



TAKING YOUR COMPANY TO THE CLOUD

The key steps for enterprise cloud migration.



**Aussie
Broadband**
THE ACTUAL AUSSIE WAY

Surveying the Cloud Landscape

The explosion of remote working has made cloud migration one of the most important infrastructure choices in the modern IT environment.

According to a recent report by Allied Market Research, the global cloud migration services market is projected to reach \$515.83 billion by 2027. A CAGR of 24.8% from 2020 to 2027.

This growth makes sense when you consider the benefits of a successful cloud migration such as:



Increased agility in service delivery and customer care.



Resolute and flexible data protection to suit your needs.



Application optimisation for increased functionality and performance.



Easily scale up or down to meet performance demands.



Increased capability for integrating new technologies.

But...

Migrating to the cloud is no mean feat. It presents a range of challenges to overcome in order to reap the benefits. Positioning your business for a successful migration requires a defined and staged approach.

The team at Aussie Broadband team has extensive experience in guiding enterprise and government clients through the cloud migration process in a variety of scenarios.

In this eBook we'll explore the challenges and outline the processes you can implement to avoid the pitfalls that regularly come with making the transition to the cloud.

¹ Allied Market Research, "Global Cloud Migration Services Market is Expected to Reach \$515.83 Billion by 2027", April 5, 2021

Building a Business Case for Cloud Migration

According to Gartner, “Leaders looking to integrate cloud services into their organisation’s structure must first demonstrate the impact on business and financial management processes.”²

This is a key component to any cloud migration. It must serve key business objectives and requires thorough analysis and planning. In some instances, a poorly thought out business case can be enough for decision makers to decide against migration but it’s not the only one.

Key recurring reasons for resisting a switch to the cloud include:



The pain of change of management.



Data compliance and regulatory requirements.



Increasing prevalence and changing nature of data sovereignty laws.



The need to maintain legacy applications that are not cloud supported.



Investment – it’s either too much or the company is unwilling to embrace OPEX cost models.

In saying that, no challenge is ever too big.

Many enterprises have addressed these challenges through the adoption of multi-cloud and hybrid cloud strategies.

This is highlighted in the Flexera 2021 State of the Cloud Report, which shows 92% of enterprises have a multi-cloud strategy and 80% have embraced a hybrid cloud strategy.³

Top 3 measures for cloud success:³

- Cost savings
- Agility
- Cost avoidance

² Boomi, “Build the Right Justification for Moving to the Cloud”

³ Flexera, 2021 State of the Cloud Report

Successful cloud migration demands a strong and thorough strategy aligned to your specific commercial goals and business outcomes.

A successful business case needs to focus on the medium and long term commercial benefits of cloud migration. Shaping your message to speak to points such as cost savings, agility and cost avoidance adds financial and operational dimensions to support the technology case. This contextualises the benefits and overcomes the problems of explaining the more esoteric elements of cloud migration to non-tech decision makers.

In addition to agility, scalability and the capacity to innovate, cloud migration delivers specific commercial benefits to an organisation. Key elements to consider in your business case include:



The ability to redistribute company resources to other high value areas.



Reduced headcount requirements for managing and maintaining traditional infrastructure.



The ability to transition from large CAPEX outlays to more predictable OPEX cost models.



Eliminates risk of relying on internal life cycle management of infrastructure.



**Thinking about a cloud switch?
Book a discovery session with
Aussie Broadband.**

Call us on: 1300 161 625

Key Principles to a Successful Cloud Migration

Migrations will vary from one business to another but typically speaking, there are three key considerations that every business should adhere to when planning a cloud migration.

Define Your Goals

What are your specific commercial goals?
Are there long-term cost savings to be met?
Do you have profit targets?
How does a cloud migration assist in achieving these?

Identify Critical Applications

What are your most critical applications and workloads?
Mapping out dependencies enables you to assess any potential downtime and forecast business continuity requirements in the event of a critical application going down.

Develop Tiering System

After identifying what is and isn't critical, you can assess whether they are best suited in a public or private cloud.
It is important to make clear decisions when it comes to this to avoid pitfalls later down the track.



Remember:

Transitioning to the cloud is not a set and forget exercise. Regardless of the cloud provider, you are responsible for maintaining control of your data.

The 3 – Phased Approach to Cloud Migration

Avoiding the common pitfalls of cloud migration requires some disciplined planning. Breaking down your migration into three key phases gives you a simple structure for planning and executing your migration.

1. Diagnosis Phase

During the diagnosis phase, it is critical to recruit all relevant stakeholders and for a discovery session with your cloud provider. Cloud migration impacts nearly every discipline in an organisation so to avoid the inevitable pitfalls, you'll need a working group that has the knowledge and ability to assess the impacts and proactively implement solutions that will help smooth the process.

