



EBOOK

8 Business Drivers That Motivate Cloud Migrations

How Ascend Technologies and AWS help businesses achieve their goals



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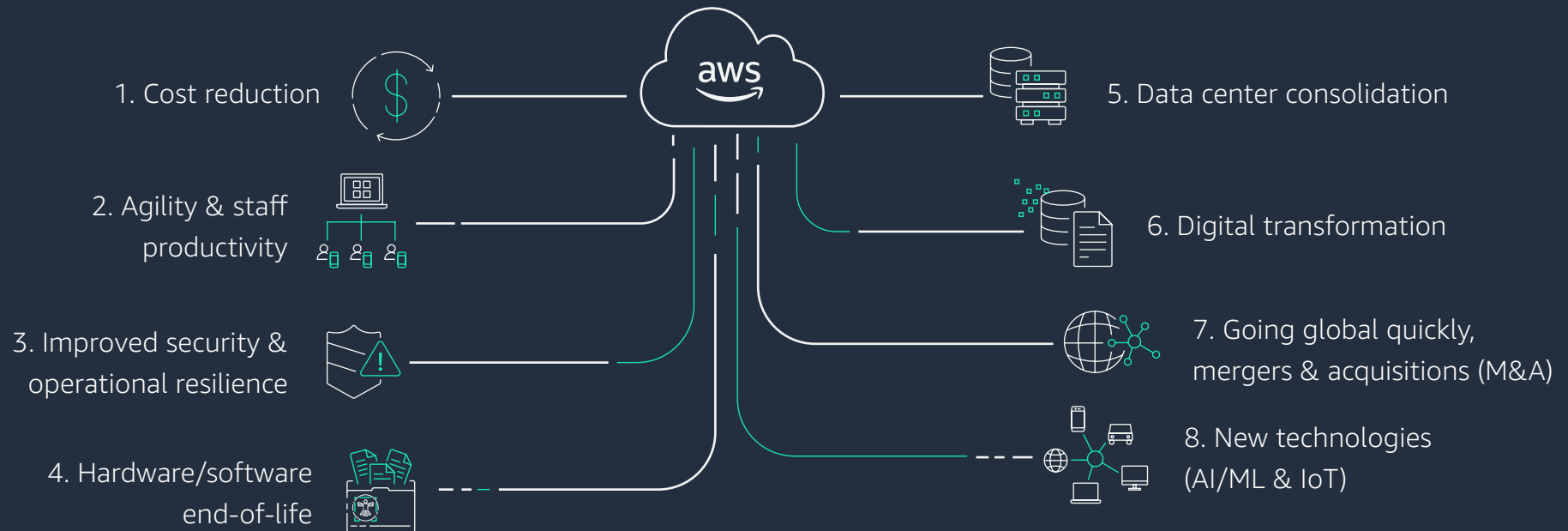
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Why cloud, why now?

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



Cost reduction is a major migration motivator, as retiring legacy infrastructure in favor of more efficient AWS solutions is virtually certain to bring costs down.

