aws

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eBook

Building the business case for AWS migration

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Why migrate to the AWS cloud?

To boost innovation, respond quickly to changing demands, and drive business transformation, organizations are migrating and modernizing their infrastructures and applications on Amazon Web Services (AWS). Through programmable infrastructure and managed services, AWS enables modern operational practices that lead to measurable results. On average, migrating to AWS delivers:

- **31%** average infrastructure cost savings[1]
- **62%** more efficient infrastructure management[1]
- **3x** more features delivered per year[1]
- **69%** reduction in unplanned downtime[2]
- **43%** fewer security incidents per year[2]

Clearly, migrating to AWS is good for business. But successful migrations take planning and expertise, as well as an understanding of the challenges you're likely to face as part of the process. By understanding those challenges, the pitfalls that can result when they aren't fully addressed, and the possible solutions to smooth your way forward, you've taken the first step on your cloud migration journey.

1 IDC, Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services, February 2018.

2 Nucleus Research, Guidebook: Understanding the Value of Migrating from On-Premises to AWS for Application Security and Performance, 2020.

Meet the challenges of a successful migration

While a successful migration starts with organizational alignment, having a partner by your side to support you through the process is key. Based on its experience with multiple successful migrations, AWS Advanced Consulting Partner OpsGuru has identified five areas in which alignment is critical to migration success, along with the challenges and potential pitfalls of each. OpsGuru also offers a number of proven solutions to help you meet the challenges of migration and unlock the power of AWS for your business.

1. Know your estate

2. Understand your licensed liabilities

3. Architect for where you are and where you want to be

4. Understand the true cost of ownership

5. Execute on the migration strategy

1. Know your estate

Challenge
Developing a workload inventory that includes all the virtual machines and servers to be considered for migration.

OpsGuru activated solution: Workload Inventory

- The OpsGuru Workload Inventory includes a list of virtual machines and services that should be considered for migration and is used to determine the appropriateness and priority of workloads within the migration.
- To create the inventory, OpsGuru holds discovery sessions with appropriate subject matter experts (SMEs) to group similar workloads. OpsGuru may recommend agent-based tools to sample of small subset of specific workloads with complex interdependencies.
- The Workload Inventory report summarizes all targeted workloads for migration, including essential statistics like CPU, memory, and disk usage. OpsGuru also groups workloads by migration pattern at a high level to ensure appropriate prioritization of future proof of concepts and estimations.

Common pitfall
Without a clear understanding of what's in scope, you're likely to underestimate your migration budget and timeline.

2. Understand your licensed liabilities

Challenge
Recognizing that the commercial agreements governing your systems and applications (for example, Windows, Oracle, SAP, OpenText) are not always straightforward.

OpsGuru activated solution: Optimization and License Assessment

- The OpsGuru Optimization and License Assessment (OLA) clarifies licensing and support arrangements associated with third-party software (for example, Microsoft products, enterprise services, commercial off-the-shelf application licenses) to confirm there are no unforeseen costs or limitations related to workloads running on AWS.
- The OLA report includes high-level suggestions for licensing models and high-level cost implications associated with the paths available (for example, bring-your-own-license, pay-as-you-go, SaaS migration).

Common pitfall
A failure to understand licensing costs or operating limitations can lead to wasted efforts as preventative costs are discovered at the last minute.

3. Architect for where you are and where you want to be

Challenge
Determining the best solution based on your organization's needs.

OpsGuru activated solution: Migration Readiness Assessment and High-Level Planning

- The OpsGuru Migration Readiness Assessment determines readiness for cloud adoption.
- The assessment identifies gaps based on cloud best practices and current business practices, platform, team skills/technical capabiities, governance, operations, and security posture and creates a roadmap that recommends priorities for addressing those gaps.
- Based on the assessment findings, OpsGuru creates a roadmap tailored to the team's technical profile and business goals.

Common pitfall
In the excitement of a migration, it's easy to overengineer a solution, rather than engineer for where you are and where you want to be.