This group includes:

- Head of IT Strategy (CIO, CTO, IT Lead)
- Chief Financial Officer
- Change Management Personnel
- Project Managers
- Program Directors
- System Admin & IT Managers
- Operational Leaders
- Chief Information Officer

Once you have the relevant stakeholders on board, define the key commercial goal you want to achieve. It is imperative to make this as specific as possible. We often hear company representatives reply with, "we need to be first to market" or "others are doing it, we should be as well".

Link your cloud migration goal to a specific commercial benefit and ensure it's shared and clear among your working group.

For example, increased agility is one of the primary drivers for cloud migration but what commercial goal will increased agility deliver? How will it deliver it? This is the line of thinking that you need to adopt.

What Type of Cloud Environment do you need?

You need to identify the most suitable cloud ecosystem for your needs. There's a few key pillars to shape this decision on with you vendor.



Capacity Growth

What are your estimated scalability requirements?



Change Rates

The cost of cloud storage can change regularly, so it is important to factor this in when identifying your preferred ecosystem.



Expansion Requirements

Are you looking to move into new markets and increase headcount?



Likelihood of New Services

Are you planning to introduce new services or apps? What impact will this have on your environment?

2. Implementation Phase

Before commencing implementation, it is critical to factor in the common mistakes organisations make when transitioning to the cloud.

Avoid:

- Migrating everything at once - Migration should be staged.
- Putting EVERYTHING in the cloud - Unnecessary migration equals unnecessary cost.
- Thinking cloud migration is a cure all - Migration without a commercial goal leads to sketchy success.
- Training staff on the go - Increased costs and delays.
- Addressing security like you always have - Cloud security is different to traditional security.
- Not having SLAs - A critical element for data protection and recovery.

When selecting your cloud provider, there's some key discussion topics you need to raise with them.

Cost

Cloud migrations inevitably generate unforeseen costs. Discuss the proactive steps your provider will take to mitigate these.

Resources

How many people will be needed? This is critical as you will need to account for resources being unavailable during the implementation.

Business Repercussions

Cloud migration can cause ripple effects through other areas of your business. Ask your provider how they have pre-empted and assisted unforeseen problems in other migrations.

Experience

How much expertise and pedigree does your provider have in executing similar migrations?

Proof

How many have they done before? Do they have any proof of execution, or case studies that demonstrate their ability?

Guarantees and Rebates

What can they guarantee and are there any rebates available for such an implementation?

It is also important to acknowledge and understand key recurring problems that tend to surface during migrations and plan for them with your internal working group. These include:



Plan for the unexpected - unknowns always arise and can impact resourcing and delivery timeline.



Network and security issues.



Challenges associated with connecting or integrating one network with another.

3. Activation Phase

With your preparation through the Diagnosis and Implementation phases completed, next comes the activation of your cloud migration. Working with your cloud provider through these first two phases will have put you in a good position to avoid the regular pitfalls of the process but the job isn't done yet. There's still some key measures you can take to ensure you can avoid the roadblocks in the final hurdle.

Key things to remember during this phase:



Test, Test And Re-Test

Murphy's law often strikes during activation. Working with your cloud provider to set up a test environment is a great option for ironing out any issues ahead of time.



Account For Breakages

Ensure your implementation timeline has accounted for breakages. Your test environment should help identify these, adjust your timeline and allocate resource in preparation.



Maintenance And Upgrades

The work does not stop once you go live. Defining a maintenance schedule prior to launch is key to ensuring your cloud infrastructure maintains high performance in the medium to long term.



Maintain Control Of Your Data

Regardless of your cloud provider, it is your responsibility to control and protect your data. Having robust data protection and disaster recovery processes is essential for keeping your business safe post cloud migration.



**To learn more about how to
best position your business for
a successful cloud migration,
book a discovery session today.**

Call us on: 1300 161 625

SIMPLE CLOUD SOLUTIONS THAT SUPPORT THE GROWTH OF YOUR BUSINESS.

**AUSSIE BROADBAND IS ONE OF AUSTRALIA'S LEADING PROVIDERS OF BROADBAND
AND BUSINESS CONNECTIVITY SOLUTIONS.**

Since their humble beginnings in 2008, Aussie Broadband have expanded their services to include construction of their own fibre network which is now available throughout all capital cities across Australia. The company has continued to develop its scope with the acquisition of business services provider, Over the Wire. With their Cloud and Voice expertise, the new and improved Aussie Broadband has business solutions to help any C Suite achieve their business goals.

To further support businesses, Aussie Broadband has developed the proprietary network management platform, Carbon, which puts businesses back in control of their own systems and services. With a company value to think big, Aussie Broadband has worked on developing solutions to help clients such as Cumulus Visual Effects, Westpac & James Cook University grow and reach their full potential

**For more information or to book a discovery
session, call us on 1300 161 625.**



aussiebroadband.com.au

Morwell Office
3 Electra Avenue,
Morwell, VIC 3840



**Aussie
Broadband**
THE ACTUAL AUSSIE WAY