

**ACCELERATING
YOUR AWS
MIGRATION
WITH AC3**

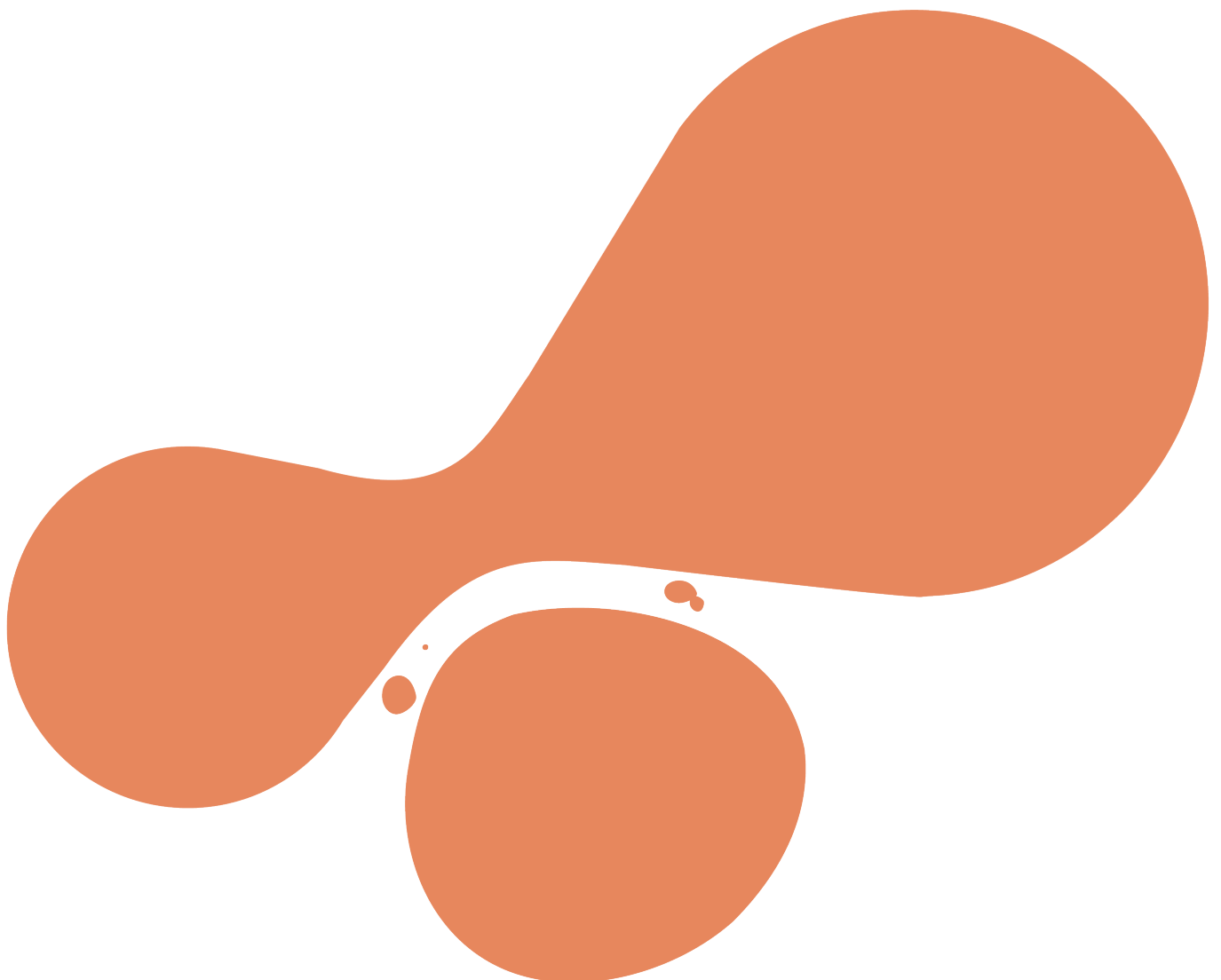




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INTRODUCTION

When migrating to the cloud, the ability to move and achieve business value fast is a critical differentiator. Organisations begin to lose momentum, and executive buy-in wanes if progress stalls. When results are realised too slowly (or aren't properly quantified and communicated), the business case for migration weakens—potentially jeopardising the project's financing and support.