IDC projects:¹

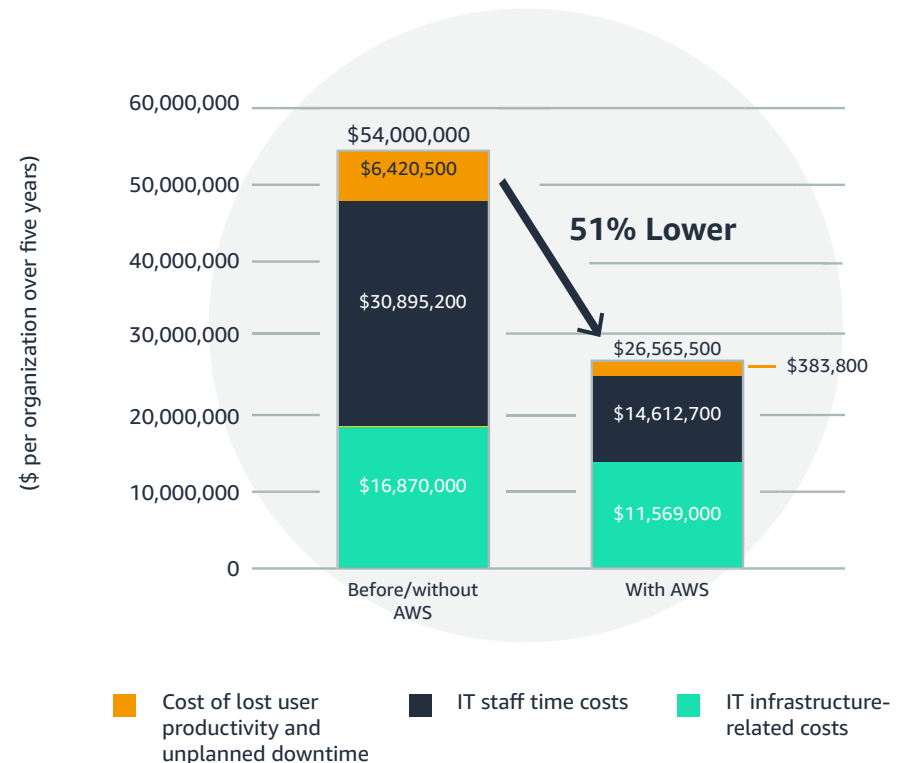
51%

reduction in operational costs

31%

lower 5-year TCO

Five-Year Cost of Operations Using AWS



¹ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliid=1614258770>

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-market³

33.8%

higher app revenue per user³

26.4%

more features and fixes per release³

Productivity

62%

better IT staff productivity³

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

Gain

3.3x

better IT staff productivity³

Gain

3.2x

more terabytes of data³

³ https://d1.awsstatic.com/executive-insights/en_US/infographic-realizing-business-value-with-aws.pdf

3. Improved security & operational resilience



Migrating and modernizing with Ascend Technologies and 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 incidents⁵

Resilience

7x

less downtime⁶

[Learn more about AWS Cloud Security >>](#)



⁵ 500 AWS Customers. AWS Benchmarking, August 2018

⁶ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliid=1614258770>

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:⁷

442%

Five-year ROI

9-month

break-even point

56%

Cost savings

[Learn more about Windows on AWS >>](#)

⁷ <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 with Ascend Technologies.

6. Digital transformation



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

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



When Ascend Technologies customers choose to migrate to AWS, they 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 >>](#)

AWS Global Infrastructure:



24

worldwide regions

77

availability zones

245

countries and territories

8. New technologies (AI/ML & IoT)



Migrating to AWS with Ascend Technologies 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).

Intuit can deploy machine learning models

90%
faster⁸

Vantage Power can process

100,000+
data points per minute across its IoT ecosystem⁹

[Learn more about AWS AI/ML >>](#)

[Learn more about AWS IoT >>](#)

AI Services

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

ML Services

Amazon SageMaker	Ground Truth	Notebooks	Algorithms + AWS Marketplace	Reinforcement Learning	Training	Optimization	Deployment	Hosting
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ML Framework + Infrastructure

FRAMEWORKS	INTERFACES	INFRASTRUCTURE						
TensorFlow mxnet PyTorch	GLUON Keras							
		Amazon EC2 P3 & P3DN	Amazon EC2 G4	Amazon EC2 C5	Amazon FPGAS	AWS IoT Greengrass	Amazon Elastic Inference	AWS Inferentia

⁸ <https://aws.amazon.com/solutions/case-studies/Intuit/>

⁹ <https://aws.amazon.com/partners/success/vantage-power-luxoft/>

Migrating to AWS with Ascend Technologies



YOUR BUSINESS ENDURES, GROWS AND INNOVATES ON A FOUNDATION OF EFFICIENTLY RUN CORE IT SYSTEMS.

Our migration services allow you to move to the cloud quickly, and at a reasonable price. With years of experience migrating companies to the cloud, we can migrate your organization to AWS with little or no disruption to your business. If you engage Ascend to manage your environment after the migration, we can provide both additional security to ensure your data is protected, as well as cost management to make sure you're optimizing your investment.

At Ascend, we take a different view of managed services. We are not a commodity provider, but work with growing organizations with demanding users, in regulated industries, who need a partner that understands complex, hybrid, and cloud environments. We are an ideal partner for critical IT services that demand flawless execution and a focus on the future, rather than simply fighting today's fires.

Our information technology professionals help business leaders like you make IT investments with confidence, eliminate cybersecurity threats, meet the needs of your business, and optimize user productivity – making technology the catalyst for your digital transformation.

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—Ascend Technologies and 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 >>](#)



[Best practices to make your cloud migration a success >>](#)



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