8 Business Drivers That Motivate Cloud Migrations

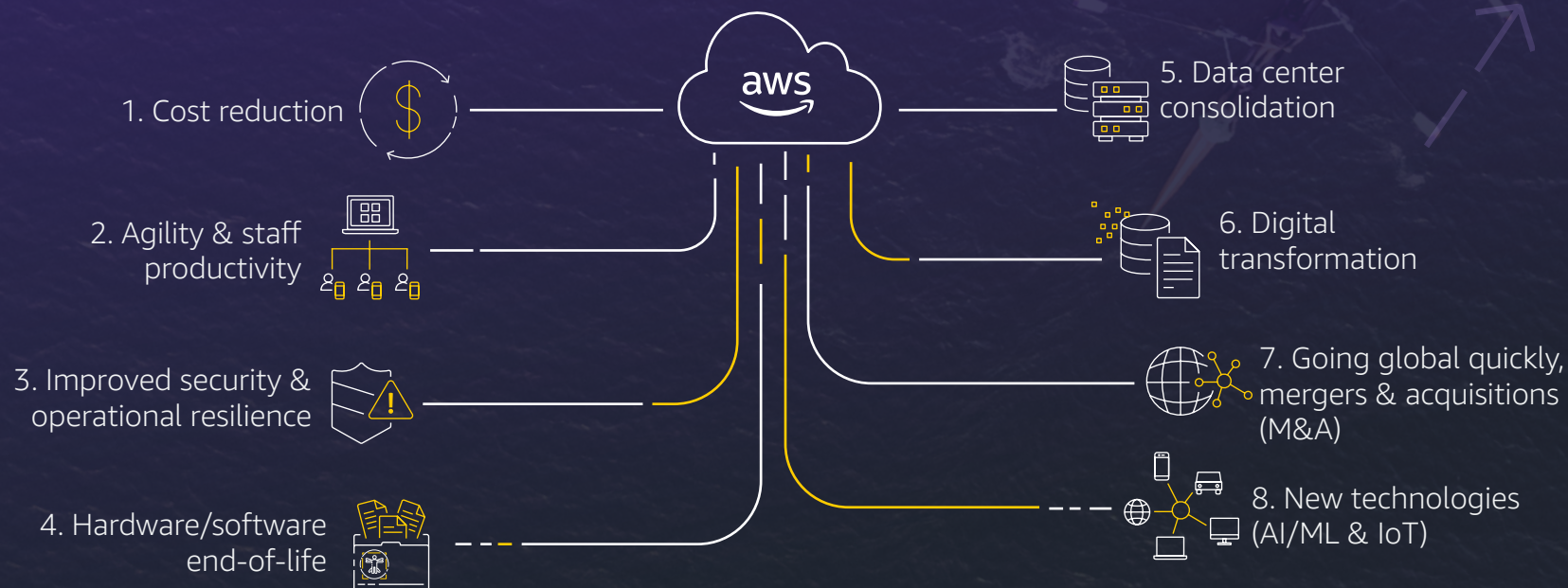**How AWS helps businesses achieve their goals**

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 13+ years of experience helping thousands of organizations successfully migrate to the cloud, 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 the most popular 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%
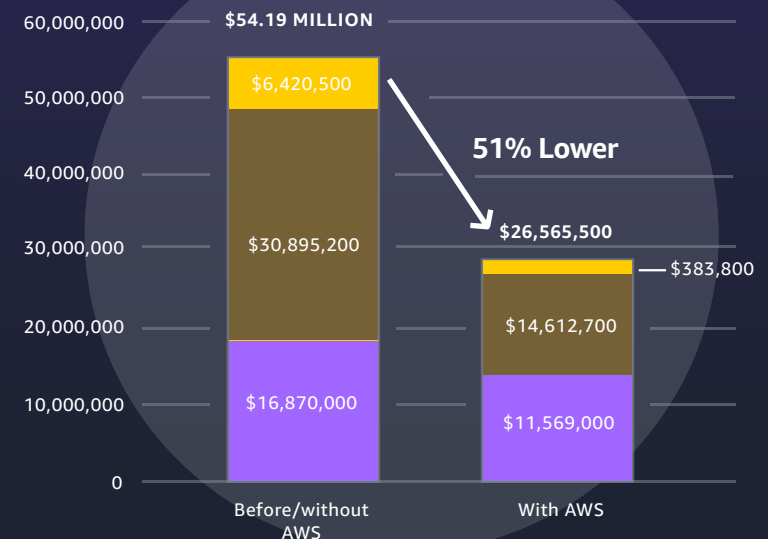lower 5-year TCO

