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Migrate to AWS with Ubertas to Maximise Cloud Benefits

In collaboration with

**Ubertas
Consulting**

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Ubertas drives your cloud migration journey

Organisations across every industry want to become more agile so they can innovate and respond to changes faster. Faced with ever-increasing disruption, they must also find ways to differentiate their businesses to stay competitive. For many organisations, moving to the cloud quickly is the best first step to modernisation and transformation.

This eBook explores how organisations are migrating and modernising on Amazon Web Services (AWS) to achieve critical business advantages such as higher productivity, faster time to market, and a stronger bottom line. It also covers key benefits of cloud migration, why now is the best time to migrate, and how your organisation can realize the associated benefits of migrating to AWS with solutions from AWS Partner Ubertas Consulting.

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Why cloud, why now?

Often, the decision to migrate workloads to the cloud starts with a desire to reduce costs. However, customers find that the strategic value of migrating to AWS goes well beyond the cost savings of retiring legacy infrastructure. Leveraging the breadth and depth of its research, AWS has identified eight key business drivers for moving to the cloud. Whether they are migrating some, or all of their digital assets to the cloud, organisations can achieve transformational results.

Business drivers for migrating to cloud

1. **Cost reduction**

2. **Agility and staff productivity**

3. **Improved security and operational resilience**

4. **Hardware/software end-of-life**

5. **Data center consolidation**

6. **Digital transformation**

7. **Going global quickly, mergers and acquisitions**

8. **New technologies (A/ML and IoT)**

Why migrate to AWS?

To boost innovation, respond quickly to changing demands, and drive business transformation, organisations are migrating their infrastructure and applications to AWS. Modernising on AWS enables streamlined operational practices that lead to measurable results.

On average, migrating to AWS delivers:

20% average infrastructure cost savings[1]	**66%** increase in administrator productivity[1]	**43%** lower time to market for new features[1]	**29%** increase in staff focus on innovation[1]	**45%** fewer security-related incidents[1]

While migrating to AWS offers many benefits and opportunities, successful migrations take planning and expertise. Organisations also need to understand the challenges they're likely to face as part of the process.

With an experienced AWS Migration Competency Partner such as Ubertas Consulting by their side, businesses can anticipate those challenges and accelerate their cloud journey to achieve benefits faster.

Common patterns for migration: "The 7 R's"

Creating a detailed strategy that identifies the best pattern for various workloads is essential to accelerating and optimising the migration journey, as well as achieving desired business objectives. Common migration patterns usually follow one of six basic patterns—but with AWS, organisations have a seventh option, culminating in "The 7 Rs".

1. **Rehost**

   In a large-scale migration scenario that demands a quick migration and rapid scaling to meet a business case—such as a data centre lease termination— the majority of workloads are rehosted. Also known as "lift-and-shift," rehosting can be automated with tools such as **AWS Application Migration Service** in most cases.

2. **Re-platform**

   Sometimes referred to as "lift-tinker-and-shift," re-platforming entails making a few cloud optimisations in order to achieve tangible benefits—but without changing the core architecture of the application. For example, businesses that are managing a messaging broker can easily replace the seven common patterns for migration with **Amazon MQ**. Amazon MQ is a fully-managed service that doesn't require users to rewrite their applications or pay for third-party software licenses. Or, if migrating a Windows-based application that requires file storage, organisations can use the fully-managed **Amazon FSx for Windows File Server**.

   Businesses can reduce the amount of time they spend managing database instances by opting for 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** (AWS DMS) keeps the source database fully operational during the migration, enabling near-zero downtime during the cutover.

3. **Refactor**

   Refactoring changes the way an application is architected and developed, and is usually done by employing a data lake, which is cloud-native. Typically, refactoring (or rearchitecting) is driven by a strong business need to add features, scale, or improve performance that would otherwise be difficult to achieve in an application's existing environment. If an organisation is looking to boost agility or improve business continuity by moving to a service-oriented architecture (SOA), this strategy is a strong—although often expensive—option.

4. Relocate

Once on AWS, businesses can take advantage of the wide variety and capabilities of AWS services to easily optimise or rearchitect applications. One example is VMware Cloud on AWS, which allows users to quickly relocate hundreds of applications virtualised on vSphere to the AWS Cloud, as well as maintain consistent operations with VMware Cloud Foundation-based environments, in just a few days.

