REBURA

WHITE PAPER

UNLOCK YOUR GROWTH POTENTIAL WITH AWS:

A Guide to Cloud Migration

aws partner network

Advanced
Consulting Partner

- Microsoft Workloads
- AWS Solution Provider Program
- Well Architected Program
- Digital Workplace
- AWS Marketplace Skilled Consulting Partner

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INTRODUCTION

Digitalisation has fundamentally changed the way companies do business.

Cloud computing and other cutting-edge technologies can drive operational efficiency and serve as a catalyst for transformation. Amazon Web Services, or AWS, is no exception.

Launched in 2006, AWS is a leading cloud computing platform for any type of business, from startups to enterprises. Its “pay-as-you-go” pricing structure ensures that users only pay for the services they need, resulting in substantial cost savings. The platform is highly scalable and adaptable, which makes it ideal for startups and large companies alike.

Businesses no longer need to plan for and purchase servers months in advance. Thanks to AWS, they can access servers, databases, and hundreds of apps in the cloud. Customers who make the switch may experience a 62% increase in IT staff productivity, 51% lower cost of operations, and 94% less downtime.

One of the biggest challenges for most organisations lies in moving their workloads and IT assets to a cloud-based platform.

Migrating to AWS requires a well-thought-out strategy, as well as a good understanding of the different storage options on AWS. Users need to consider which legacy apps and services may not function properly in the cloud, how the shift will impact network behaviour, what training will be necessary for employees, and more.

Cloud migration is a company-wide event that involves everyone, from top executives to IT and marketing departments. Below we are going to share our approach to a successful AWS migration strategy.

Our team will present the tools and technologies available to help with migration, the types of workloads that can be run on AWS, the costs involved, and other key aspects. This information will prepare your business for a smooth transition to the cloud and help you avoid the typical pitfalls that may affect your operations.

A massive 85% of small businesses using AWS say that the cloud has made it easier to flex their IT infrastructure to meet their business needs, helping them to save costs.

Aaron Rees

Aaron Rees
Founder and Managing Director
Rebura

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WHY MIGRATE TO THE CLOUD?

A growing number of organisations are moving to the cloud. McAfee reports that nearly 90% of users find it easier to expand their reach, speed up time to market, and launch new products after making the switch.

AWS owns more than one-third of the cloud market. Its next nearest competitor holds a market share of 18%. Given the shift to remote work resulting from the coronavirus crisis, businesses are expected to increase their cloud spending over the coming months, with AWS being a preferred choice.

Some of the most innovative British companies are using AWS to drive innovation while keeping the costs down. This service creates about £8.7 billion in economic value for organisations across the country—that's the equivalent of 0.4% of GDP.

The cost of maintaining existing infrastructure can be as much as 75% of a company's IT budget.

The cloud enables both small and large businesses to launch new products faster, improve collaboration across departments, and achieve higher productivity. At the same time, it eliminates unnecessary IT costs and automates day-to-day operations.

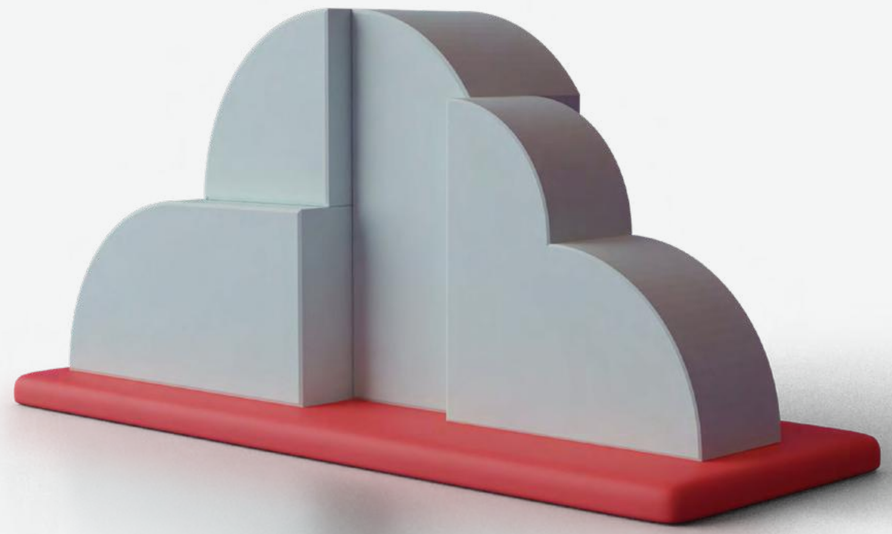
With AWS, companies can focus on what matters most, whether it's customer outreach, revenue growth, or product development.