Over the last 13 years, AWS has helped thousands of organizations migrate workloads to the cloud to reduce costs, improve operational resiliency, gain business agility, and build a foundation for rapid innovation. Based on this experience, AC3 and AWS have built a complete and proven approach for migrating one to thousands of workloads to the cloud—and helping you quickly and efficiently realise, measure, and communicate the tangible benefits of your migration.

63%

of SMBs plan to increase use of public cloud following COVID-19 to improve business resilience and productivity¹

¹Accenture Comms and Media Covid-19 SMB Study, May 2020

“We are now in a position to start operating our systems to take more advantage of next generation AWS and the ability to elastically provision resources. We look forward to continuing our great partnership with AC3 and AWS to help us make our customers and their workers successful and future-proof. Our migration path to AWS has given us a significant competitive advantage over our competition.”

Martin Wildash - Chief Operating Officer, iPayroll



ACCELERATING YOUR PATH TO BUSINESS VALUE

The decision to migrate workloads to the cloud often starts with a desire to reduce costs. In practice, customers find that the value of migrating goes well beyond the savings from retiring legacy infrastructure.

In fact, our research and 13+ years' experience has identified benefits in four key areas. Accelerating your cloud migration means achieving this value faster. The four ways businesses benefit are:



1. Cost Reduction



2. Agility and staff productivity



3. Improved security and operational resilience



4. Digital transformation



KEY CONSIDERATIONS WHEN PLANNING YOUR MIGRATION

There are a number of factors to consider when planning your cloud migration. Take time to understand where you are today, what your priorities are, and what resources you can access. It helps to accelerate and streamline your transition, minimise business disruption, and achieve benefits more quickly. It also helps you clarify what external support you'll need. Key areas to consider include:

Business impact: Which cloud opportunities will deliver the greatest business value, and where are the quick-wins that will demonstrate impact and build belief within the business?

Skills and expertise: How much in-house expertise do you have and what sort of external support will you require? For example, do you have IT people who have been through a cloud migration previously and understand how different workloads run in the cloud?

Time to value: How quickly are you looking to achieve the business benefits? What's the opportunity cost of resource constraints delaying your migration and what else could you invest in to grow your business if you accelerate your migration plans?

Current environment complexity: How complex is your current on-premises IT environment and what interdependencies exist? Understanding this will help you plan a phased transition and identify the support you'll need.

Security and compliance needs: What are the specific security and compliance requirements of your business? How can adopting cloud solutions with in-built security and resilience improve your ability to protect your users and your data?

Ongoing management: How will you manage your cloud-based applications post-migration? Will you do everything in-house or will you be looking for an external partner to provide some level of managed service?



FOUNDATION FOR A SUCCESSFUL MIGRATION

The organisations deriving the biggest business results from AWS migrations are those that migrate a substantial application portfolio early in their journey—and combine those efforts with modernisation initiatives.

AC3 and AWS use a three-phase approach that integrates modernisation into the transition.

Our three-phase migration process along with the seven migration patterns ('The 7 R's' - discussed shortly) provide guiding principles for structuring your cloud migration journey in ways that help you realise fast, continuous, quantifiable business value.

[Learn more about migrating to AWS now >>](#)



OUR THREE-PHASE MIGRATION PROCESS

While every migration is different, in the course of our 13 years' experience helping organisations of all maturities, industries, and geographies migrate to the cloud, we've seen a standardised process take shape.

It can be broken down into three phases of activity:

1. Assess needs and build the business case.
2. Mobilise (including due diligence and detailed planning).
3. Migrate & Modernize.

Following this three-phase approach is the best way for your organisation to efficiently and quickly migrate tens or hundreds of workloads.

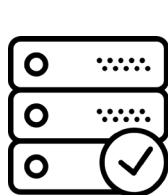
While all three phases are common components of a successful migration, they are not discrete. For example, we've seen the migration of an initial application develop into an iterative process of migrating additional applications and workloads to AWS.

As you iterate and migrate more workloads, you can drive repeatability and predictability into processes and procedures, accelerating and optimising your migration efforts.

Phase 1. Assess

In the Assess phase, AC3 helps assess your on-premises or co-location resources and build a right-sized and optimised cost projection for running workloads in the cloud. AC3 and AWS offer services and tools that can help, along with our experience helping many companies like yours plan this journey.

