

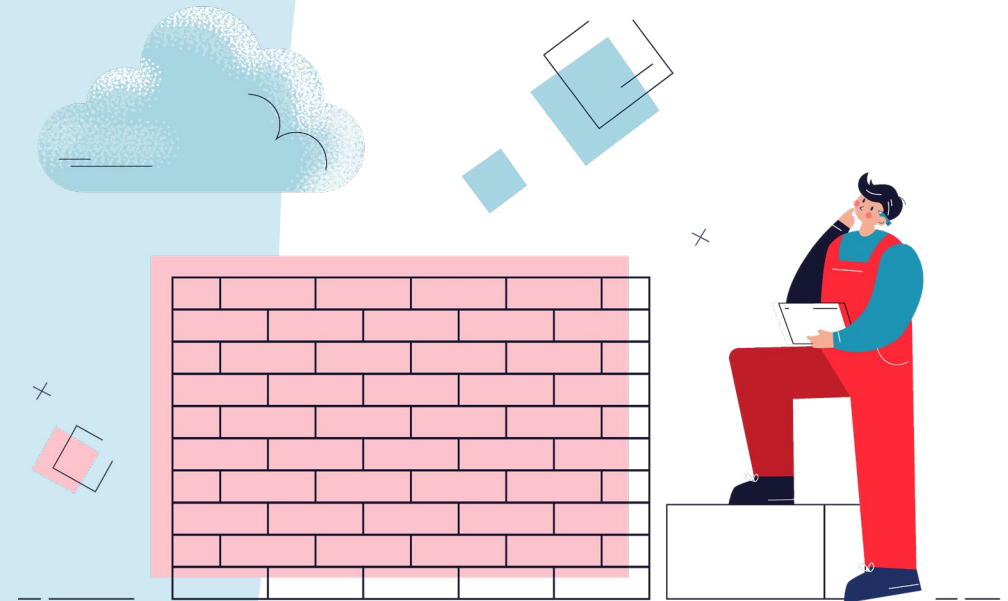
WALL OF DOUBTS

Data centre migration to the cloud.

7 false assumptions that cause unnecessary cost, delay and risk

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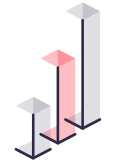


When it comes to exiting your data centre and migrating to the cloud, there are 4 overarching goals:



Save money

Through reduced hardware, software and labour costs



Reduce risk

With improved business continuity and more robust security



Speed up time to market

For products and services, thanks to faster development cycles



Boost agility

With the ability to scale capacity quickly and easily, so you can serve customers cost-effectively amid peaks and troughs

However, migration projects often suffer because:

- The business case isn't realised
- Planning goes on for months
- And/or complex interdependencies create risk

! And the causes behind these issues were preventable.

As a European cloud migration leader – and one of the few certified providers across Microsoft Azure, Amazon Web Services, Google Cloud Platform and VMware – we've carried out more than 500 projects in recent years.

Not only have our customers successfully moved to the cloud, but – more importantly – they're maximising ongoing value and ROI.

Why is our success rate so remarkable in the market?

One reason is that, as cloud pioneers with a 100% cloud heritage, we pre-empt the many false assumptions that cause unnecessary cost, delay and risk during migration. In this guide, we tackle 7 major ones.

Change your thinking on these 7 areas, and you'll be in a stronger position to exit your data centre quickly, cost-effectively, with minimum disruption – and poised to derive sustainable value from the cloud.

