



# Migrating to the cloud

**Stories of success with  
Amazon Web Services**



Whether you're in the industrial, energy, healthcare, media, technology or financial services industries, you may be wondering how you can best achieve your business goals in today's digital environment. You may even have some of the same objectives, regardless of your industry: How can I retire technical debt and cut costs? How can I improve the productivity of my staff and systems? And how can my company innovate and outpace the competition?

## Trends of today – and tomorrow

To address these business challenges and more, companies are rapidly moving, or migrating, to the cloud. Some are moving their data center(s), while others are migrating a business unit or multiple applications. Cloud adoption is growing at a fast pace, and 70% of CIOs have identified their companies as having a “cloud first” IT strategy today or in the future, [according to an IDC CloudView Survey](#). These companies have decided to make cloud technology work for them to realize innovations and open new market

opportunities. To do this, many enterprises are sourcing services from cloud providers who have the knowledge and expertise to get the job done safely, efficiently, and cost-effectively to support your company's needs not only today, but into the future.

## Partnering for a successful migration

With Amazon Web Services (AWS), migration to the cloud offers state-of-the-art tools, best practices, and programs designed to make your migration successful – with minimal interruption to your critical business operations. In fact, Amazon currently supports virtually any workload for more than a million active customers across the world each month. We'll be with you every step of the way as you migrate to the solution that best fits your needs. We've led customers just like you through a tried-and-tested process. Take a look at what some of our customers have learned so you can prepare to make your move.

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## Chapter 1:

# Secure migration

During a move to the cloud, AWS enables its customers to implement robust controls that maintain security and data protection. You can spend less time worrying about the safety of your data, and more time thinking about how to advance your business.





I realized that I can transfer important data and applications without putting the business at risk.

“We moved our live databases – with more than two billion rows – to a new data store in Amazon Aurora with almost no downtime and no lost records.”

[Intercom](#), a U.S.-based software company



## Chapter 2:

# Reducing your footprint

Common data center complaints include the cost of maintenance, the burden of having to archive years of data, and feeling as though your data centers aren't running fast enough. When you store your data in the cloud, you can reduce your footprint without affecting your capacity or performance.



I learned that I don't  
need as much space for  
my data center.

"Capital One plans to reduce our data center footprint  
from 8 to 3 by 2018. We're currently experimenting with  
nearly every AWS service to develop, test, build and run  
our most critical workloads."

[Capital One](#), one of the largest banks in the U.S.





I found out that I can  
cut my server footprint  
by 91 percent.

“Delaware North moved to AWS and reduced its server footprint by 91 percent, will see a projected TCO reduction of at least \$3.5 million over five years, improved security compliance and disaster recovery, and vastly streamlined the delivery of new services and solutions internally and to its business customers.”

Delaware North, a food service and hospitality corporation serving more than 500 million customers around the world each year





### Chapter 3:

# Saving time and money

By eliminating data center management and the associated processes, you optimize your time – leading to savings beyond just the short-term ones you can see now. Adopting best practices, you can consistently reduce your costs in the long term, as well.




I realized that I can avoid a multi-million-dollar investment.

“By using the cloud instead of investing in traditional on-premises IT infrastructure, Hearst avoided a multi-million-dollar investment and completed its IT infrastructure consolidation in one-fifth of the expected time.”

[Hearst](#), one of America's largest diversified media companies with ownership of newspapers, magazines, television stations, and various other interests





I realized that I can reduce my costs – and still meet strict security needs.

“We use AWS to globally scale DNA sequencing technologies while driving down costs by 100X and meeting the security requirements of different countries and customers. Illumina uses products like Amazon Redshift to support its BaseSpace Sequence Hub that currently stores 10 petabytes of genomics data.”

