



8 Business Drivers That Motive Cloud Migrations

EBOOK



- Immersion Day
- Public Sector
- AWS WAF Delivery
- AWS Lambda Delivery
- Well-Architected Partner Program
- Amazon EC2 for Windows Server Delivery

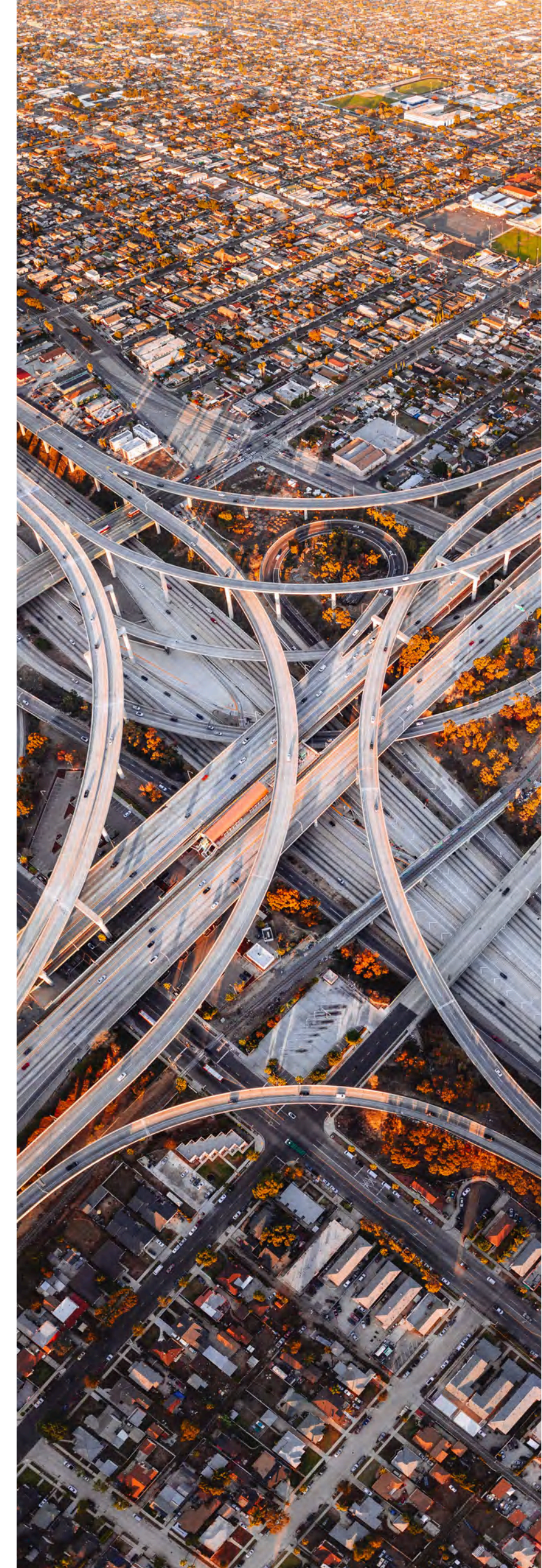


Table of contents

Why cloud, why now?	3
Business drivers for migrating to the cloud	4
AWS-the best choice for any migration motivation	8
Migrating to AWS with Citrus Consulting	9
Benefits of migrating to AWS with [AWS Partner]	10
[Customer name] case study	11
Learn more	12



INTRODUCTION

Why cloud, why now?

By migrating some or all of their digital assets to the cloud, businesses can achieve transformational results. They can move and innovate faster, modernize aging infrastructure, scale globally, get better insights from their data, and restructure organizational models to create better customer experiences. Over its 15+ years of experience helping thousands of organizations successfully migrate to the cloud, Amazon Web Services (AWS) has observed eight business drivers that emerge as the most prevalent motivators for migration.

Business drivers for migrating to the cloud

1. Cost reduction
2. Agility & staff productivity
3. Improved security & operational resilience
4. Hardware/software end-of-life
5. Data center consolidation
6. Digital transformation
7. Going global quickly, mergers & acquisitions (M&A)
8. New technologies (AI/ML & IoT)

1. COST REDUCTION

Cost reduction is a major migration motivator, as retiring legacy infrastructure in favor of more efficient AWS solutions is virtually certain to bring costs down.

IDC projects:¹

51% reduction in operational costs

31% lower 5-year TCO

¹ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliid=1614258770>

2. AGILITY & STAFF PRODUCTIVITY

Flexible AWS architecture improves business agility, while automation allows staff to increase the pace of innovation and dedicate more time to important tasks.

Agility

18.8% faster time-to-market²

33.8% higher app revenue per user²

26.4% more features and fixes per release²

Productivity

62% better IT staff productivity²

After 3+ years on AWS, the average IT admin can:

Gain **3.3x** better IT staff productivity²

Gain **3.2x** more terabytes of data²

3. IMPROVED SECURITY & OPERATIONAL RESILIENCE

Migrating and modernizing with AWS hardens security to help protect against cyber attacks, define and manage access policies, and prevent unauthorized disclosure and modification using encryption and policy-driven controls. AWS also helps ensure resiliency, providing high availability with virtually unlimited failover capacity.