4. Understand the true cost of ownership

Challenge

Understanding that the true cost of your migration includes multiple components beyond cloud invoices, such as compute and storage costs, network costs, labor costs, support costs, and operating system costs.

OpsGuru activated solution: Total Cost of Ownership Analysis/Right Pricing

- Based on the data collected in the previous steps, the OpsGuru Total Cost of Ownership (TCO) Analysis creates a cost model of the future AWS cloud platform, including different pricing models based on commitment and the ability to maximize cost efficiencies.
- The TCO Analysis accounts for compute, storage, network, and licensing costs, as well as operational and third-party support costs where applicable. This analysis is used to build the business case and roadmap in support of cloud migration.

Common pitfall

Miscalculating the costs involved leads to underbudgeting or overspending.

5. Executing on the migration strategy

Challenge

Aligning your migration strategy with your business to maintain momentum throughout the migration; continuing alignment and making the necessary investments in foundations.

OpsGuru activated solution: AWS Migration Acceleration Program—Assess, Mobilize, Migrate and Modernize

- The AWS Migration Acceleration Program (MAP) is a complete and proven approach based on AWS's experience of migrating thousands of customers to the cloud. MAP packages best practices, tools, expertise, financial incentives, and the experience and solutions delivered by AWS Partners like OpsGuru to make cloud migration easier.
- Based on the 7Rs migration strategies from AWS (refactor, replatform, rehost, relocate, repurchase, retire, retain), the recommended migration strategy is further influenced by dependencies, licensing, operational requirements, and risk profiles.
- OpsGuru provides recommendations on how to phase the overall migration. Success is found through investing in the assessment, establishing best practices, and offering funding to reduce costs. Results include less risky large migrations with reduced time to market and access to financial incentives.

Common pitfall

A migration strategy that doesn't account for these items is likely to fail, due to misalignment of your team's capabilities and operational practices.

Why work with OpsGuru?

As a validated AWS Migration Competency Partner, OpsGuru works with organizations at every stage of the migration journey, from assessing business needs to planning and executing the migration, using proven tools and methodologies to accelerate the migration process. Here are just some of the reasons to work with the OpsGuru team:

Extensive AWS expertise. With over 100 certifications and hundreds of successful programs, OpsGuru has validated expertise in large-scale AWS adoption.

Skilled at maximizing AWS investments. As an AWS Advanced Consulting Partner, OpsGuru has extensive knowledge of AWS funding programs, such as the AWS Migration Acceleration Program, that are available to help offset migration costs and accelerate your cloud adoption.

Experience with Windows modernization. OpsGuru has ample experience migrating, managing, and modernizing Microsoft-based solutions on AWS. The OpsGuru team can help you in all stages of your migration journey, from re-platforming to compliant operating systems to adopting Windows-based containers.

Able to help you build your internal cloud capabilities. By leveraging the experience of OpsGuru, you can develop your own Cloud Center of Excellence to continually extend, expand, and evolve your cloud capabilities.

Success story: LiveSwitch

For LiveSwitch and its customers, network quality and reliability are everything. LiveSwitch delivers live video streaming to people around the world, enabling high-quality digital patient visits, facilitating remote learning, and sharing moments from news-breaking scoops to game changers in sports.

Managing explosive growth while maintaining service quality

With the onset of the COVID-19 pandemic, the demand for LiveSwitch's video-streaming services increased exponentially. However, the existing infrastructure provider platform struggled to handle the growing demand and couldn't scale fast enough to keep up.

At the same time, some red flags began showing up on the network performance of the underlying hardware. Then there was a major live streaming event that didn't go well. "Just based on the nature of what we do, we are so sensitive to any variations in network performance," said Anton Venema, Chief Technology Officer at LiveSwitch. "We knew it was time to move on to a new provider," said Venema.

