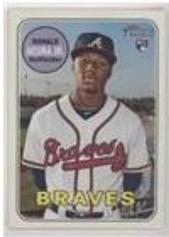


## Online trading card marketplace develops roadmap for moving to the cloud

A firm with a unique, online trading card marketplace was driving strong growth. Although little known to many within the business world, the Global Sports Trading Card Market was valued at USD 13.82 billion in 2019 with a CAGR of 23.01%, according to researchandmarkets.com. This doesn't even include non-sports trading cards. As part of this industry, the online marketplace firm allowed its users to both buy and sell sports cards, gaming cards, comics, and more.



2018 Topps Heritage High Number -  
[Base] #580.1  
Ronald Acuna  
**\$49.30**



2014 Bowman - Prospect Autographs  
Chrome #BCAP-FC  
Franchy Cordero  
**\$15.20**



1962 Topps - [Base] #18  
Willie Mays, Mickey Mantle (Elston  
Howard, John Roseboro and Hank  
Aaron in the ...  
**\$73.87**

The firm has a platform that is comprised of their Internet/consumer facing web application and an interface on the backend for employees to scan cards, assess their value, and upload them to their website against the card owners' profiles. Payments gateway processing, warehouse management, user management, and more are all part of the platform. The company's geographic reach has grown across the United States and each office has access to the platform.

It came to the point that the company had exceeded what they could do with on-premises IT unless they invested heavily in infrastructure. At this juncture, they made a call to move to the cloud to reduce management of infrastructure.

## Approach

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Celsior Technologies was selected to assess the on-premises deployed applications, analyze the work to migrate the applications to the cloud, and put together a road map. We analyzed both the infrastructure and the application platform with various tools. We identified and recommended legacy portions of the applications to be moved to containers and modern portions that could be moved to a serverless environment. Finally, we developed a complete list of changes required to move to the cloud, road mapped these changes together with a project plan, and delivered the full set of plans to the client.

## Business Benefits

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Celsior's assessment and analysis enabled the company to understand the cost and effort of moving to the cloud and the run rate necessary to operate in the cloud following migration. The assessment and analysis provided the client with an in-depth understanding of how the applications would work and how auto scale and DevOps should be implemented. The assessment also included an ROI estimate based on the information provided.

Most fundamentally, as the company acts on the roadmap, they will have the necessary scalability to support the huge market growth now taking place.