
- Pride ourselves on high quality outcome deliverables

How we Operate

- Sprint based projects for fast iterative results
- Delivering with our clients using outcome focused multi-disciplinary teams
- Strong, established network to ensure partnering excellence

Our Core Propositions

Besides the core propositions we deliver **240+** services mentioned in our Service Catalogue

Operational Excellence 	AI Powered Modern Platform 	Modern Engineering 	Value & Sustainability 	AI Powered Application Modernisation 
• Cloud CoE & Target Operating Model • Cloud Programme Risk and Assessment • Cloud Maturity Assessment	• Cloud Design, Build, Migrate & Transform • Cloud Risk Controls & Cyber • Cloud Security Architecture	• DevOps & DevSecOps • Secure SDLC • Site Reliability Engineering (SRE)	• ESG • Cloud Value Management • FinOps • Sustainable Technology	• Gen AI • Cloud Data & Analytics • Logging and Monitoring

Across our many delivery centres, we work with clients of all industries, specialising in complex, high risk or regulated sectors.

London |
Manchester |
Leeds
(Onshore)

UK
Malta
(Nearshore)

India
Bangalore | Pune |
Noida | Gurugram |
Hyderabad
(Offshore)

Combining our expertise with our alliance tech solutions, we harness the power of smart technologies. Together, we solve your most complex business issues to create sustainable success.



Azure Application Load Balancing Design and Implementation



Service Description:

Our evidence-backed offering streamlines the Migration and Modernisation of applications by Refactoring or Rearchitecting for the Azure cloud, aiming to boost performance, scalability, and cost-efficiency. We ensure applications are seamlessly integrated and optimised within Azure, leveraging its advanced capabilities to future-proof your technology investments and drive digital transformation.



Service Categories

- Azure Application Assessment
- Cloud-Native Architecture Design
- Application Refactoring
- Application Rearchitecting
- Azure Integration Services
- Continuous Integration/Continuous Deployment (CI/CD)
- Security and Compliance
- Performance Optimisation
- Monitoring and Analytics



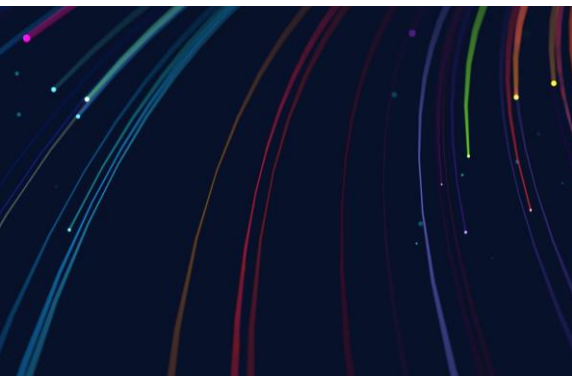
Service Benefits

- Streamlines migration to Azure, significantly reducing deployment times.
- Enhances application performance, improving operational efficiency.
- Minimises downtime, ensuring continuous business operations.
- Lowers operational costs with optimised cloud resource utilisation.
- Boosts security posture, reducing risk of data breaches.
- Facilitates scalability, supporting seamless business growth.
- Improves compliance with industry standards, mitigating regulatory risks.
- Accelerates innovation with rapid deployment capabilities.
- Enhances decision-making with advanced monitoring insights.



Service Features

- Comprehensive Azure readiness assessments for seamless application migration.
- Custom cloud-native architecture designs maximising Azure's capabilities.
- Expert application refactoring for enhanced cloud performance.
- Strategic rearchitecting for full Azure integration and compatibility.
- Seamless Azure service integration for robust application functionality.
- Advanced CI/CD pipelines for efficient deployment and updates.
- Rigorous security and compliance adherence tailored to Azure.
- Performance tuning for optimal application scalability and reliability.
- Detailed monitoring and analytics for insightful Azure operations.



Our Approach

We adopt a holistic approach to application migration and modernisation, focusing on refining and transforming your software assets to leverage the full potential of cloud capabilities. This involves carefully assessing, planning, and executing changes to optimise applications for better performance, scalability, and cost-effectiveness.



