Transform the Way You Do Business

MIGRATE TO AMAZON WEB SERVICES

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Introduction

Migrating to Amazon Web Services (AWS) enables organizations to transform the way they do business by empowering them to accelerate their speed of doing business, freeing them from the constraints of on-premises data centers, and providing the flexibility to pay only for what they use. This eBook will detail how cloud adoption can deliver significant business benefits.

A key imperative is the development of a thorough and compelling business case, that clearly identifies the specific business benefits your organization will achieve by moving to the cloud. A robust methodology is also key and we will give an overview of the 5-phase migration process, which serves as a guide to migration, and also learn about six common migration strategies that are used to move applications and workloads to AWS. You will also be introduced to the support options that are available from Amazon Web Services Partner Network (APN) Partners, AWS Professional Services, and vendor solutions on AWS Marketplace that can help you migrate.

Developing a robust business case will also help you begin to see the positive effect that migration will have on your people and organization, and help you gain an understanding of how specific roles and responsibilities for the cloud adoption effort will be assigned.

Business Case

A robust and thorough business case is critical

A core tenet of migrating to AWS is developing a business plan that is based on your organization's fundamental reasons for cloud adoption. For example, moving to AWS means your organization's IT team will spend significantly less time managing on-premises infrastructure and upgrades. It also means you will no longer have to make large upfront investments in hardware and software, or manage ongoing maintenance.

Faster time to market, improved workforce productivity, and more transparency into operational costs are some of the most common reasons our customers migrate to AWS. Other frequent business drivers for AWS migration are increased operational agility that enables you to react to market conditions more quickly, and using the global footprint of AWS to reduce your risk profile. These factors help build a robust and compelling business case for moving to the cloud.

Working with AWS or an APN Partner, you can create a business case for migration based on sound planning and preparation. This will help accurately determine the cost of the current on-premises data center, what the migration cost will be, and what the new

AWS cost will be. Based on this you can set expectations for cloud adoption and provide your organization an opportunity to begin the process of instilling a change management mindset throughout your workforce.

Creating the business case will also help you begin to answer a few key questions, such as:

- What is the expected Return on Investment (ROI), and when will the projected cash flow be positive?

- What are some of the other business value benefits of cloud adoption, beyond cost savings?

- What is the potential business impact of migrating a select group of applications first?

- What are factors that help customers determine if a hybrid cloud environment would be the best solution?

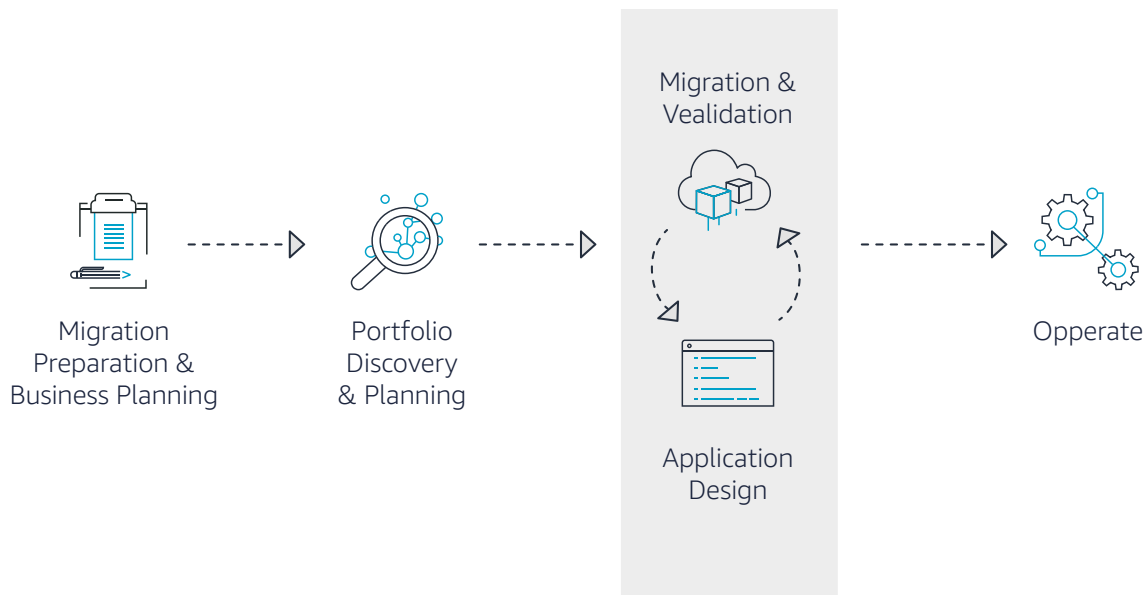- What indicators are used to estimate how long the migration process will take?

Once the business case has been developed and this important first step toward cloud adoption is complete, you will have an idea of what the financial impact and benefits will be. As the cloud adoption process evolves, you will you be able to more specifically consider the many ways this transformation will impact your organization as a whole.

