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The Benefits of Application Migration to the Cloud



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Upstarts and Digitization: Driving Applications into the Cloud

Business ecosystems in every industry and geography are now experiencing unprecedented change due to the rapid digitization of products and services, operations and fulfillment, and customer experience.

New disruptive business models enabled by next-generation technologies – cloud, analytics, digital, and security (CADS) – are helping thriving upstarts such as Uber, Slack, and TransferWise continuously deploy innovative products and services embraced by “born digital” consumers. Not surprisingly, incumbents’ competitive advantage and customer loyalty are at risk. To survive and thrive, market leaders across industries are reconstructing digitally relevant business strategies.

At the foundation of upstarts’ business success are flexible and scalable cloud application platforms that foster rapid innovation, collaboration, and customer intimacy.

Additionally, cloud platforms enable dynamic analytics that help digital leaders such as Under Armour learn fast, move quickly, and correct missteps. Given these advantages, it is no longer good enough to be cloud friendly. Now is the time to be cloud-first.

Within a cloud-first model, new applications are deployed in hybrid cloud environments and, importantly, many existing applications must be migrated. In fact, McKinsey states the average cloud migration rate for x86 workloads is still less than 20 percent². To embrace this transition and realize the benefits, it’s critical for business and IT leaders to fully understand the priorities and optimal execution for application migration to the cloud.

This Point of View paper presents Trianz’ perspective on the benefits of application migration to the cloud.



“We want to be known as the dashboard of all things health and fitness,”

says Under Armour Chief Digital Officer Robin Thurston.



“If we know someone went on seven hikes last summer, they may want to look at our new hiking shoes,”

adds CEO Kevin Plank.¹



¹ www.datumstrategy.com/blog/best-examples-of-digital-transformation-information-governance

² www.mckinsey.com/business-functions/digital-mckinsey/our-insights/leaders-and-laggards-in-enterprise-cloud-



The Benefits of Application Migration to the Cloud

According to a January 2016 IDC client study³, only 22 percent of respondents have moved “more than one or two small applications” to external public clouds, yet still up sharply from the previous year. However, only five percent of respondents believe they have an “optimized” cloud strategy. To stay competitive, therefore, business and IT leaders must continuously seek greater advantages from accelerated application migration and improved cloud strategies.

Migrating existing applications, combined with a larger digital strategy, delivers important advantages in two areas – IT infrastructure and business digitization.

Better IT Infrastructure

Versus legacy application platforms, cloud infrastructure provides numerous technology benefits including cost, speed, scalability, and flexibility.

Cloud infrastructure enables optimal utilization of resources, accelerated and frequent application releases as well rapidly scale to meet fluctuating or unpredictable demands

Reduced Cost

Due to the efficiency of public cloud offerings such as Amazon’s AWS and Microsoft’s Azure, running applications in the cloud costs less than on legacy platforms. Not only is cloud hardware and software cheaper, but resource utilization is higher, bursting is more economical, and community driven tools allow for application management with less resources.

Increased Speed

Within cloud environments, it’s both faster to deploy infrastructure resources as well as application releases. Cloud based systems can be provisioned in minutes versus weeks for legacy platforms, and partitioned into micro-services that are faster to deploy, and independent of larger, cumbersome release cycles.

Scalability & Performance

Because of its foundational architecture of shared and unified resources, cloud platforms are inherently built to scale fast and handle varied workloads at high performance. Further, cloud orchestration tools from companies like Docker, Puppet Labs and AWS can help automatically scale cloud infrastructure to handle changes in application demand.

³ www.idc.com/getdoc.jsp?containerId=prUS41039416

Deployment Flexibility

Cloud-based applications are well suited for businesses with growing or fluctuating demands. Elastic cloud platforms are regularly used for massive data analysis as well as spiking applications that require compute bursts during cyclical or unpredictable demand.