False Assumption #1

You have to choose between lift-and-shift and a big modernisation initiative

False Assumption #2

You don't have the budget for migration now

False Assumption #3

Migration planning is a long process

False Assumption #4

Migration is only about infrastructure

False Assumption #5

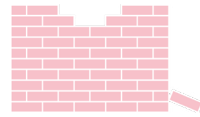
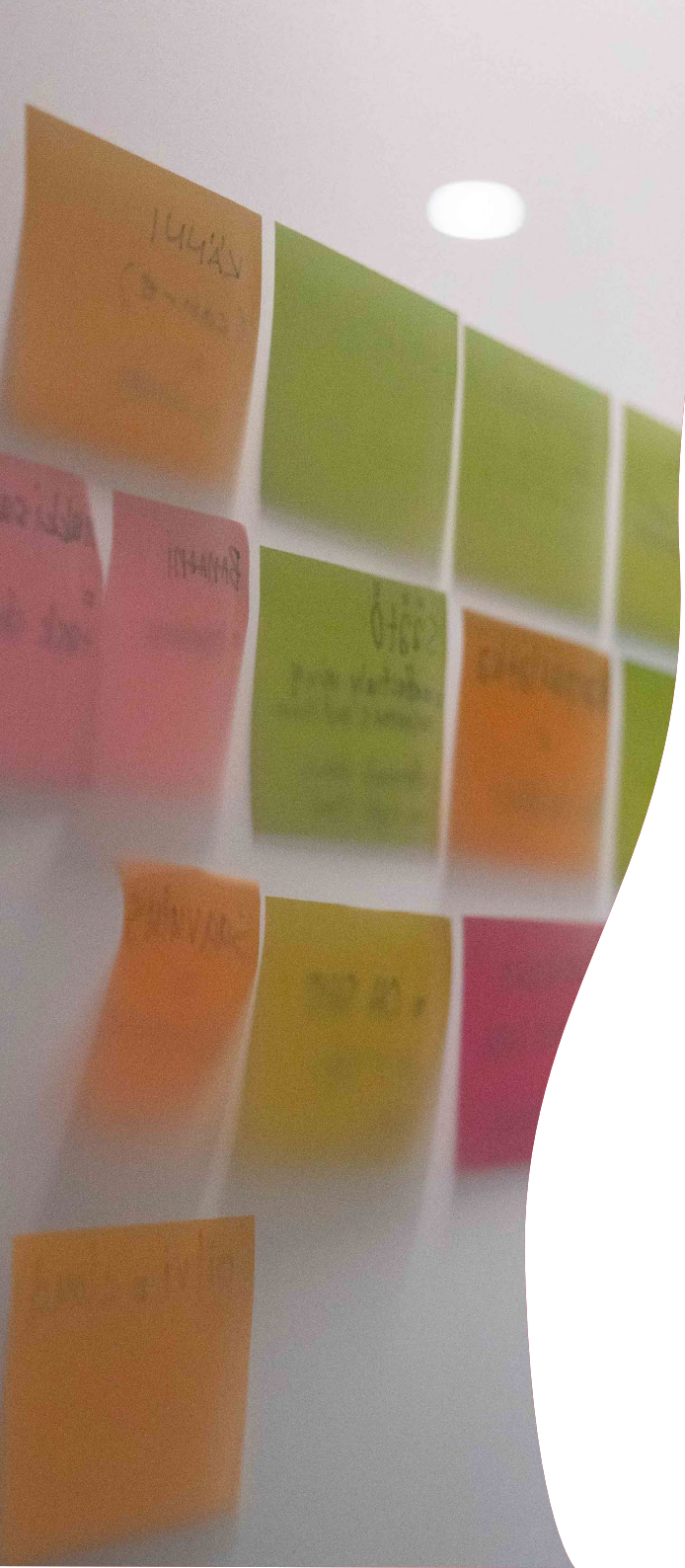
Migration disrupts operations and process flows

False Assumption #6

Traditional IT skills will easily transfer to the cloud

False Assumption #7

An on-premises managed services approach translates to the cloud



False Assumption #1

You have to choose between lift-and-shift and a big modernisation initiative.

Migration is often simplified into this binary choice:

A: Lift-and-shift everything into the cloud, retaining existing inefficiencies

or

B: Go through a long, expensive transformation initiative to untangle your complex digital and data estate

This is a false choice.

You can achieve a fast data centre exit while future-proofing your architecture, reducing ongoing technical debt and driving business value.

You need a strategy where you migrate to modernise

When you migrate to modernise, you meet your data centre exit deadlines while pursuing the best option for each workload.

Your migration strategy is formulated as a gateway to full cloud benefits, so you benefit from expertise, tools and methodologies that help you escape legacy inefficiencies and leverage cloud-enabled ways of working. And this enables you to optimise costs and performance ongoing.

Lift-and-shift workloads to the cloud in hours

With VMware, you're out of your on-premises data centre without IP changes or service breaks, so you move quickly with no risk.