Requirements

Successful application migration and modernisation require a deep understanding of the existing application architecture, business goals, and technological constraints. Essential requirements include identifying suitable candidates for refactoring or rearchitecting, ensuring compatibility with cloud-native services, and maintaining or enhancing security and compliance standards.



Activities

Application Portfolio Assessment

- Evaluate current applications to identify modernisation needs and opportunities.
- Prioritise applications based on business impact, technical suitability, and cloud readiness.
- Define a roadmap for migration and modernisation.

Architecture Redesign and Refactoring

- Redesign application architectures to be modular & scalable using cloud-native principles.
- Refactor applications to optimise them for the cloud environment.
- Implement containerisation and microservices architectures where applicable.

Implementation and Integration

- Deploy refactored or rearchitected applications to the cloud platform.
- Integrate new applications with existing cloud services and infrastructure.
- Ensure seamless data migration and application connectivity.

Performance Tuning and Optimisation

- Monitor application performance in the new environment.
- Optimise applications continuously based on performance data and user feedback.
- Adjust resources dynamically to meet performance targets and reduce costs.



Outcomes

The migration and modernisation process significantly enhances application agility, operational efficiency, and innovation capacity. By moving to a modern, cloud-optimised architecture, organisations can reduce costs, improve service delivery, and better align IT capabilities with business needs, ensuring future readiness and competitiveness.



High-Level Timelines

Our indicative timeline is based on our experience of delivering similar engagements for multiple organisations. Once engaged, we will work with you to create and agree a bespoke plan to meet your specified requirements.

Weeks: 4-12+

Why KPMG



Top Professional Brand

KPMG has a strong brand and excellent reputation. We are focused on customer needs and have a pragmatic approach for the design and delivery of our Projects. Our team has a proven track record of delivering similar engagements and an intimate knowledge of challenges faced by our clients.



Constructive Input and Challenge

We consider it to be our responsibility to bring an independent perspective and constructively challenge existing processes and systems. We will highlight and share with you both internal and external leading practices.



We Employ a Collaborative and Integrated Team Approach

We deliver a full suite of evidence-backed recommendations in collaboration with KPMG sector and technical experts in all parts of our business around the globe. By working in multi-disciplinary teams, we can deliver holistic thinking and insights for even the most complex challenges.



We Have Strong Relevant Recent Credentials

We have worked across multiple industries and will bring insights from other sectors to challenge your thinking. We have vast Cloud and DevOps expertise within our technology practice in the UK region alone, who cover everything from hosting strategies to building landing zones. We produce agile, resilient and efficient IT functions that support the wider enterprise.

Our Team, Stories and Solutions

Business Outcomes Powered by Cloud

Our Solutions

Cutting-edge technology, business focused solutions

Our Stories

Discover the impact we've made in the Cloud industry

Our Insights

What are the big issues at the top of your business agenda? Read our latest thinking and research to stay on top of change.

AI and Machine Learning

Thought-leadership, expert analysis, and guidance on all things AI.

AI and Machine Learning

Technology and innovation

Trusted insights and actionable advice on emerging technologies.

Technology and Innovation



The CEO Guide to AI Value



Agentic AI: the what, the why and the how

And many more....

KPMG Industry Analyst Recognition

Industry analysts recognition and accolades - KPMG Global



Microsoft Partner of the Year for 2023
Microsoft Prestige Award for Supplier of the Year



KPMG named a **Global Leader** in Verdantix Green Quadrant: **ESG and Sustainability Consulting 2024**



Global Partner of the Year 2024
Google Cloud DE&I Partner 2024



2x Guinness World Records for DevOps and Cloud Upskilling

DevOps upskilling in KPMG and the community



2020, 2021, 2022

Highly Commended / DevOps Leader of the Year 2023



The Forrester Wave™: Cybersecurity Consulting Services in Europe, Q1 2024





Contact Us



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