5. Repurchase

Casually referenced as "drop and shop," repurchase enables organisations to replace their current environment by moving to a newer version of software or purchasing an entirely new solution. This also applies to businesses that are or are looking for a new software licensing model that allows them more flexibility to match their business needs. In this case, an organisation may choose to purchase **Amazon Connect** to replace its current contact centre application.

6. Retain

A company may have portions of its IT portfolio that it is not ready to migrate or believes are best kept on premises. For on-premises workloads, **AWS Outposts** brings the same APIs, services, management tools, support, operating model to virtually any data centre, co-location space, or on-premises facility. With AWS Outposts, businesses have a truly consistent hybrid cloud, allowing them to develop once and deploy across AWS Outposts on-premises or on AWS without having to recertify their applications.

When going the retain route, businesses should remember that as more of their portfolio moves to the cloud, allocation of data center expenses across fewer workloads may eventually drive a need to revisit the retained workloads.

7. Retire

The retire route lets organisations decommission or archive unneeded portions of their IT portfolio. When businesses first assess their environments' readiness to migrate, they may come across applications that are no longer being used. By rationalising their IT portfolios and identifying assets that are no longer useful, organisations can strengthen their business case and direct their team's attention toward maintaining the resources that are more widely used.

A streamlined approach to migration with Ubertas Consulting and AWS

To streamline the cloud migration journey, it is important to have the proper support and guidance when you need it. Ubertas Consulting, an AWS Migration Competency Partner that holds a long list of AWS certifications, offers end-to-end services to help customers navigate their entire cloud journey.

By aligning to AWS best practice guidance, including the AWS Migration Acceleration Program (MAP), Ubertas Consulting can work in tandem with in-house IT teams to ensure a smooth, efficient cloud transition.

Following MAP, Ubertas Consulting applies a three-phase approach:

The AWS Migration Acceleration Program (MAP) is a complete and proven cloud migration program based upon AWS's experience of migrating thousands of customers to the cloud. The program packages best practices, tools, expertise, financial incentives, and the expertise and solutions delivered by AWS Partners to make cloud adoption easier and help customers reach their business goals faster.

1 Assess

The migration readiness assessment identifies gaps along the six dimensions of the AWS Cloud Adoption Framework: business, process, people, platform, operations, and security. This survey enables organisations to identify the capabilities required to migrate and build a total cost of ownership (TCO) model. Ubertas Consulting follows AWS suggested best practices to determine how to both, migrate infrastructure with the utmost care, and handle any unforeseen challenges.

2 Mobilise

The mobilise phase creates an operational foundation for migration, with the goal of fixing the capability gaps that were identified in the assessment phase. Ubertas Consulting analyses and identifies financial hurdles, potential blockers, and other skill and knowledge barriers that might need attention before migration. This step accelerates migration decisions by providing clear guidance that improves the success of your migration.

3 Migrate and modernise

In this final phase, organisations execute the migration plan developed during the mobilise phase. Once application testing is complete, Ubertas Consulting begins migrating workloads to the AWS Cloud and then optimises for performance and spend.

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The Ubertas Consulting approach to AWS Migration

Ubertas Consulting works with customers to migrate, modernise, and operate their mission critical applications on the AWS Cloud. It supports organisations at all stages of cloud adoption, helping them to harness the power of AWS, and align them with the principles of AWS Well-Architected Framework. The AWS Migration Acceleration Program (MAP) provides a clear roadmap to migrate and modernise workloads to operate in the cloud. The Ubertas migration approach is underpinned by the MAP phases—Assess, Mobilise, and Migrate.

In order to derive maximum value from the MAP phases, Ubertas also includes a Migration Discovery prior to the Assess phase. This comprises of five days of technical consulting to drive migration options through:

- Scoping workshops
- Rough Order of Magnitude (RoM) Total Cost of Operation (TCO) modelling
- AWS program eligibility

The three-phase Migration Discovery focusses on the following areas:

- Current state—An assessment of the existing customer environment from both a technical and commercial perspective to generate an understanding of the scope of a potential migration.
- Define the future—A representation of a future AWS architecture, embedding security, performance, and resilience in accordance with the AWS Well-Architected Framework.
- Plan the path—Learning how the MAP supports the migration journey, combining the proven methodology with free tooling and commercial support.