- **The AWS Migration Readiness Assessment:** a process of gaining insights into how far along you are in your cloud journey, understanding your current cloud readiness strengths and weaknesses, and then building an action plan to close gaps identified.
- **AWS Cloud Adoption Framework (CAF):** a guide to help you ensure that you have a holistic view of the transformation initiative that is required for an effective move to the cloud.



Assess



Mobilise



Migrate & Modernise

OUR THREE-PHASE MIGRATION PROCESS

Phase 2. Mobilise

In the Mobilise phase, AC3 and AWS help address gaps in your organization's readiness that were uncovered in the assessment phase, with a focus on building your baseline environment (the 'landing zone'), driving operational readiness and developing cloud skills.

Here too, AC3 and AWS offer services, tools and experience that can help

- AWS Cloud Adoption Readiness. A tool that helps you develop plans for your cloud adoption based on your migration readiness.
- AWS Migration Hub. A service that automates planning and tracking application migration across multiple AWS and Partner tools, allowing you to choose the migration tools that best fit your needs.

Phase 3. Migrate & Modernise

During the Migrate & Modernise phase, each of your workloads will be designed, migrated, and validated.

[AWS Migration Hub enables you to get progress updates quickly across all your migrations, easily identify and troubleshoot any issues, and reduce the overall time and effort spent on your migration projects.]

[For many workloads, the best approach is to move rapidly to the cloud, then re-architect in AWS. CloudEndure, an AWS company, provides CloudEndure Migration to quickly re-host a large number of machines from multiple source platforms (physical, virtual, or another cloud) to AWS, without worrying about compatibility, performance disruption, long cutover windows, or long-distance data replications.]

Many businesses use migration as a valuable opportunity to also modernise their businesses by re-factoring their legacy technology. Some proven ways to do this include:

- Infrastructure automation (elastic infrastructure, containers, AI/ML)
- Agile development practices (DevOps, test automation, CI/CD, observability).
- Cloud-native architectural patterns (stateless, microservices, serverless, data lakes).
- Windows modernisation, database modernisation, and product-based operating models (product teams, business outcome alignment, full-stack vs. platform structures).

These methods accelerate innovation and increase agility, resiliency, and efficiency to accelerate your speed to market and customer outcomes.

SEVEN COMMON PATTERNS FOR MIGRATION: 'THE 7R'S'

There's more than one way to migrate an app. Common migration patterns usually follow one of six basic patterns—but when you migrate to AWS, you'll gain a seventh option (relocate), rounding out what we refer to as 'The 7 R's.' Creating a detailed strategy that identifies the best pattern(s) for your workloads is essential to accelerating your journey into the cloud and achieving your desired business objectives. Below are the details on each of these seven patterns as we see them adopted most often by our customers.

1. Rehost - Also known as "lift-and-shift"

In a large-scale migration scenario, where you need to migrate and scale quickly to meet a business case—such as a data center lease termination—we find that the majority of workloads are rehosted.

Most rehosting can be automated with tools such as CloudEndure Migration. For times when you can't install an agent on the server, AWS Server Migration Service offers agentless capabilities, which make it easier and faster for you to migrate thousands of on-premises workloads to AWS from a snapshot of the existing servers.

2. Re-platform - Sometimes referred to as "lift-tinker-and-shift"

This entails making a few cloud optimisations in order to achieve tangible benefits but without changing the core architecture of the application. For example, if you're managing a messaging broker today, you can easily replace seven common patterns for migration ('The 7 R's') with the fully managed Amazon MQ service—without rewriting your applications or paying for third-party software licenses. Or, if you're migrating a Windows-based application that requires file storage, you can use the fully managed Amazon FSx for Windows File Server.

To reduce the amount of time you spend managing database instances, you can move to a database-as-a-service offering such as Amazon Relational Database Service (Amazon RDS). When moving from one database source or version to a new platform or software version, AWS Database Migration Service keeps the source database fully operational during the migration, enabling near-zero downtime during the cutover.

3. Refactor - Change the way the application is architected and developed, usually done by employing cloud-native features such as building a data lake. Typically, refactoring (or re-architecting) is driven by a strong business need to add features, scale, or improve performance that would otherwise be difficult to achieve in the application's existing environment.

