Read "10 Important Cloud Migration Case Studies You Need to Know," located in the topic Resources. What common benefits did the companies report from their experience?

Hello Class,

The companies in the case studies reported several common benefits from their cloud migration experiences. One prominent advantage was enhanced scalability, allowing businesses to adjust resources based on demand fluctuations. For example, Betabrand, Spotify, and Etsy highlighted the cloud's auto-scaling capabilities, enabling them to handle peak loads efficiently without downtime or delays. This scalability is particularly crucial for fast-growing businesses like Betabrand, as it ensures customer satisfaction by avoiding disruptions. Another shared benefit was improved performance and reliability. Companies such as Betabrand, Spotify, and GitLab experienced increased scalability while maintaining or even enhancing their services' stability. Spotify, in particular, emphasized that the migration to Google Cloud Platform (GCP) allowed their engineers to focus on innovation, contributing to the company's goal of being the "best music service in the world." GitLab reported a 61% improvement in availability post-migration, showcasing the positive impact on performance and reliability.

Cost-effectiveness emerges as a recurrent theme, with companies strategically leveraging cloud services to optimize expenses. AdvancedMD, for example, highlighted the flexibility of cloud auto-scaling, allowing them to pay only for the infrastructure they use. Dropbox's migration to its servers reflected a strategic move to reduce costs while maintaining competitive pricing. The Cordant Group's embrace of the cloud's "pay as you go" model aligned with their shift to operational expenses, fostering financial efficiency in line with evolving business needs. Enhanced disaster recovery planning represents another critical advantage of cloud migration, as demonstrated by Evernote and AdvancedMD. Evernote's phased cutover approach, with rollback points, mitigates migration risk and ensures a seamless transition. For AdvancedMD, dealing with sensitive patient data, the cloud's reliable, redundant, and robust data backups significantly improved disaster recovery capabilities, underscoring the pivotal role of cloud infrastructure in ensuring data security and availability during critical situations.

Reference:

Filatov, B. (2019, August). 10 Important Cloud Migration Case Studies You Need to Know. Distillery. https://distillery.com/blog/cloud-migration-case-studies/