Modernisation as a continuous service

From your VMware foundation, you have direct access to native services in Microsoft Azure, AWS or Google Cloud Platform. It's therefore easier to do the piece-by-piece application modernisation as a continuous service from the migration.

When you work with a cloud-native partner, you also ensure the right tools and methodologies are driving your strategy from the outset, so you're not just superimposing legacy inefficiencies on to the cloud.

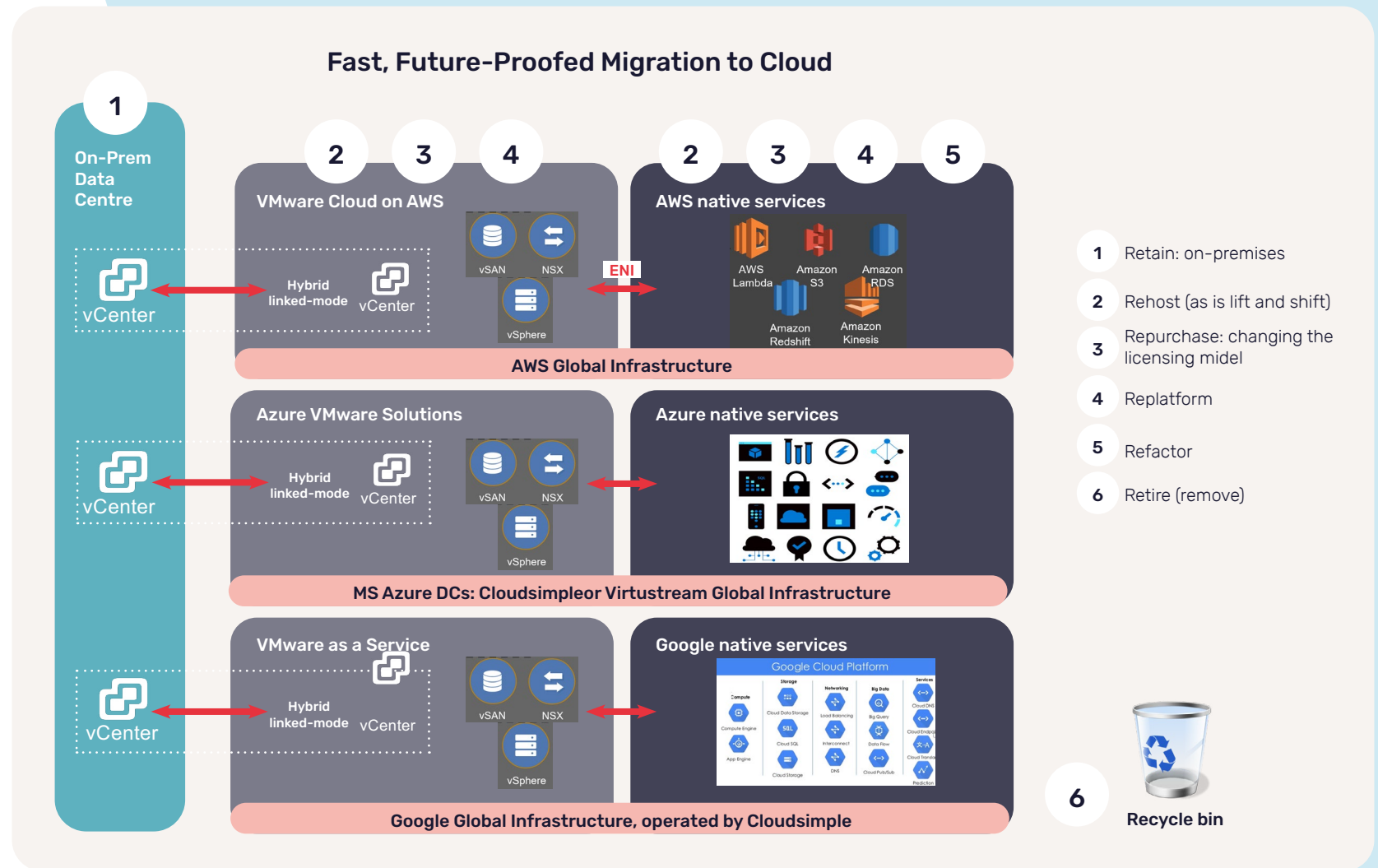
This is a light-bulb realisation for companies we work with – because you’re combining the legacy world and the cloud-native world in a way that’s best for the business.