If your organisation is looking to boost agility or improve business continuity by moving to a service-oriented architecture (SOA), this strategy may be worth pursuing—even though it is often the most expensive solution.

SEVEN COMMON PATTERNS FOR MIGRATION: 'THE 7R'S'

■ **4. Relocate** - Move vSphere-based applications to AWS without application changes. VMware Cloud on AWS allows you to quickly relocate hundreds of applications virtualised on vSphere to the AWS Cloud in just days and to maintain consistent operations with your VMware Cloud Foundation-based environments. Once in the AWS Cloud, your applications are easier to optimise or re-architect to take advantage of the breadth and depth of AWS services.

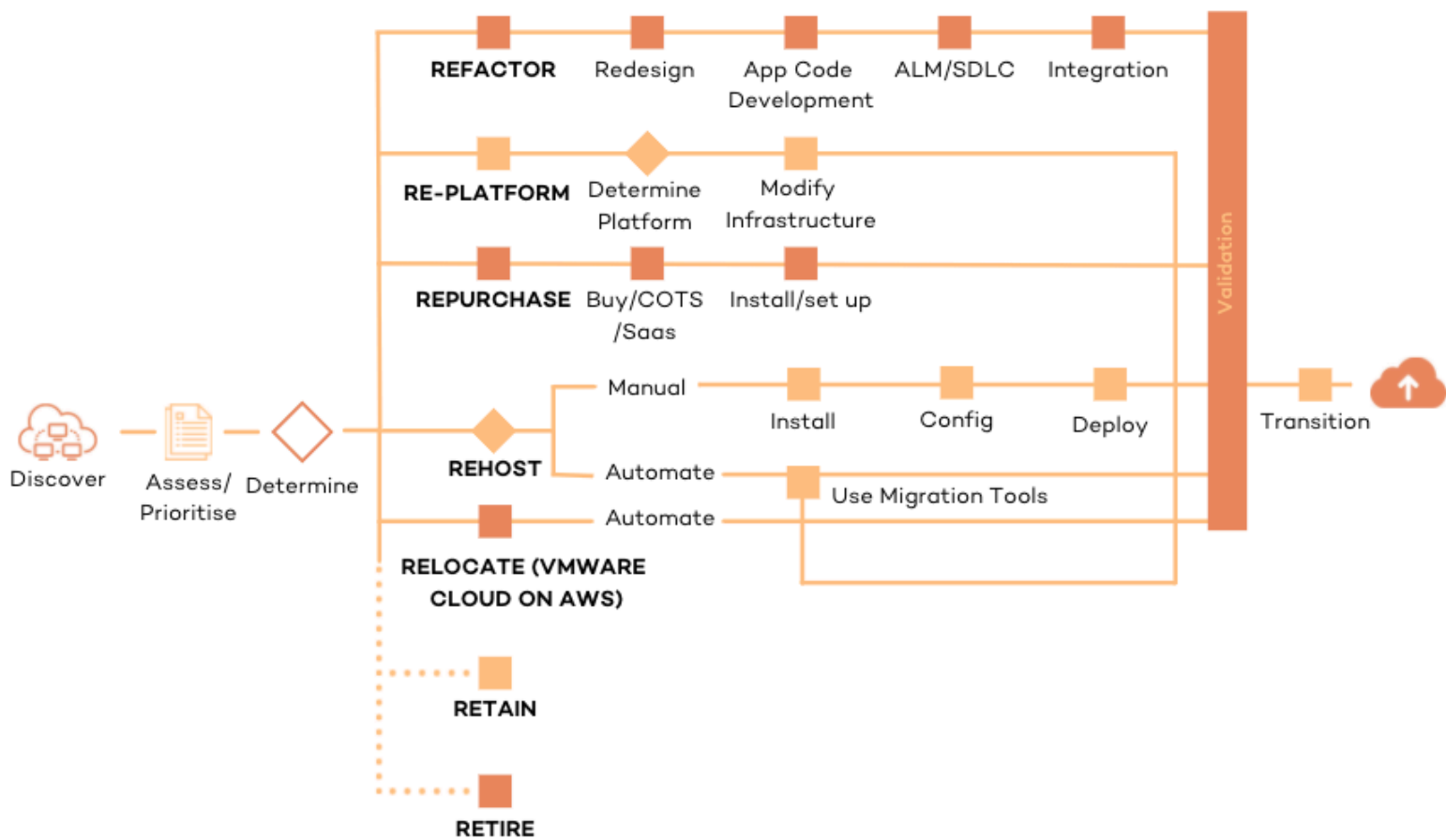
■ **5. Repurchase** - Replace your current environment, casually referred to as “drop and shop.” This is a decision to move to a newer version of software or purchase an entirely new solution. You may also be looking for a new software licensing model that allows you more flexibility to match your business needs. As an example, Amazon Connect can be purchased to replace your current contact center application.