The Five-Phase Migration Process

Five-Phase Migration Process

Visualizing the five-phase migration process

Migration & Vealidation

Migration Preparation & Business Planning

Portfolio Discovery & Planning

Application Design

Opperate

The five-phase migration process can help guide your organizational approach to migrating tens, hundreds, or thousands of applications. This serves as a way to envision the major milestones of cloud adoption during your journey to AWS.

PHASE 1
Migration Preparation and Business Planning

Developing a sound business case requires taking your objectives into account, along with the age and architecture of your existing applications, and their constraints.

Engaged leadership, frequent communication, and clarity of purpose, along with aggressive but realistic goals and timelines, make it easier for an entire company to rally behind the decision to migrate.

You will want to establish operational processes and form a team dedicated to mobilizing the appropriate resources. This team is your Cloud Center of Excellence (CCoE), and they will be charged with leading your company through the organizational and business transformations over the course of the migration effort. The CCoE identifies and implements best practices, governance standards, automation, and drives change management.

An effective CCoE evolves over time, starting small and then growing as the migration effort ramps up. This evolution helps to establish migration teams within your company, and decide which ones will be responsible for migrating specific portions of your IT portfolio to AWS. The CCoE will also communicate with the migration teams to

Establish operational processes and form a dedicated team

determine areas where you may need to work with AWS Professional Services, an APN Partner, or a vendor offering a solution on AWS Marketplace to help you offset costs and migrate successfully.

Guiding principles for the creation of a CCoE:

- Get executive buy-in (this will lead to organization-wide commitment for cloud adoption).

- The CCoE structure will evolve and change as the organization transforms.

- Treat the cloud as your product and the application team leaders as your customers.

- Organizational change management is central to business transformation and cloud adoption. Use intentional and targeted organizational change management to change company culture and norms.

- Embrace a change-as-normal mindset: Change of applications, IT systems, and business direction is expected.

- Operating Model decisions will determine how people fill roles that achieve desired business outcomes.

PHASE 2

Portfolio Discovery and Planning

Full portfolio analysis of your environment, complete with a mapping of interdependencies, and migration strategies and priorities, are all key elements to building a plan for a successful migration.

The complexity and level of business impact of your applications will influence how you migrate. Beginning the migration process with less critical and complex applications in your portfolio creates a sound learning opportunity for your team to exit their initial round of migration with:

- Confidence they are not practicing with mission critical applications in the early learning stages.
- Foundational learnings they can apply to future migration iterations.
- Ability to fill skills and process gaps, as well as positively reinforce best practices based on experience.

Begin the process with less critical and complex applications

The CCoE plays an integral role in beginning to identify the roles and responsibilities of the smaller migration teams in this phase of the migration process. It is important to gain familiarity with the operational processes that your organization will use on AWS. This will help your workforce build experience and start to identify patterns that can help accelerate the migration process, simplifying the method of determining which groups of applications can be migrated together.

PHASE 3

Application Design

&

PHASE 4

Migration and Validation

These two phases are combined because they are often executed at the same time. They occur as the migration effort ramps up and you begin to land more applications and workloads on AWS. During these phases the focus shifts from the portfolio level to the individual application level. Each application is designed, migrated, and validated according to one of the six common application strategies. ("The 6 R's" will be discussed in greater detail below.)

A continuous improvement approach is often recommended. The level of project fluidity and success frequently comes down to how well you apply the iterative methodology in these phases.

Each application is designed, migrated, and validated

PHASE 5

Modern Operating Model

As applications are migrated, you optimize your new foundation, turn off old systems, and constantly iterate toward a modern operating model. Think about your operating model as an evergreen set of people, processes, and technologies that constantly improves as you migrate more applications.

Ideally, you will be building off the foundational expertise you already developed. If not, use your first few application migrations to develop that foundation, and your operating model will continually improve and become more sophisticated as your migration accelerates.

Optimize new foundation, turn off old systems

Six Common Migration Strategies: **"The 6 Rs"**

"The 6 Rs"

Six common migration strategies

Organizations considering a migration often debate the best approach to get there. While there is no one-size-fits all approach, the focus should be on grouping each of the IT portfolio's applications into buckets defined by one of the migration strategies.

At this point in the migration process, you will want to have a solid understanding of which migration strategy will be best suited for the different parts of your IT portfolio. Being able to identify which migration strategies will work best for moving specific portions of your on-premises environment will simplify the process. This is done by determining similar applications in your portfolio that can be grouped together and moved to AWS at the same time.

Diagram: Six Common Migration Strategies

"The 6 Rs"

Six common migration strategies:

1

Rehost

Also known as

"lift-and-shift"

In a large legacy migration scenario where your organization is looking to accelerate cloud adoption and scale quickly to meet a business case, we find that the majority of applications are rehosted. Most rehosting can be automated with tools available from AWS, or by working with an APN Partner or a vendor offering from AWS Marketplace.

2

Replatform

Sometimes referred to as

"lift-tinker-and-shift"

This entails making a few cloud optimizations in order to achieve some tangible benefit, without changing the core architecture of the application.

