

8 Business Drivers That Motive Cloud Migrations

EBOOK

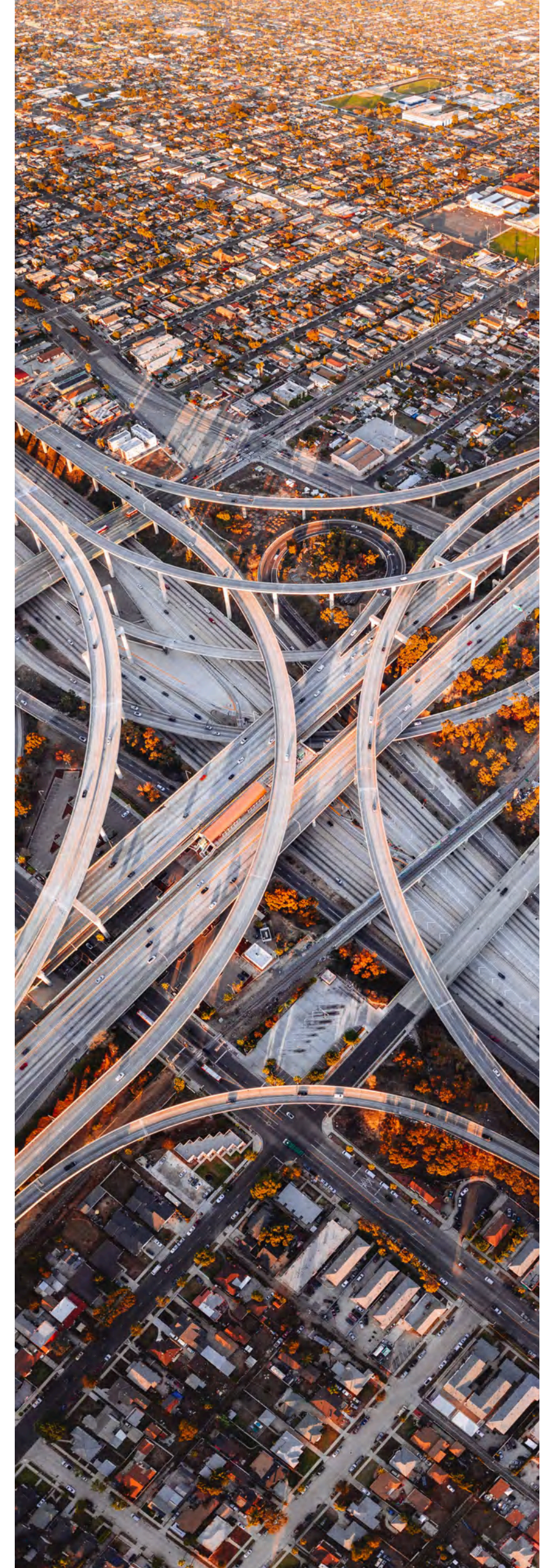


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INTRODUCTION

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 Rapyder

Founded in 2017 and headquartered in Bangalore, Rapyder Cloud Solutions is a premier cloud consulting partner specializing in Strategic Cloud Consulting, Migration and Modernization, Generative AI, Data Analytics, AI/ML, and Managed Cloud Services.

With additional offices in Mumbai and Delhi, Rapyder is strategically positioned to cater to a wide range of clients across India. The company has earned multiple prestigious cloud competencies, including Generative AI, showcasing its advanced expertise in cutting-edge cloud technologies.

These accolades highlight Rapyder's ability to deliver tailored, scalable solutions across diverse cloud platforms. Committed to innovation and client success, Rapyder is a trusted partner, empowering businesses to achieve seamless cloud adoption, enhanced efficiency, and sustainable growth.



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