For small- and medium-sized businesses, meeting these objectives can be challenging due to the high costs of modernising their IT infrastructure. On-premise servers and software applications require ongoing investment. The cost of maintaining existing infrastructure can be as much as 75% of a company's IT budget.

On average, AWS customers receive a return of £2 for every £1 they spend on AWS from higher revenue and reduced costs, with the top 10% of customers reporting a return of £10 or more.

By adopting cloud technology, organisations can shift resources away from existing on-site IT infrastructure and focus on projects that drive business growth. Companies running on the cloud are three times more likely to grow at a 5% or higher rate over a year than those not using cloud-based services.

Cloud migration also enables small businesses to compete with larger companies on a more level playing field. Since most cloud service providers, including AWS, offer tiered pricing plans, users can scale up or down as needed. Simply put, this technology takes the guesswork out of capacity planning and storage economics.



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KEY REASONS TO CHOOSE AWS AS YOUR CLOUD SERVICE PROVIDER

While there are plenty of advantages associated with cloud migration, AWS has several distinctive features that set it apart from other providers. Its high scalability, increased security, business agility, and flexible pricing model are just a few to mention.

AWS has emerged as a cloud market pioneer, offering a more comprehensive range of features than any other cloud service provider. Currently, it provides more than 175 products, including storage, analytics, IoT (Internet of Things), networking, database, and developer tools.

Let's see a few examples:

- Amazon Connect, a service that enables organisations to move and run their customer contact centre in the cloud
- Amazon Elastic Compute Cloud (EC2), a highly scalable service that allows companies to rent virtual servers in the cloud
- Amazon S3, a cloud-based service that allows users to store, secure, and retrieve data from anywhere on the internet
- AWS Management Console, a graphical user interface for testing and building with AWS services
- Amazon Relational Database Service (RDS), an online tool that enables users to create, manage, and scale relational databases in the cloud

In 2020, AWS introduced Amazon Timestream, Amazon Bracket, Nitro Enclaves, and other new services to the general public. Amazon Timestream, for example, is a fully managed serverless database that allows users to store and process time-series data up to 1,000 times faster and at a tenth of the cost of relational databases.

All of these services can be scaled to accommodate the ever-changing needs of your business.

Organisations can use AWS on a monthly, as-needed basis. But this is just one of the many advantages of migrating to AWS. Let's take a closer look at the top reasons that companies may want to consider these services.

Cost savings

Moving your IT infrastructure into the AWS cloud will reduce both capital and operational expenses.

First, its flexible pricing model allows users to only pay for what they need when they need it. Customers may use the AWS pricing calculator to estimate their monthly costs and make an informed decision. Second, users receive volume-based discounts for most services.

To put it simply, renting virtual servers is cheaper and more convenient than setting up on-premise servers.

Running your own servers gives you full control over the resources used, but you are also responsible for security, maintenance, repairs, and other aspects. If your server goes down due to a power outage or sudden traffic spikes, you may end up losing customers and revenue.

Moreover, you will need to upgrade your servers and IT infrastructure as your business grows, further increasing the costs involved.

Cloud technology eliminates these problems, leading to significant cost savings.

Companies with up to nine employees saw an £11,000 increase in revenue after switching to the cloud. Larger organisations with 100 to 249 employees generated about £93,000 in extra revenue thanks to AWS. Most customers can reduce the cost of operations by half and achieve a return on investment of over 600% within five years of cloud usage.

> *Small businesses that migrate to AWS report saving approximately £9,000 per year while generating higher revenue.*

Scalability and efficiency

AWS enables organisations to constantly adjust their workloads and services within the existing infrastructure. This allows them to grow and innovate faster without expanding their data centres and IT teams.

As mentioned earlier, AWS is a pay-as-you-go service. Whether you're a startup or an established organisation, you can choose a service that fits your budget.

For example, if you're developing a new application, you may scale the server usage up until you figure out how much space you need. This allows you to test new products and respond to opportunities quickly while keeping the costs down.