You’ve exited your data centre quickly – and have immediate, demonstrable successes

You’ve saved money – by not spending months or years doing expensive assessments

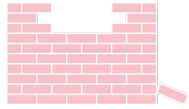
You’ve given the business incredible flexibility – for iterative replatforming and refactoring

You can proceed with application modernisation based on business value – without worrying about unravelling dependencies, losing data or having downtime



This illustrates how VMware facilitates a fast data centre exit while positioning you to maximise ongoing value from the cloud. It’s like pressing a button to lift-and-shift your on-premises workloads to the VMware solution for your chosen public cloud platform – migration can be done in hours instead of months.

You can then have a foundation for maximising ongoing value, because you can replatform, refactor or retire services in a strategic, iterative way.



False Assumption #2

You don't have the budget for migration now.

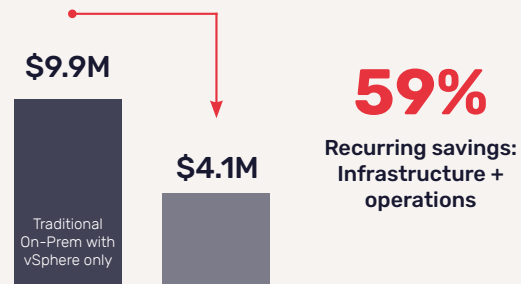
In the current environment, IT projects need to tick 2 boxes: cost savings and value delivery. Cloud migration ticks both, and delaying it can lead to more risk and cost – not to mention missed opportunities to drive value.

There's a compelling business case for VMware-driven migration. Forrester calculated a 59% savings in operational costs compared with a traditional data centre¹. And IDC calculated a 69% savings on modernisation costs compared with pursuing a traditional digital transformation approach².



Lower TCO than traditional data center

Three-year comparison for 3,000 VMs



Faster and lower cost to migrate vs. native cloud

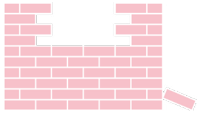


Migrate with zero upfront investment and immediate savings – so you have a clearer-cut business case.

With Nordcloud, migrating your data centre to the cloud is an easy way for IT to drive demonstrable value while under pressure to deliver cost savings.

[Learn More](#)

¹ Forrester, The Total Economic Impact of VMware Cloud on AWS, August 2019
² IDC, The Business Value of Hybrid Cloud with VMware, 2019



False Assumption #3

Migration planning is a long process.

