**Proposal for FishTank Ltd's Cloud Migration**

**1. Introduction:**

Thank you for allowing us to present the benefits of working with us and the benefits of migrating to the cloud. In the following, we have laid out the stages of migrating to the cloud, and the benefits to the overall company.

**2. Rationale for Cloud Migration:**

Cloud migration from a physical infrastructure provides lots of benefits from both short to long long-term goals that FishTank requires. Firstly, the cloud provides many ways of cost optimization due the non-reliance on physical data centres. There is no upfront capital cost of buying the data centre, as well as all the maintenance fees needed such as technicians and setup costs. The pay-as-you-go model allows FishTank to only pay for what they need, while also stopping any unnecessary computing power from being paid for.

Autoscaling is also a key benefit for cloud platforms, where computing power can be scaled horizontally/vertically according to your needs. This does not come with the initial capital cost of buying hardware and maintaining it, meaning that you can adjust different amount of workloads according to how busy you are.

As the cloud is based on regions, there is also more flexibility on where you deploy your resources and the boundary of working internationally.

**3. Short-Term Goals:**

Some short-term goals achievable through transitioning to a cloud-based solution include quicker access to IT resources. This means that a small team of developers no longer has to endure extended waiting periods for the additional resources they previously needed. Instead, they can now gain access to these resources within a matter of minutes.

Another significant benefit is the immediate reduction in costs associated with running and maintaining two data centres. With the cloud seamlessly handling these tasks, there is now more bandwidth to focus on customers and their needs. This shift eliminates the previous resource limitations that had, at times, led to the complete halt of certain projects.

**4. Medium-Term Goals:**

The medium-term goals of migrating to the cloud are followed by the maintenance/streamlining of transitioning the two data centres to the cloud completely. IT staff training is needed for the transition of on-premises systems to the cloud, and also to aid any issues they may be facing by working on the cloud. We understand that FishTank is a business that needs to continue running while transitioning to the cloud, which is possible when migrating to the cloud. The data centres can be copied to the cloud to retain past projects and also updated when needed. This means that workloads from the on-premises site can be updated in the cloud seamlessly without interrupting any workflows FishTank is conducting.

There is also the added benefit of less customer downtime due to fewer IT resources to maintain. As the cloud maintains the resources internally, FishTank can focus its efforts on what is needed.

Scalability is also a key resource exclusive to the cloud which enables vertical/horizontal scaling of computing power at any given time. Due to the flexibility of how the cloud distributes its computing resources, FishTank can scale down or up its resources following its client's needs. This also reduces costs in the long term as there is no setup cost in scaling up/down.

Increased speed and delivery of client tasks are also achievable through these medium-term goals as there is no need to set up/maintain the data centre. As with a case study such as Arch Platform Technologies, which is a company that has sped up its rendering and production pipelines, migrating to the cloud has the added benefit of speeding up workflows as well as improving cost-effectiveness and flexibility.

**5. Long-Term Goals:**

In the long term, transitioning to the cloud would enhance the business's disaster recovery capabilities significantly. Cloud infrastructure offers a secure and easily scalable solution without the need to invest in costly equipment. Additionally, the cloud provides a much faster rollback process compared to traditional data centres. While data centres require extended periods to locate and restore physically stored backups, the cloud can accomplish this task within minutes. Moreover, the cloud enables users to store backups from various geographic locations, minimizing the risk of data loss in the event of errors or issues at a single location.

Another significant long-term advantage of adopting a cloud solution is the potential for substantial cost savings. This stems from the elimination of the need for two data centres and the associated maintenance expenses. Unlike the traditional approach, the cloud allows for more straightforward infrastructure capacity expansion, making it easier to accommodate additional customers within tight timeframes. This not only enhances client responsiveness but also reduces the likelihood of downtime significantly via IT systems, as hardware maintenance is no longer solely dependent on the business and additional resources can be obtained in mere minutes at significantly lower prices.

A final noteworthy benefit is the dynamic and progressive nature of the cloud. Constant updates and improvements mean that businesses can expect a continuous influx of new services. This not only facilitates the growth and global expansion of the business but also streamlines the establishment of a presence in broader markets, including North America and APJC territories in the coming years. All the while, the company can maintain its established reputation and uphold a positive customer experience.

**7. Conclusion:**

In conclusion, the outlined stages of migrating to the cloud present a compelling case for FishTank to embrace this transformative technology. The rationale for cloud migration is underscored by a multitude of short-term and long-term benefits, ranging from immediate cost reductions and resource accessibility to enhanced disaster recovery capabilities and continuous innovation. The short-term goals focus on quick access to IT resources and immediate cost savings, relieving teams of previous limitations and accelerating project timelines. Medium-term goals involve the seamless transition of data centres to the cloud, emphasizing training, scalability, and increased speed in delivery as pivotal components. Looking further ahead, the long-term benefits highlight the significant advantages in disaster recovery, substantial cost savings, and the dynamic nature of the cloud, fostering continuous growth, global expansion, and adaptability to evolving market landscapes. Embracing the cloud is not merely a technological shift; it is a strategic decision poised to elevate FishTank's operational efficiency, customer responsiveness, and global presence in the years to come.