News Corp saved
$100 million
over 3 years[2]

Calculate your estimated cost savings now »

Five-Year Cost of Operations Using AWS

($ per organization over five years)

	Before/without AWS	With AWS
$54.19 MILLION		
Cost of lost user productivity and unplanned downtime	$6,420,500	$383,800
IT staff time costs	$30,895,200	$14,612,700
IT infrastructure-related costs	$16,870,000	$11,569,000

51% Lower → $26,565,500

Legend:
- Cost of lost user productivity and unplanned downtime
- IT staff time costs
- IT infrastructure-related costs

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-market[3]

33.8%

higher app revenue per user[3]

26.4%

more features and fixes per release[3]

Productivity

62%

better IT staff productivity[3]

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

Manage
3.3x
more virtual machines[3]

Manage
3.2x
more terabytes of data[3]

3 https://d1.awsstatic.com/executive-insights/en_US/infographic-realizing-business-value-with-aws.pdf
4 https://d1.awsstatic.com/enterprise-marketing/cloud-economics/whitepaper-live-nation-realizing-business-value-with-aws.pdf

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 incidents[5]

Resilience
—

7x

less
downtime[6]

Learn more about AWS Cloud Security »

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:[8]

442%
Five-year ROI

9-month
break-even point

56%
Cost savings

Learn more about Windows on AWS »

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

5. Data center consolidation

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

Dow Jones is going all-in on AWS, with plans to:[9]

Reduce

50 global

data centers

down to 6

Move

75%

of all compute

to AWS

> "
>
> "Migrating with…AWS allows us to move quickly and exit data centers while looking for ways to retire and/or optimize our application portfolio."
>
> **Paul Goldberg, CIO, AECOM**

6. Digital transformation

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

—

Swire Coca-Cola

closed 3 on-premises

production and disaster recovery data centers and migrated all of their business systems, including SAP and CRM, to AWS.[10]

"
"We achieved digital transformation of our IT systems, which can serve…hundreds of millions of consumers rather than the previous 10,000 sales representatives."

Ke Li, Manager of Cloud Service & IT Operations, Swire Coca-Cola

aws

7. Going global quickly, mergers & acquisitions (M&A)

AWS customers 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 »

According to Harvard Business Review,
71% of U.S. companies say
technology integration
determines the success of M&A deals[11]

AWS Global Infrastructure:

22
worldwide regions

69
availability zones

245
countries and territories

Regions

Coming soon

" "Our agility to go to market and being able to quickly and seamlessly change and improve the way we deliver IT services to support the growth of (our) business has led to outstanding results."

Lia Taylor, CTO, John Holland[12]

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 »**

Intuit can deploy machine learning models
90%
faster[13]

Vantage Power can process
100,000+
data points per minute across its IoT ecosystem[14]

AI Services

Vision			Speech		Language		Chatbots	Forecasting	Recommendations
Rekognition Image	Rekognition Video	Textract	Polly	Transcribe	Translate	Comprehend	Lex	Forecast	Personalize

ML Services

Amazon SageMaker	Ground Truth	Notebooks	Algorithms + Marketplace	Reinforcement Learning	Training	Optimization	Deployment	Hosting

ML Framework + Infrastructure

FRAMEWORKS	INTERFACES	INFRASTRUCTURE						
TensorFlow mxnet PyTorch	GLUON K Keras	EC2 P3 & P3DN	EC2 G4	EC2 C5	FPGAS	Greengass	Elastic Interference	Inferentia

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13 https://aws.amazon.com/solutions/case-studies/Intuit/   14 https://aws.amazon.com/partners/success/vantage-power-luxoft/

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.

Ready to get started?

Learn more about solutions to Migrate with AWS »

Evaluate your Cloud readiness with our assessment tool »

Learnings from industry leaders »

Best practices to make your cloud migration a success »