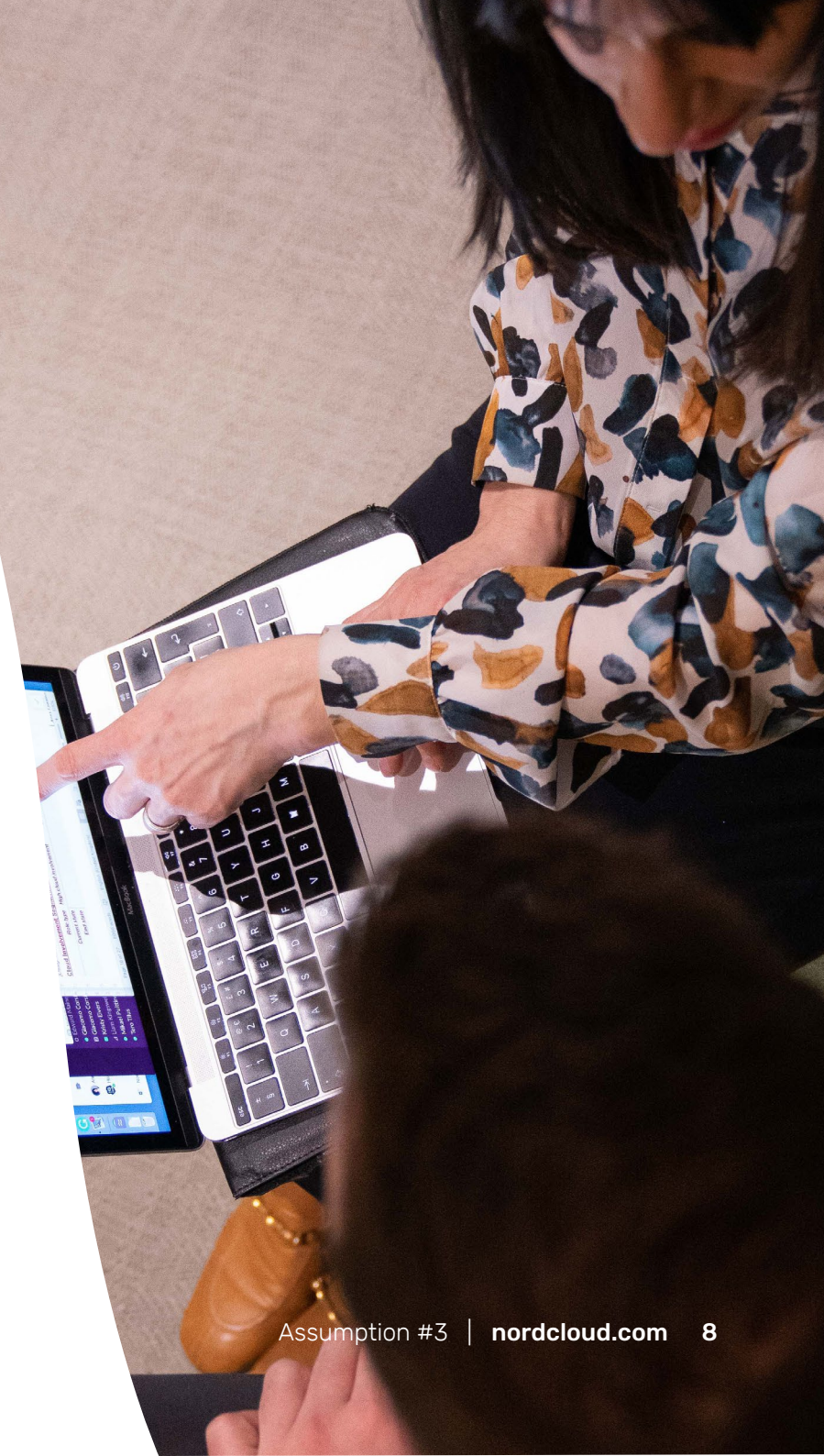
Obviously, being able to forward plan is helpful, so you have a roadmap and a business case. But there's no need to tie up time or resource in a lengthy, expensive discovery process.

An approach **where you migrate to modernise is so successful because it balances fast achievements and long-term benefit.**

It starts with a **rapid migration assessment**, which is a tool-driven review of your infrastructure and application estate. It looks at elements such as dependencies, lifecycles, data categorisation/availability, risks and maintenance/back-ups.

In just 2 weeks – you get an evidence-based TCO assessment, so you understand your savings potential with cloud.

Within 4 weeks – you get a recommended migration approach, with workloads prioritised based on financials and business criticality. The approach is designed to deliver quick wins with continuous modernisation and discovery. That way, your migration is fast, cost-efficient and maximises value based on ongoing learnings.



Eliminate standard migration bottlenecks.

Bottlenecks

- Application dependencies
- Unclear application ownership
- Scheduling (e.g., best day/time of day)
- Rollback capabilities
- Data sovereignty issues
- Property management considerations (e.g. access to equipment)
- Project management

Solution: Nordcloud Migration Factory

- Rapid current state assessment
- TCO calculation for target state
- Rapid lift-and-shift – with no service breaks or IP changes, eliminating application dependency and data risks
- Iterative replatforming and refactoring to optimise applications

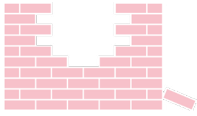
Our migration factory combines advisory and tech specialists, and ensures an effective and efficient migration in line with the business case set out in the assessment.

They use tooling and automation to organise your clusters; plan the change; and map out a value-oriented project plan.

That way, we move your full portfolio quickly – with a focus on future-proofing your environment.

