Wali & Divya Co. Solution Architects Proposal for FishTank Ltd.

Introduction:

FishTank Ltd., a media company established in 1990, seeks to enhance operational efficiency and streamline internal processes for its imminent expansion into North America and APJC. Wali & Divya Co. presents a comprehensive plan for a seamless transition to the cloud, addressing short-term, medium-term, and long-term goals.

Requirements:

Rationale for Cloud Migration:
- Cost-effectiveness, agility, and global scalability.

Short-Term, Medium-Term, and Long-Term Benefits:
- Disaster recovery, continuous customer service, and strategic global expansion.

Addressing Training Needs:
- Immediate training support for the existing IT team.

Advantages of Moving to Cloud:

Short-Term:
- Trade fixed expenses for variable expenses.
- Stop guessing capacity and increase speed and agility.
- Stop spending money on data center maintenance.
- Go global in minutes for improved customer experience.

Medium-Term:
- Utilize the Savings Plans flexible pricing model.
- Leverage Spot Instances for discounted computing capacity.

Long-Term:
- In-house cloud competency leading to reduced operational costs.
- Continuous innovation with advanced cloud services.
- Enhanced customer satisfaction and industry reputation.
- Ongoing cost optimization and financial efficiency.

Short-Term Goals (0-6 months): Seamless Cloud Transition

Cloud Assessment and Planning:

- **AWS Migration Hub:** Progress Tracking.
- **AWS Discovery Service:** Workload Analysis and Dependency Identification.
- **AWS CloudFormation:** Infrastructure Definition via Template Creation.

Disaster Recovery Implementation:

- **Amazon S3 (Simple Storage Service):**Reliable and Scalable Storage.
- **AWS Backup:**Centralized Backup Management and Automation.
- **Cross-Region Replication (CRR):**Redundancy through Data Replication.

Resource Allocation Optimization:

- **Amazon EC2 (Elastic Compute Cloud):**Scalable Compute Capacity.
- **AWS Auto Scaling:**Automated Scaling for Optimal Performance.

Training and Skill Development:

- **AWS Training and Certification:**Learning Resources and Skill Development.
- **AWS Partner Network (APN) Partners:**External Support and Accelerated Cloud Adoption.

Medium-Term Goals (6-12 months): Operational Efficiency Enhancement

Full Cloud Migration Plan:

- **AWS Server Migration Service (SMS):**Simplified VMware Workload Migration.
- **AWS Database Migration Service (DMS):**Streamlined Database Migration.

Continuous Improvement:

- **AWS CloudWatch:**Continuous Monitoring and Logging.
- **AWS Trusted Advisor:**Best Practices Recommendations.

Multi-Region Backup Vault Configuration:

- **AWS Backup Console:**Backup Vault Management for Redundancy.
- **Cross-Region Replication (CRR) for Vaults:**Enhanced Data Durability.
- **Isolated Backup:** Using central and child accounts (IAM users) with multiple AWS services ensuring data redundancy, security, and efficient restoration processes. Using EventBridge, Step Functions, Lambda functions, IAM roles, QuickSight, and custom dashboards to allow comprehensive visibility, control over the backup operations across the extensive application landscape.

Cultural Alignment:
- Address cultural concerns by fostering open communication and inclusivity.
- Facilitate cross-cultural training to bridge gaps and ensure a cohesive working environment.

Long-Term Goals (12+ months): Global Expansion and Sustainability

Global Expansion Readiness:

- **Amazon Route 53:**DNS Management for Global Expansion.

- **AWS Global Accelerator:**Improved Application Availability Globally.

In-House Cloud Competency:

- **AWS Managed Services (AMS):**Transition to In-House Management.

Innovation and Tech Integration:

- **Amazon RDS (Relational Database Service):**Managed Databases for Innovation.
- **AWS Lambda:**Serverless Integration for Ongoing Innovation.

Customer Feedback, Satisfaction, and Reputation:

- **Amazon CloudFront:**Content Delivery for Enhanced Customer Experience.
- **Amazon Route 53:**High Availability for Customer Satisfaction.

Cost Optimization:

- **AWS Cost Explorer:**Cost Analysis for Ongoing Optimization.
- **AWS Budgets:**Budget Management with Alert Notifications for Continuous Cost Optimization.

Addressing Concerns and Objections

Staff Training and Support:

- Provide ongoing training resources and support for the IT team.
- Facilitate mentorship programs to enhance cloud expertise.

Cultural Issues:

- Foster a culture of collaboration and inclusivity through team-building activities.
- Establish cross-functional teams to encourage diverse perspectives.

Customer Commitment During Migration:

- Prioritize customer projects during the migration process.
- Implement phased migrations to minimize impact on ongoing work.

Knowledge Transfer and Handover:

- Ensure a comprehensive knowledge transfer from the short-term partner to the internal IT team.
- Facilitate a structured handover process with documentation and training sessions.