■ **6. Retain** - Do nothing, for now you may have portions of your IT portfolio that you are not ready to migrate or believe are best kept on-premises. Keep in mind that, as more of your portfolio moves to the cloud, allocation of data center expenses across fewer workloads may eventually drive a need to revisit the retained workloads.

For workloads that remain on-premises, AWS Outposts brings the same hardware and software in the AWS Cloud, the same services and APIs, the same management tools, and the same support and operating model to virtually any data center, co-location space, or on-premises facility. With AWS Outposts, you have a truly consistent hybrid cloud, so you can develop once and deploy across AWS Outposts on-premises or on the AWS Cloud without having to recertify your applications.

SEVEN COMMON PATTERNS FOR MIGRATION: 'THE 7R'S'

7. Retire - Decommission or archive unneeded portions of your IT portfolio during the Assess phase, you may come across applications that are no longer being used. By rationalising your IT portfolio and identifying assets that are no longer useful and can be turned off, you can strengthen your business case and direct your team's attention toward maintaining the resources that are more widely used.



WHY MIGRATE TO AWS WITH AC3

Choosing the right partner to support your cloud migration will help ensure you follow a structured approach using proven strategies. Partner selection is an important factor in ensuring a smooth and successful transition.

Working with AWS and AC3, APN Premier Consulting Partner, we can create a business case for migration based on sound planning and preparation and in line with the AWS Cloud Value Framework - Cost Savings (TCO), Staff Productivity, Operational Resilience and Business Agility. At AC3, we have developed a framework based on previous customer experiences to create an efficient and effective approach to migrations through 3 phases - Migration Readiness, Migration Planning and Migrate.

The right cloud provider, like AC3, brings access to a deep well of best practice methodologies, tools, solutions, and expertise – resources that can help you realise business benefits faster.

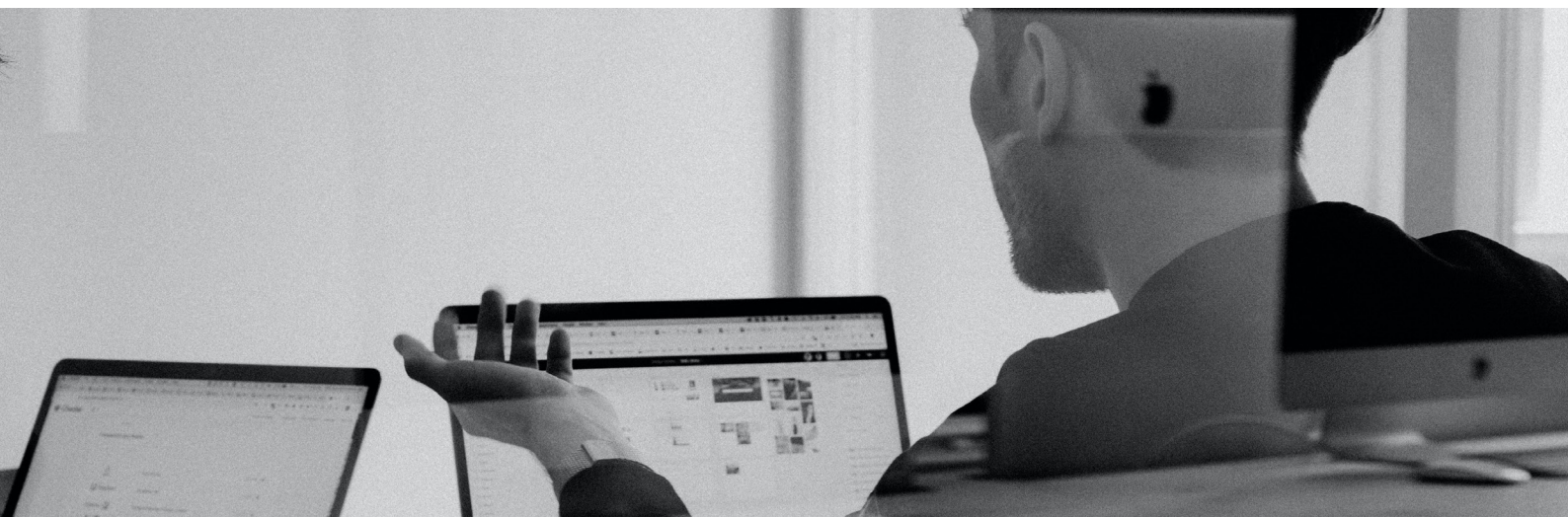
AWS and AC3 have a proven record supporting businesses large and small through every stage of their AWS Cloud migration. Our combined experience accelerates and streamlines the process without undue business interruption, delivering greater cost-efficiency and overall effectiveness.