As an indicative benchmark, we can migrate 250 to 300 virtual machines in 1 week with VMware, compared to the standard 25-30.

You therefore have impressive success metrics to show within the business, and can immediately start realising the cloud's cost and value benefits.



False Assumption #4

Migration is only about infrastructure.

You may have a looming deadline because of a fixed data centre contract end date, which means the temptation is to focus on getting the infrastructure migrated.

This mindset can leave you with a poorly delivered lift-and-shift, which leads to higher ongoing management costs and internal stakeholder/customer frustration when apps stop functioning as expected.

You're out of your old data centre, but you're not taking full advantage of the cost savings, scalability and efficiency cloud offers, because your apps aren't optimised.

To maximise ongoing TCO savings and value from cloud, you need to think about how you're going to modernise applications, data estate and managed services as well as migrating infrastructure. And this means your application, data and managed services teams need to be involved alongside the infrastructure team. It's about having an intelligent, iterative and transparent approach.

This is where a migrate-to-modernise approach comes in. With VMware, you can migrate 1,000s of virtual machines quickly by rehosting workloads as they are.

Then, you have a strong foundation for replatforming and refactoring as a continuous service, learning and optimising as you go.

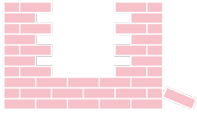


Having a cloud-native migration partner means you benefit from a fast lift-and-shift – but with a focus on the ongoing modernisation wins that deliver short- and long-term value. That way, you're positioned to get more benefit from the cloud, immediately and over time.

ILJA SUMMALA

CTO, Nordcloud





False Assumption #5

Migration disrupts operations and process flows.

Traditionally, migrations have involved service breaks, availability issues, system connection breakages and data loss.

This is usually because no one knows the exact status of the application and data estate – both have evolved organically, meaning there are legacy orphan apps without clear ownership, up-to-date maintenance or security patching. Then, when workloads are migrated, there are service breaks because of undetected gaps and interdependencies.

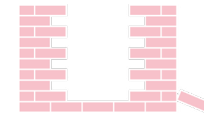
With VMware, you can rehost without downtime or IP changes:

Services continue seamlessly – so customers don't even notice their apps and data have been rehosted

There's no risk of data loss or breakages – because all settings and connections stay as-is

You have more resilience and continuity – because you're moving to a hybrid model with simple rollback capabilities

Service breaks can be the most expensive elements of migration – and they're avoidable.



False Assumption #6

Traditional IT skills will easily transfer to the cloud.

Cloud isn't just an infrastructure change – it's a cultural change, too. This is because it's a foundation for new ways of working, from agile and DevOps to microservices and Kubernetes. And, even with automation, individuals are at the front line of what you're doing.

You therefore need to factor upskilling into your migration strategy – and choose a cloud-native migration partner that can drive knowledge transfer during the process.

If people don't have the skills and processes to leverage cloud, you'll limit the cost savings and business value you can achieve.

As one CTO said:

"In my experience, people aren't as equipped for cloud as you think they are. A common pitfall is to overestimate readiness and capabilities, even among experienced techies. When you start with the cloud basics, it gives everyone a common language."

Trained organisations are 80% faster to adopt cloud and 3.8 times more likely to meet cloud ROI requirements³.

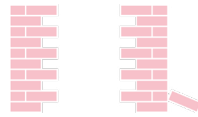
Your first step is to identify what skills gaps you have in your teams. You'll find skills assessment checklists and more in-depth training recommendations in this free playbook – **Upskilling: A Toolkit to Enable Cloud Success**.

The tools help you map how your workforce's current skills compare with what's needed immediately post-migration and for ongoing modernisation.

You can then make informed decisions on what training is required. As a benchmark, we generally recommend a best-practice training pathway that involves:

- Cloud basics training for everyone
- Architecting training for infrastructure and development teams
- Additional role-based technical training

³ IDC, Train to Accelerate Your Cloud Strategy, October 2017



False Assumption #7

An on-premises managed services approach translates to the cloud.

Your cloud environment – be it Microsoft Azure, AWS or Google Cloud Platform – gives you capacity. You're responsible for running your environment, managing incidents and ensuring application security.