"The 6 Rs"

Six common migration strategies:

3

4

Repurchase

Replacing your current
environment, casually referred
to as "drop and shop"

This is a decision to move to a newer
version or different solution, and likely
means your organization is willing to
change the existing licensing model it has
been using.

Refactor (Re-architect)

Changing the way the application is
architected and developed, usually done
by employing cloud-native features

Typically, this is driven by a strong
business need to add features, scale, or
performance that would otherwise be
difficult to achieve in the application's
existing environment.

"The 6 Rs"

Six common migration strategies:

5

Retire

**Decommission or archive unneeded portions of your IT portfolio**

Identifying IT assets that are no longer useful and can be turned off will help boost your business case and help focus your team's attention on maintaining the resources that are widely used.

6

Retain

Do nothing, for now —revisit later

Organizations retain portions of their IT portfolio because there are some that they are not ready (or are too complex or challenging) to migrate, and feel more comfortable keeping them on-premises.
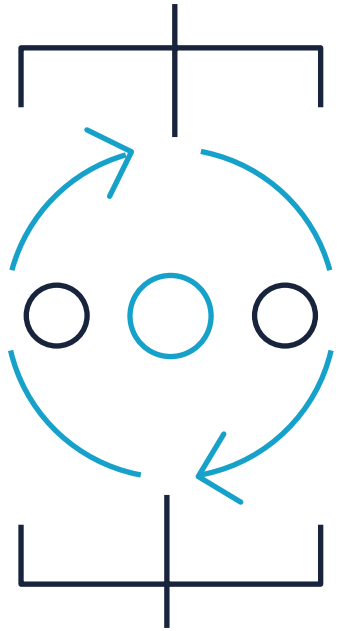
Conclusion and Next Steps

Conclusion and Next Steps

Migration is the beginning of what is possible with AWS adoption and cloud capabilities. Looking at a migration as an organizational change project helps you generate buy-in across your organization and maintain communications through each stage of the process. Build a business case and refine the ROI as the project progresses. Identify specific roles and responsibilities for your migration team members, and familiarize them with the 5-phase Migration Process and Six Common Migration Strategies to set your organization up for success. You will then be prepared to transform the way your company does business, and realize the benefits of cloud adoption on AWS.

Contact AWS to learn more about how migrating can transform your business.
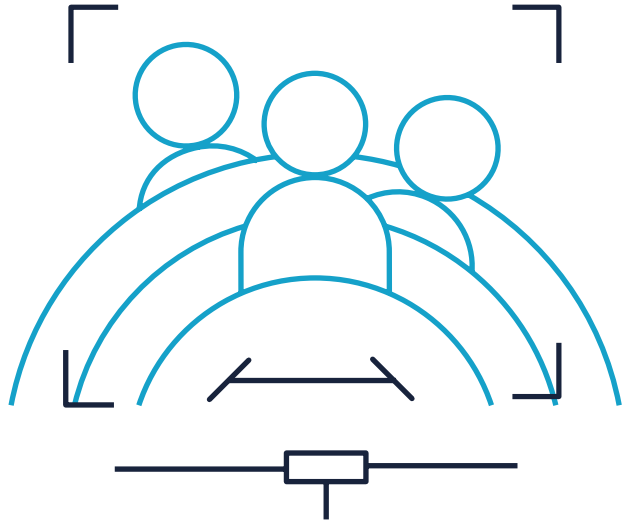
Featured
APN Partners

Unravel Data

Unravel radically simplifies the way businesses understand and optimize the performance of their modern data applications – and the complex pipelines that power those applications. Providing a unified view across the entire stack, Unravel's data operations (DataOps) platform leverages AI, machine learning, and advanced analytics to provide actionable insights, recommendations, and automation for tuning, troubleshooting, and improving performance of Spark, Kafka, and Hadoop applications and data pipelines.

The Unravel platform supports all modern deployment models for big data – on premises, Amazon, Microsoft, and Google clouds, as well as Hybrid and Multi-cloud environments. Unravel is trusted by DataOps teams at leading companies like Kaiser Permanente, Adobe, Deutsche Bank, Wayfair, and Neustar.

Case Study: [Customer Name]

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Customer quote Lorem ipsum dolor sit amet, fugit legere cetero vel te, ne eam dicam delenit

Name
Title
Company

Resources

Resources

- **AWS Marketplace Migration Solutions**
  A digital catalog with thousands of software and solution listings

- **AWS Migration Partner Solutions**
  Streamline your migration with featured APN Partner solutions

- **AWS Application Discovery Service**
  Gather information about your on-premises data centers

- **AWS Server Migration Service**
  The easier and faster way to migrate on-premises workloads to AWS

- **AWS Database Migration Service**
  Migrate your databases to AWS with minimal downtime

- **AWS Migration Acceleration Program (MAP)**
  Move to AWS faster while reducing your operating costs

- **AWS Professional Services**
  Consult with our global team of technical and advisory consultants

- **Download the AWS Migration eBook**
  Best practices and strategies for migrating to AWS