AC3 helps customers migrate to AWS Cloud solutions quickly and securely.

■ Why AC3?

- AC3 is an AWS verified solutions provider operating with 100% trained and certified AWS Cloud experts.
- AC3 is part of the AWS Partner Network, and is trained and uniquely positioned to help customers of all sizes leverage AWS and accelerate their journey to the cloud.

By leveraging AWS's tools, technology, methodologies, and experience, AC3 helps you overcome your migration challenges, making it easier for you to migrate to the cloud, minimise undue risks and costs, and realise business benefits more quickly.



CUSTOMER SUCCESS STORY: COVIU

■ Challenge

During the beginning of the pandemic in March 2020, a massive number of clinicians started to sign up on the CoviU website. CoviU's telehealth software signups grew by over 6,000% and they were struggling to keep their servers going and monitor all systems. Scaling from 400 to 25,000 consultations a day put a massive amount of load on their servers and increased the need to scale quickly and reliably.

Due to the growth, CoviU were also identifying bugs in their software that they were unaware of and were looking for a partner that could review the CoviU application, help with their architecture setup and provide monitoring and remediation while helping them scale.

■ Solution

"We engaged with AC3 to help us deal with our AWS infrastructure setup during the beginning of the pandemic. We were struggling to keep our service up and monitor all our systems. AC3 came in, put the monitoring in place and helped address outages to reduce the time off air and remove any reoccurrence," says Silvia Pfeiffer, CEO & Director of CoviU.

AC3 offered a solution to CoviU that consisted of a review of the CoviU application and infrastructure architecture and monitoring and provided immediate remediation to help scale to potentially hundreds of thousands of calls and users per day. AC3 deployed DataDog and CloudHealth for CoviU as well as scaling up AWS services. AC3 then further helped CoviU go through the Health Insurance Portability and Accountability Act (HIPAA) compliance effort and continues to run the ISG with them.

■ Results

The massive healthcare industry shift from in-person care to virtual care delivered via telehealth due to the coronavirus pandemic forced the healthcare industry to quickly adopt telehealth solutions in order to provide patient care, accessibility and remote patient monitoring. Video telehealth allowed patients and practitioners to conduct safe, reliable, secure and efficient consultations – CoviU specifically conducted over 3 million telehealth consultations in Australia in 2020 alone. Fast forward to late 2021, although many countries are slowly returning to a more 'normal' state with the roll-out of the vaccine, telehealth is still on an upward trend. Partnering with AC3 has allowed CoviU to scale quickly and continue to support their customers with a seamless experience, on trusted and secure software.

CONTINUE LEARNING



[AWS Cloud Migration >>](#)



[AWS Migration Acceleration Program \(MAP\) >>](#)



[AC3 Migration Resources & Insights](#)

AWS - THE BEST CHOICE FOR ANY MIGRATION MOTIVATION

No matter what motivates businesses to migrate to the cloud - one of the eight drivers described in this eBook, any combination of them, or something entirely - AC3 and AWS can help them achieve their objectives quickly and efficiently.

With the best software, services, and support, AWS enables smart, strategic migrations for businesses of every shape and size.

READY TO TAKE THE NEXT STEP?

We would love the opportunity to learn where you are at on your cloud journey and see if we can help achieve your goals. Get in touch to speak to an expert today.

[TALK TO US TODAY!](#)