Working with OpsGuru and AWS to build the future

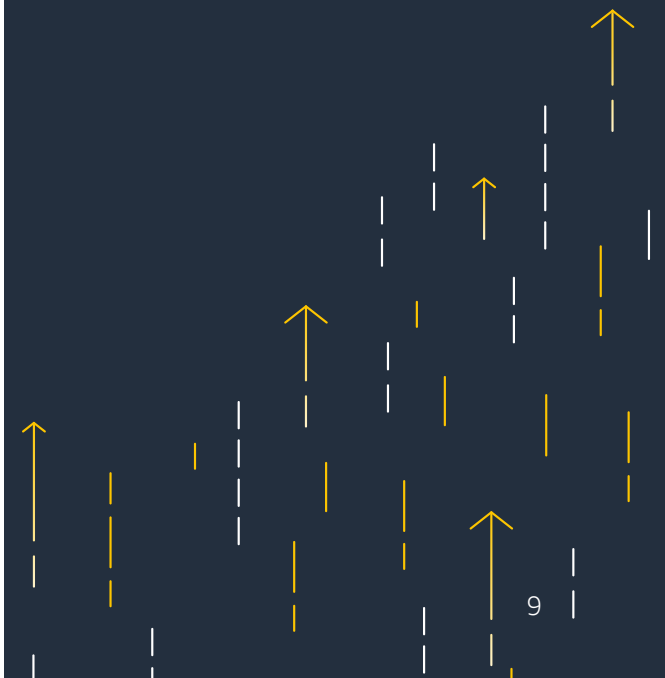
In June 2020, LiveSwitch reached out to OpsGuru to help unblock, scale and deploy across a variety of service providers. In November, OpsGuru and AWS helped LiveSwitch leverage the AWS Migration Acceleration Program, during which OpsGuru conducted a deep assessment to categorize the company's needs. In December, OpsGuru mobilized cloud foundations using its Cloud Launchpad and then migrated the entire platform to AWS by January 2021.

liveswitch

The OpsGuru Cloud Launchpad: A roadmap for success

Cloud Launchpad is a streamlined cloud adoption solution built on OpsGuru's years of experience. Cloud Launchpad provides a five-step roadmap along with personal coaching on the best practices of cloud design and operations.

Cloud Launchpad helps OpsGuru's customers avoid costly mistakes and reduce their time to market by establishing effective cloud foundations using prescriptive best practices and pre-built infrastructure as code.



Prior to the migration, OpsGuru had worked with LiveSwitch to deploy their software using a container-based approach. With this foundation in place, OpsGuru deployed Amazon Elastic Kubernetes Service (Amazon EKS) to orchestrate the microservices, providing LiveSwitch with highly available and secure clusters and automating key tasks such as patching.

Achieving blazing fast speed and scale

OpsGuru considers LiveSwitch one of its pandemic-growth success stories. "We helped increase their reliability and velocity," said Dave Lindon, General Manager at OpsGuru. "We built a trustworthy platform that can scale up and down according to customer demand. We also pushed the needle in security standards to support their diverse customer base."

With the help of OpsGuru and AWS, LiveSwitch has a stronger foundation and greater stability. "We're definitely in a better position than we were four months ago," said Venema.

Looking to the future

LiveSwitch and OpsGuru are looking forward to further collaboration as LiveSwitch plans to expand using AWS in Europe. By enhancing the Kubernetes-based platform, LiveSwitch is looking to grow its revenue 20 to 30 percent each year over the next five years. "The demand is still going up, and we want to make sure the infrastructure is there to support it at any scale," Venema concluded.

Ready to start your migration journey?

For over 15 years, AWS has been the world's most comprehensive and broadly adopted cloud platform. If you're ready to take advantage of all the cloud has to offer, working with a validated AWS partner like OpsGuru can help accelerate and streamline your migration so you achieve results faster.

OpsGuru's **AWS Migration Readiness Assessment** is the first step in your cloud migration journey. OpsGuru helps you meet the challenges of migration by working with you to define your cloud strategy and de-risk the migration process. During the assessment, the OpsGuru team gathers information on your organization's cloud readiness and identifies gaps in technical skills, processes, and methodologies.

To get started with an AWS Migration Readiness Assessment or to learn more about OpsGuru, visit OpsGuru.io, contact us at sales@opsguru.io, or call us at +1 (778) 800-2468.

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