Security

43.4% fewer monthly security incidents³

Resilience

7x less downtime⁴

[Learn more about AWS Cloud Security >>](#)

² https://d1.awsstatic.com/executive-insights/en_US/infographic-realizing-business-value-with-aws.pdf

³ 500 AWS Customers. AWS Benchmarking, August 2018

⁴ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliid=1614258770>

4. HARDWARE/SOFTWARE END-OF-LIFE

Many organizations migrate to AWS due to the end-of-life (EOL) of their hardware/software licensing and/or support. These companies see the cloud as an opportunity to improve depreciating capabilities and to end or shorten refresh cycles. This is especially compelling for organizations running Windows workloads and applications. AWS runs nearly 2x more Windows server instances than the next largest cloud provider, according to an IDC report.

Migrate Windows-based environments to AWS and achieve, on average:⁵

442% Five-year ROI

9-month break-even point

56% Cost savings

[Learn more about Windows on AWS >>](#)

5. DATA CENTER CONSOLIDATION

Organizations can spend less time managing data centers and more time running their businesses by migrating to AWS.

6. DIGITAL TRANSFORMATION

Migrating to AWS helps businesses achieve digital transformation by boosting agility, enabling broader use of advanced technologies, and facilitating culture change.

⁵ <https://d1.awsstatic.com/analyst-reports/Business%20Value%20of%20Efficiently%20Running%20High-Performing%20Windows%20Workloads%20in%20the%20AWS%20Cloud.pdf>

7. GOING GLOBAL QUICKLY, MERGERS & ACQUISITIONS (M&A)

When customers choose to migrate to AWS, they gain access to a global network of data centers – enabling rapid, strategic scalability. AWS also makes it easier to integrate digital assets, shortening and streamlining M&A procedures.

[Explore the full breadth and depth of AWS Global Infrastructure >>](#)

AWS Global Infrastructure:

26 worldwide regions

84 availability zones

245 countries and territories

8. NEW TECHNOLOGIES (AI/ML & IoT)

Migrating to AWS is a more economical and practical solution for meeting the data storage and computational requirements of emerging technologies such as artificial intelligence/machine learning (AI/ML) and Internet of Things (IoT).

[Learn more about AWS AI/ML >>](#)

[Learn more about AWS IoT >>](#)

AI Services:

Vision

Amazon Rekognition Image

Amazon Rekognition Video

Amazon Textract

Speech

Amazon Polly

Amazon Transcribe

Language

Amazon Translate

Amazon Comprehend

Chatbots

Amazon Lex

Forecasting

Amazon Forecast

Recommendations

Amazon Personalize

ML Services:

Amazon SageMaker

Ground Truth

Notebooks

Algorithms + AWS Marketplace

Reinforcement Learning

Training

Optimization

Deployment

Hosting

ML Framework + Infrastructure:

Amazon EC2 P3 & P3DN

Amazon EC2 G4

Amazon EC2 C5

Amazon FPGAS

AWS IoT Greengrass

Amazon Elastic Inference

AWS Inferentia

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 else entirely—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.

About Citrus Consulting

Transforming Businesses through Innovative Technology

Citrus Consulting Services offers a range of solutions to help businesses with their digital transformation journey, with a particular focus on leveraging AWS cloud technology. Our solutions include cloud migration, data analytics, DevOps, and security services, among others. The associated benefits of working with Citrus Consulting Services include expertise in the latest emerging technologies, a human-centered design approach, tailored solutions based on the client's unique business goals, and a vibrant ecosystem of digital innovators to complement their integrated expertise. Use cases for Citrus Consulting Services' solutions include helping businesses migrate their applications and data to the AWS cloud, implementing data analytics solutions to gain insights and improve decision-making, and improving the speed and efficiency of software development through DevOps practices. Citrus Consulting Services integrates with AWS through their partnership as an Advanced Consulting Partner, which enables them to provide end-to-end migration solutions, cloud architecture and design, as well as migration, deployment, and ongoing support for AWS-based environments. We also offer managed services for AWS, including monitoring, maintenance, and optimization of AWS workloads.

Benefits of migrating to AWS with Citrus Consulting

Moving to AWS with Citrus Consulting Services ensures a smooth, hassle-free migration experience. As an Advanced Consulting Partner for AWS, they offer end-to-end migration solutions, including cloud architecture and design, migration, deployment, and ongoing support. Citrus Consulting's expertise in emerging technologies and human-centered design ensures tailored, integrated solutions that deliver enduring outcomes.



Hassle-free Migration:

As an Advanced Consulting Partner for AWS, Citrus Consulting Services offers end-to-end migration solutions that make moving to the cloud a seamless and stress-free experience.



Expertise in Emerging Technologies:

Citrus Consulting Services is at the forefront of the latest emerging technologies, which enables them to deliver tailored, integrated solutions that align with clients' unique business goals.



Human-centered Design Approach

Citrus Consulting Services takes a human-centered design approach to help clients achieve their business objectives through technology. This approach ensures that the solutions they deliver are intuitive, user-friendly, and deliver better, faster, and more enduring outcomes.



Learn more

e-mail: info@citrusconsulting.com

Learn about the AWS Migration Acceleration Program (MAP)



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