When we're brought in to review migration projects seen to have 'failed', we often find that managed services continued in a legacy way – and that the managed services discussion was left too late. It should be part of the strategy from the beginning, because it's critical to:

Cost savings – through efficient use of cloud capacity, service request automation and labour/resource optimisation

Customer satisfaction – with high application performance, including seamless operation and optimised functionality (e.g. it's easier to access data)

Risk reduction – through improved business continuity, disaster recovery and security

Business value – because of a greater overall ability to deliver customer value that drives revenue

Spotlight on: Security.

Access to the best-in-class security of Azure, AWS and Google Cloud Platform is a key cloud migration driver. However, **the act of migrating doesn't automatically boost your security.**

Through 2023, 99% of cloud security failures will be the customer's fault⁴.

Why?

Because traditional security models don't translate to public cloud. You need a **cloud-native security approach** from migration planning to ongoing management. That way, you have the right foundation of infrastructure configuration and automation, which makes ongoing threat detection, data protection, patching, logging and assessment more effective.

Through
**2023, 99% of
cloud security
failures
will be the
customer's
fault.**

³ Gartner, How to Make Cloud More Secure Than Your Own Data Centre, October 2019

Don't let false assumptions cause unnecessary cost, delay or risk.

Be one of the success stories recognised for driving a successful cost saving and value creation initiative.

We help you avoid the cost, delay and risk associated with these 7 false assumptions – and many more. And, recognising both the pressure on IT and the benefits of a future-proofed approach, we're making it easy to overcome internal hurdles and kick-start your migration.



Migrate to the cloud - with zero upfront investment and immediate savings.

With Nordcloud, migrating your data centre to the cloud is an easy way for IT to drive demonstrable value while under pressure to deliver cost savings.

Discounted rapid migration assessment.

Cloud TCO assessment

In just **2 weeks**, you get a full, evidence-based understanding of your savings potential with public cloud based on your complete infrastructure requirements and application estate.

Prioritised migration strategy

Within **4 weeks**, you get a recommended migration approach, with workloads prioritised based on financials and business criticality.

Free migration for your initial workloads.

Cloud foundation

Free automated landing zone ready for migrating workloads.

Migration

Free migration of up to 100 virtual machines.

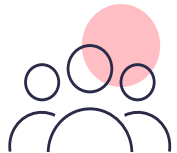
You only pay for monthly managed services (3-year commitment) and your monthly consumption.

With Nordcloud as your cloud-native migration partner, you also benefit from:



Speed

A one-stop shop for streamlined engagement and fast migration



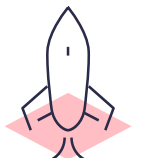
Support

Ongoing technical, optimisation, modernisation and innovation support from cloud natives



Security

Fully secure, 24/7 management by Nordcloud experts



Empowerment

So your teams develop the skills and ways of working needed to maximise ongoing value from the cloud

Contact us to discuss your data centre migration.

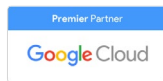
[Get in contact](#)

Your partner for migration success.

Nordcloud is a European leader in cloud migration, application modernisation, managed services and training.

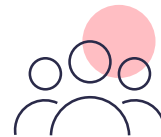
Clients say working with us is like having a compass for their cloud journey – you have cloud-native experts guiding best practice, pre-empting pitfalls, providing essential technical support and helping you achieve better, faster results.

From a fast lift-and-shift to re-factoring and re-platforming, we help you migrate in a way that balances quick wins and sustainable value.



Faster results

We're cloud pioneers with a 100% cloud heritage. This means we're not just jumping on bandwagons or superimposing trends on to legacy ways of working. You get better, faster results because you have cloud natives guiding your journey.



Empowered teams

We're commercially focused, using proprietary tools and technologies that help you maximise the cost savings and value potential of the cloud. From technology to training, from design to DevOps, you get the support needed to capitalise on cloud benefits.



Global cloud leadership

We're a leading partner for all 3 public cloud platforms – Microsoft Azure, Google Cloud Platform and Amazon Web Services – as well as VMware. Because we're neutral, you get impartial advice that accounts for your entire tech stack – and is based on your best interests.