Ubertas Consulting AWS Migration solution / offering

The Ubertas Consulting migration offering centres around its Migration Discovery solution which acts as a precursor to the full AWS MAP Assess phase. This solution is designed to optimise the migration process and maximise the benefits of the AWS Cloud. Here are four key questions that will help inform your decision to migrate:

1. Is keeping your apps and data on-premises preventing your business from delivering a better customer experience, developing new products and services faster, and ultimately increasing your competitive position and company value?

2. Are you spending time finding and training skilled professionals to manage, maintain, and provision hardware and software, manage licenses, create, and maintain security postures, and ensure compliance for things that could be relocated or replaced in the cloud with fully managed offerings?

3. Is your current infrastructure delivering the performance and scale needed to keep teams working efficiently? Is your critical business data accessible and delivering the insights your business needs to compete? Are your legacy systems integrated with modern systems to deliver optimal customer experiences?

4. Does your team have the necessary skills and experience to complete a migration without assistance? Should you engage with a third-party vendor to provide backup and training and help drive your migration? Will working with an experienced provider accelerate the achievement of your migration and modernisation goals?

Ubertas Consulting provides a migration assessment for any organisation at zero cost, to help them gain an in-depth understanding of how AWS can support their migration journey.

Five-day Migration assessments include:

- Pre-Assess report
  - Current and target state summary
  - AWS Pricing Calculator (PC) to demonstrate projected spend

- MAP Assess Statement of Work (SoW)
  - Proposed solution architecture with current and target stated diagrams
  - Proposed post migration costs
  - High-level project schedule
  - Milestone summary

- AWS MAP program eligibility report

SS&C Blue Prism

The challenge:

SS&C Blue Prism provides both on-premises and cloud-based solutions to meet their clients' stringent compliance requirements. The organization wanted to be able to innovate faster and utilize services that complement and enable the core vision of the solutions it can provide to its client base.

To enable the platform to grow and modernise from the outset, Blue Prism focused on modern, cloud-native processes and technologies to ensure robust and repeatable deployment patterns and consistent quality of deployment, whilst enabling them to operate with minimum platform operating overhead.

As part of the brief, all aspects of both the AWS Cloud environment and the way in which Blue Prism operations teams deployed the platform were considered. This brought into focus a range of cloud-native concepts, technologies, and services available on the platform.

The solution:

The solution utilizes AWS native tools and services to provide an architecture which can be used to manage and configure the various customer environments in a fast and fully automated way. Blue Prism and Ubertas Consulting worked in partnership to enhance the way in which the platform was deployed, maintained, and optimized from a cost perspective.

The project was underpinned by the AWS Migration Acceleration Program (MAP), a proven methodology for cloud adoption, supplemented with AWS funding and discount initiatives.

The project delivered the end- to-end build of an AWS best-practice platform to host Blue Prism Intelligent Automation (IA) services, along with transfer knowledge to the Blue Prism team. Key solution components included Infrastructure as Code, landing zone with Account Factory, secure opperating procedures, platform right-sizing, and the migration of an established RPA platform from Azure/on-premises (consisting of Microsoft Windows Servers and SQL databases) to AWS, utilizing managed services wherever possible to modernize VMs replaced with Amazon Eleastic Compute Cloud (Amazon EC2) instances and Microsoft SQL server migrated to RDS instances.

Customer benefits:

The successful delivery of the end-to-end project delivered a number of technical and business benefits to Blue Prism:

- DevOps practices underpinned by the AWS Well-Architected Framework have ensured that Blue Prism is aligned to best practice in the various facets of cloud deployment including security, performance, and resiliency of the platform. By aligning to the AWS principles of operational excellence, Blue Prism is guided by sound DevOps practices, working with both native AWS and third-party tooling.

- Using guidance from the Well-Architected Framework Blue Prism were able to implement new ways of working and align the best practice principles of "operational excellence". Monitoring services implemented through AWS CloudWatch constantly provides the operations teams with the data to ensure that the platform is performant and meeting the demanding requirements of its platform and customer use.

- Successful knowledge transfer and training activity significantly improve the skill-sets of the Blue Prism technical team.

About SS&C Blue Prism:

Blue Prism is part of the SS&C group of businesses. Blue Prism is a global pioneer in intelligent enterprise automation, improving how employees work. Blue Prism helps organizations enhance operational efficiency and agility by making it simple for individuals to automate tasks.

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Ensure a smooth AWS Migration with Ubertas Consulting

AWS is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centres globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

Together with AWS, Ubertas Consulting has developed tried and tested best practices to accelerate and guide migrations to the cloud.

Ready to get started?

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PARTNER
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Competency