We recommend an architecture for IoT applications that's cloud native, microservice, and serverless based. The architecture also supports a hybrid cloud and edge compute strategy as some on-premises data processing is expected. To scale individual subsystems horizontally, we recommend the use of an orchestrator, such as Azure Managed Kubernetes or Service Fabric, or PaaS services that offer built-in horizontal scale capabilities, like Azure App Services.

1. Devices send telemetry records or events to the cloud gateway.
2. The following steps happen in parallel:
   a. Stream processing and rules evaluation is done for device telemetry records and events.
   b. Device telemetry data is transformed (if needed).
   c. Device data telemetry is stored.
   d. Business process integration (such as email, CRM) is executed.
3. Device information is visualized and displayed in the UI.