Rapid Business Digitization

Precisely because of these IT infrastructure advantages versus those of legacy platforms, migrating existing applications to the cloud, in proximity to native cloud applications, expedites the digitization of business – into products, services, operations, customer experience, and the employee workplace. This leads to increased customer reach, business agility, and time-to-market.

Customer Reach & Intimacy

Moving applications to the cloud opens opportunities to integrate with mobile and social platforms that reach more customers, through new channels, and builds intimacy at lower costs. Mobile banking, insurance and investing show the strong gains possible from this benefit.

Business Agility & Innovation

Cloud platforms give developers more agility to innovate in smaller groups and trial disruptive ideas without reliance on the infrastructure team and legacy systems, and with less risk and cost.

Within a cloud sandbox, developers can quickly provision resources, build code, integrate technologies via standards APIs, and scale their testing as needed, even failing numerous times before achieving results that advance business outcomes.

Time to Market

Faster application release cycles translate to rapid delivery of new services. While legacy platforms can limit application releases to a few times a year, cloud and DevOps software delivery allow for a few times a day. This speed can be the difference between gaining or losing market share and advantage.

In summary, vast technical and business benefits are achieved by migrating existing applications to the cloud. Importantly, this places IT leaders and strategies in the critical path to reinventing business. However, present new and considerable challenges. Thus, it's essential to have a multi-disciplined team to critically analyze the factors impacting migration success. IDC calls this a holistic approach without which "results in a majority of strategic initiatives either failing or under delivering in terms of business results, even while meeting traditional project metrics."⁴

Expedite digitization of business process
by migrating critical business
applications to the cloud

⁴ www.trianz.com/downloads/pdf/trianz-idc-spotlight.pdf

How Trianz Can Help

To fully leverage the benefits of application migration to the cloud, organizations need to formulate and align a migration strategy with an execution plan that drives measurable and sustainable advantages. Trianz specializes in combining technology with business acumen, to help business and technical leaders achieve tangible benefits from application migration projects.

To help drive clients' application migration success, Trianz draws on its Cloud practice expertise including:

Cloud certified team

400 professionals, 2000+ AWS accreditations, 70+ customer implementations, AWS Managed Service Partner, AWS Service Delivery Partner for AWS Database Migration Service, Microsoft Azure Silver Partner, IBM Premier and AAA Accredited Business Partner, Winner of 2015 AWS Partner Summit "Customer Obsession" award.

Cloud innovation labs

center of excellence equipped with hybrid cloud platform, Docker development environment, DevOps pipeline tools, AWS EC2 Scheduler, and a self-service service management framework.

Cloud readiness audits

thorough assessment of existing application and IT infrastructure deployments, IT skill sets, and

future requirements to help determine opportunities and gaps via heat maps and scorecards.

Cloud automations

simplified application and IT infrastructure automation using Ansible, Serverspec, and other tools.

Cloud operations center

dedicated cloud management team including critical services monitoring, capacity management, backup, log analysis, and incident management.

With this deep expertise, Trianz can help analyze cloud migration benefits and costs, and assist with building a strong business case and migration plan that emphasizes execution-driven success.

In summary, through a holistic approach that combines business and technology expertise, Trianz can provide support for all stages of application migration, helping you envision, architect, deploy, and operate workloads in public, private, and hybrid-cloud environments.

With a team of certified cloud professionals, innovation lab, readiness audits, automation skills and dedicated operations center Trianz enables organizations to migrate applications to the cloud

ABOUT TRIANZ

Trianz simplifies digital evolutions through effective strategies and excellence in execution. Collaborating with business and technology leaders, we help formulate and execute operational strategies to achieve intended outcomes by bringing the best of consulting, technology experiences, and execution models. Powered by knowledge, research and perspectives, we serve Fortune 1000 and emerging organizations across industries and geographies to transform their business ecosystems and achieve superior performance by leveraging Cloud, Analytics, Digital, Infrastructure and Security paradigms.