**Proposal for ‘Fish Tank Ltd’ Cloud Migration**

We are grateful for the opportunity to detail our proposal to fulfil your specific cloud migration requirements.

With FishTank Ltd being an established company whose viability relies on the smooth and reliable functioning of technology in your workflows, you doubtless have legitimate concerns over your current IT strategy.

Below we detail your proposed cloud migration onto Amazon Web Services (AWS) and the associated specific benefits your business will experience as a result. We will focus on the short/medium/long-term benefits there-in.

**Summary**

***Key Points***

*Having assessed your requirements, we believe your priorities in the domain of IT infrastructure are as follows:*

1. The most pressing pain point we identify in your requirements is the need to implement a **secure disaster recovery plan** **with minimal impact to your current workflows**.
2. Secondly, your **need to access increased computational resources and power during times of high demand** is crucial to reduce bottlenecks in your workflows - and the operating and reputational costs/risks associated with these bottlenecks
3. Thirdly, you require a solid reimplementation of your IT infrastructure that provides a solid foundation for your long-term aspirations of developing your global reach – specifically into the NA and APJC regions.

***Choice of AWS as cloud provider***

* As the predominant cloud infrastructure provider in a competitive market, AWS are battle-hardened and well-positioned to meet your evolving requirements.
* Their offering is sufficiently advanced that you can dependably dynamically adjust your usage whilst simultaneously maintaining a predictable and optimised cost profile.
* Their global reach and in-house global networking infrastructure may prove indispensable as you seek to expand your global reach with minimum friction.

**Plan**

**We break down the proposed migration into 3 distinct phases in order to clearly illustrate the short, medium, and long-term implications**

**Phase 1 - Short Term Time Horizon**

* Establish a direct network link from existing infrastructure in your Mexico/Polish data centres to a basic and secure backup provision on AWS
  + This is to facilitate the fundamental requirements of disaster recovery – a dependable and accessible mirror of existing data assets for your ongoing and historical projects.
  + This will provide significant insurance against risk of data loss/corruption/inaccessibility at you existing data centres.
  + By distributing hardware across large geographical **regions** and associated **availability zones**, all connected with AWS’s own high speed networking infrastructure, a high level of fault tolerance is achieved
    - Built into the AWS approach is an extensive amount of protection and redundancy against hardware failure at all levels – if any bit of kit fails, if any local data centre goes offline, you will remain unimpacted and with any luck entirely oblivious of any transitory issues under the hood due to the geographically-distributed nature of this solution
  + This backup process will run in the background, seamlessly, without significantly disrupting existing infrastructure
  + The costs associated with this will be kept to a minimum by virtue of the AWS pas-as-you-go, elastic resource provisioning, pricing model
  + This initial backup will provide the bedrock upon which we can deliver further optimised cloud infrastructure
  + We will work with your existing IT staff to provide the specific knowledge they will require to maintain this aspect of the overall solution
* Enter dialogue to understand the specifics of your further computational resourcing requirements
  + In order to meet your further requirements RE increased computational demand etc we will seek to discuss the details of the various operating environments and workflows your staff use now (and potential more highly optimised workflows in future)
  + Whilst we would seek to provide all required knowledge to independently operate the cloud infrastructure, we would also like to generate a level of understanding of your needs that allows us to provide a solution where your staff can operate as seamlessly as possible while migrating from your existing paradigm
  + This migration provides the opportunity to discuss, implement, and experiment with new – adjusted and potentially more efficient - workflows that unlock greater growth potential for the existing operational side of your business – in concert with your wider growth ambitions

**Phase 2 - Medium Term Time Horizon**

*In the medium term we would seek to address pain points relating to your operational challenges RE access to computational power during periods of heavy use*

* + Once we have understood your specific needs in more detail from our partnership during *Phase 1* we can **provision powerful cloud-based hardware that dynamically meets the computationally intensive nature of your VFX work** – as well as hardware and an organisational structure more suited to the business functions that require less computational intensity but still require
    - By implementing computational instances that elastically scale with demand, and understanding your baseline requirements we can strike a balanced and tailored solution that caterers to your varying computational requirements with ***a cost profile that is as predictable and optimised as possible***
  + We have a great deal of flexibility in how we organise the computational instances and their associated connectivity:
    - We appreciate that existing VFX workflows may require very specific operating environments – ie specific OS’s alongside highly-tuned clusters of computational units
      * **Whatever COTS software and workflows you currently use can be deployed to the cloud, with the added fault tolerance and security that AWS provides**:
        + For instance, we can provide an ultra-low latency cluster running Windows and highest-spec graphics card hardware, with the additional ability to rapidly and dynamically add more computational units to that cluster whilst working towards an approaching deadline
        + To minimise the risk of downtime due to any kind of issue causing those computational resources to go offline, our solution ensures you can rapidly fire-up your software and workflows near-seamlessly on distinct sets of hardware on AWS’s global network
    - The physical locations of the hardware on which your workflows run will be chosen to strike an optimal balance between performance and cost. All aspects can be swiftly refined and iterated upon in pursuit of maximum value in response to any change in the business aims/priorities, not least nimbly optimising infrastructure in the event of global expansion
  + This solution will allow you, if desired, to **innovate your workflows with a relatively minimal cost premium by facilitating easy mixing of computational environments** to integrate or switch to any manner of software solution

**Phase 3 - Long Term Time Horizon**

*In the long term we would seek to build on your now more-optimised infrastructure in order to meet Fish Tank’s long-term ambition to expand global reach of the business*

* + Alongside providing specific technical guidance during this phase of the partnership, we will seek to **ensure that your staff become even more self-sufficient in the areas of your AWS infrastructure most valuable for your purposes** by providing personal guidance and documentation specific to Fish Tank’s usage of cloud infrastructure (*with particular emphasis on AWS’s Auto Scaling feature*)
  + Once *Phase 2* comes to a close we will have an established solution that best matches the needs of your existing global regions;
    - At this point we will be ideally positioned to rapidly expand and replicate your existing AWS cloud architectures to geographical regions with AWS hardware that is best-located to serve your specific local goals
    - You may also want to consider building even more tolerance into your disaster recovery plan and general level of accessibility by increasing the diversity of global regions across which your infrastructure is distributed and rapidly accessible
  + Whilst our solution will allow you to maintain a hybrid infrastructure with your existing data centres, you may decide to explore taking all hardware fully into the cloud at this time

**In Conclusion…**

We seek to build your cloud architecture in clearly defined stages and in a way that minimises any inconvenience to anyone in your organisation, whilst simultaneously allowing you to minimise and reliably predict your IT expenditure.

It’s entirely possible that the entire migration will take place with no change in user experience for the vast majority of your employees – barring the improvements realised by taking your infrastructure to the cloud.

We look forward to discussing the proposal in greater detail including an upfront discussion of the budget and delivery schedule that will frame those specific details.