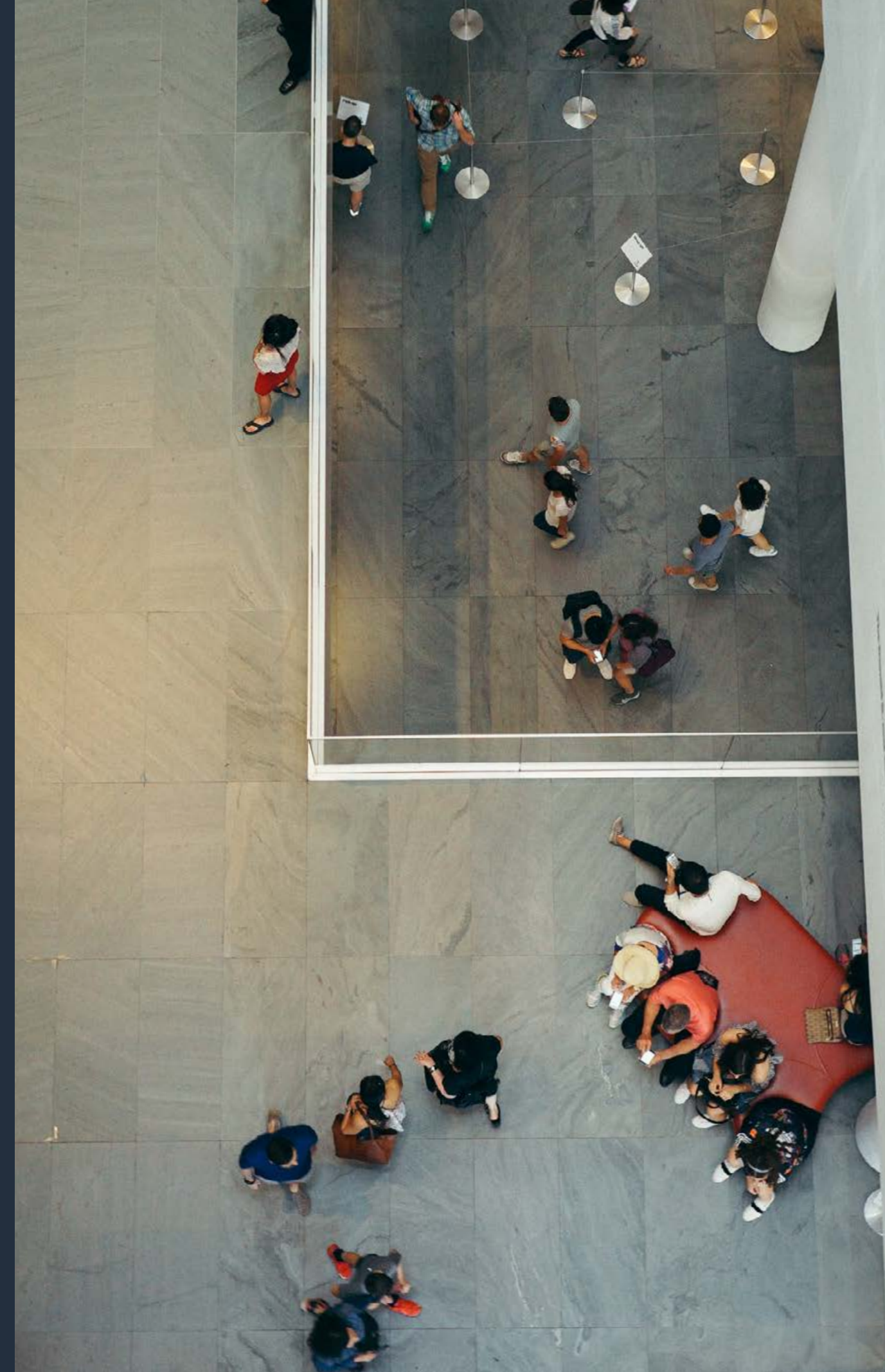
[Illumina](#), a leader in providing DNA sequencing and array-based technologies for customers in the research, clinical, and applied markets



I learned that I can  
create new products  
without managing  
more infrastructure.

“To enable its developers to create new products for consumers and avoid the need to manage IT infrastructure, News Corp will migrate 75% of its infrastructure to the cloud, reducing its data center footprint from 45 to six.”

[News Corp](#), an American multinational mass media company focusing on newspapers and publishing through brands such as Dow Jones, The Wall Street Journal, and News UK





## Chapter 4:

# Scaling with ease

Today's business environment demands the agility to go global with your operations quickly and easily. By migrating to the cloud, you eliminate the need to negotiate complex data center agreements or complicated overseas partnerships. With a few clicks, you can scale across the globe and focus on delivering your products, not developing new IT infrastructure.



I learned that I can  
deliver more content to  
my global customers.

“We moved approximately 50 applications to AWS. Now we can leverage multiple AWS regions to deliver content faster to our customers around the world.”

[Kaplan](#), a global provider of educational services for individuals, schools and businesses





I discovered that cloud scale enables us to process more, faster.

“Expedia migrated its Lodging Inventory System to Amazon Aurora for greater scalability, enabling it to capture and analyze more than 300 million updates per day at a rate of more than 20,000 writes per second.”

[Expedia](#), a leader in the online travel industry





## Chapter 5:

# Maximizing productivity

Every organization will have your own unique reasons and needs for wanting to make the most of your workforce. Whatever your motivation, a cloud-based migration can help you eliminate the time wasted waiting for infrastructure and give you and your employees access to more data, more quickly. In fact, Amazon Web Services often sees workforce productivity improvements of 30-50% following a large migration.





I realized that I can analyze data from multiple different sources to gain business efficiency.

“Merck uses Hadoop on AWS to crunch data from 16 disparate sources, and to date has performed 15 billion calculations and more than 5.5 million batch-to-batch comparisons to improve vaccine production. These calculations result in early detection and correction of manufacturing irregularities for vaccines but the impact is much stronger. As a result of these calculations, Merck can create a more reliable supply chain of vaccines to primary care locations, so that patients are treated in a timely manner.”

[Merck](#), an international developer, manufacturer, and distributor of pharmaceuticals, who is using big data to optimize pharmaceutical manufacturing



I learned that I can maximize the productivity of my hybrid infrastructure.

“Yelp streamlined its testing and development environment to maximize the productivity of its hybrid infrastructure, cutting its test-run time to 10 minutes, compared to as much as two hours previously.”

[Yelp.com](#) and the Yelp mobile app publishes crowd-sourced reviews and photos about local businesses across the United States and in Europe, Asia, South America, Australia, and New Zealand





I found that I can innovate quickly without adding staff.

“By using AWS, Redfin can innovate quickly and cost effectively with a small IT staff while managing billions of property records. The company runs its entire operation on AWS, using a range of services, including Amazon S3, Amazon DynamoDB, Amazon Redshift, Amazon Kinesis, Amazon EMR, and Amazon EC2 to operate its website, data warehouse, and big-data analytics operations.”

[Redfin](#), a full-service residential real estate company that operates in 37 states and Washington, D.C.



## Chapter 6:

# Reimagining the future

With the cloud, the future is yours to innovate and compete – all while increasing your global reach and cutting your costs by eliminating the need for a hardware refresh and maintenance of a complex data center. The digital world is calling. How will you respond?



I discovered that I can  
use modern technology  
to reimagine my business.

“When Time Inc.’s new chief technology officer joined the renowned media organization in early 2014, he promised big changes. The company – built over 93 years into a global enterprise with dozens of brands, such as People, Sports Illustrated, Fortune, Entertainment Weekly and, of course, Time magazine – would close its legacy data centers and move to the cloud.”

[Time Inc.](#), a multinational mass media corporation





I realized I can digitally transform to eliminate my aging IT systems and save millions of dollars.

“Faced with aging IT and the need to expand its infrastructure, Cal Poly is transforming its IT operations by going all-in on AWS. By moving to AWS, Cal Poly is avoiding an \$8-10 million data center build, and in addition, estimates saving \$3.5 million on its current infrastructure costs over the next three years. Cal Poly will also launch the ‘Cal Poly Digital Transformation Hub, Powered by AWS,’ a collaboration that will help government agencies across California move to the cloud by developing technology solutions designed to address the unique digital transformation challenges public sector agencies face.”

[California Polytechnic State University](#), one of the top engineering schools in the United States





## Chapter 7:

# Resources at your fingertips

As part of Amazon Web Services' commitment to your success, and to provide you access to real-world tips and tricks from AWS leaders, we offer a variety of helpful resources for you to use on your migration path.





# Ready to migrate with MAP?

With the AWS Migration Acceleration Program (MAP), we can help you save time, and lower costs and risk. Here's just a sample of what you'll get with MAP:

- Consulting support, training, and services credits with the AWS Professional Services team
- Access to an experienced partner ecosystem to execute migrations
- Structured methodology to determine readiness and execute your migration

MAP is broken out into three phases:


**Phase I:** Determine your readiness to migrate using the AWS Cloud Adoption Framework (CAF), and identify areas of strong capabilities versus areas needing further development.

**Phase II:** Build the foundation for the migration and gain experience operating workloads on AWS. You'll also develop the total cost of ownership and return on investment for the cloud migration.

**Phase III:** Execute the migration plan you've developed, with the assistance of a "migration factory" of teams, tools, and processes to streamline the movement of workloads to AWS.

Let's go! [Migration Acceleration Program \(MAP\)](#)





**Migrating to AWS:** A collection of best practices, frameworks, and resources to help you migrate to the AWS Cloud.

**AWS Enterprise Collection Blog:** Gain tips, tricks, best practices, and other thoughts as curated by Stephen Orban, Head of Enterprise Strategy at AWS.

**AWS Training and Certification:** Learn from the experts at AWS to advance your knowledge with practical skills so you can get more out of the AWS Cloud.

**AWS Professional Services:** AWS Professional Services helps enterprise customers and government institutions achieve their business goals at every stage of AWS adoption.

**AWS Migration Hub:** AWS Migration Hub provides a single location to track the progress of application migrations across multiple AWS and partner solutions.

**AWS Database Migration Service:** AWS Database Migration Services can migrate your data to and from most widely used databases.

**AWS Server Migration Service:** AWS Server Migration Service makes it easier and faster for you to migrate on-premises workloads to AWS.

**AWS Cloud Data Migration:** Learn how to move existing on-premises data to a new cloud storage location in batches, increments, and streams.





# What will you discover when you migrate to the cloud?

**Let's work together to find out.**