Increased data security

As the largest global cloud service provider, AWS has millions of servers and over 220 points of presence within 24 geographic regions worldwide. The diversification of its data centres ensures that if one server goes down, users are still able to access their data and continue their operations.

AWS is responsible for protecting the infrastructure that supports its services in the cloud, meaning that users don't have to worry about losing their data. Most businesses cannot afford this level of security on their own.

While AWS guarantees the security of its cloud, users have the freedom to encrypt and manage their data the way they want.

Improved collaboration

Amazon WorkDocs and other AWS services can improve collaboration across departments. Team members can access, edit, and share documents, provide input, and upload files in the cloud from any device, regardless of their location.

AWS is an ideal medium to bring your employees together, test new applications, and develop innovative products. This service can streamline time-consuming tasks by keeping files and processes in a centralised location. It also preserves records of user activity and data, leading to improved team accountability.

Faster innovation

Developing new, innovative products and services would normally require a substantial investment in data centres and other IT assets. With AWS, organisations can innovate faster and reduce time-to-market.

Some of the UK's most innovative companies are leveraging cloud technology to test and design cutting-edge products. FanDuel, a leader in fantasy sports, experienced a 50% reduction in infrastructure costs after switching to AWS.

> *About 67% of small to medium AWS customers say that their business model wouldn’t be possible without the flexibility and scalability provided by AWS.*

WHAT TYPES OF WORKLOADS CAN BE MIGRATED TO AWS?

As you would expect, cloud migration comes with its share of challenges. Before taking this step, you want to know how to keep this new environment running as efficiently as possible. Organisations can move their workloads to the cloud in several different ways, but they must do it gradually.

The first step is to assess and define your workloads—and then match them to the cloud.

For example, some workloads can only be run in certain geographical regions due to compliance issues. Others must run without interruptions or may have a specific start time.

Considering these aspects, it makes sense to draft a migration strategy that supports each application's specific needs. Depending on the type of workload and your reasons for cloud adoption, you can migrate through lift and shift or employ other strategies, such as re-platform, re-factor, retire, or re-purchase.

For example, an organisation may be able to move some of its workloads to AWS without any modification and optimise them once they are already running in the cloud. This strategy is called lift and shift and can be implemented manually or automated with specific tools, such as AWS Server Migration Service.

But what types of workloads can be migrated to and run on AWS?

> *While it's true that most workloads can run in the cloud, some are more suitable for this environment than others.*

These include but are not limited to:

- Scalable web applications
- Core services, such as customer relationship management and enterprise resource planning systems
- Databases
- Backup and disaster recovery
- IoT and data streaming
- Analytics
- AI and machine learning software
- Software development
- Batch workloads
- Transactional workloads
- Applications for remote work
- Service-oriented architecture apps
- Development and testing of application changes

Certain enterprise applications are not designed for a dynamic environment and may not be a good fit for the cloud. The same goes for legacy systems that depend on obsolete equipment.

With a few exceptions, most types of workloads can benefit from the flexibility of a cloud environment. Since no two businesses are alike, choosing where to run your applications depends on your company's policies, desired cost savings, security requirements, and other factors.

AWS MIGRATION TOOLS AND TECHNOLOGIES

Assessing workloads and applications for cloud readiness is just the first step to a successful AWS migration strategy.

Organisations must also build a business case, conduct a thorough analysis of migration costs and develop a technical approach. Furthermore, they need to address compliance, privacy, and security requirements.

Certain tools and technologies can streamline these processes, ensuring a smooth transition to the cloud. Some may help businesses determine usage patterns and costs, while others enable workflow automation, resource consumption optimisation, and more.

AWS Migration Evaluator

AWS Migration Evaluator, formerly known as TSO Logic, has been offering analytics-driven migration solutions since 2012. Customers can use this tool to create business cases, determine the lowest cost placement for each workload, and optimise every step of migration planning.

These services are free of charge, and can be accessed through Rebura. After you sign up, a team of solution architects and other professionals will analyse your cloud migration needs and on-premises costs. They will also suggest multiple "what-if" scenarios for each type of workload.

Once the assessment is complete, customers receive a business case report that could cut their costs in half.

CloudEndure Migration and Disaster Recovery

Organisations use CloudEndure to simplify, accelerate, and automate AWS migrations. The technology behind this tool also enables customers to replicate their most essential databases and enterprise apps, ensuring business continuity and fast disaster recovery.

Simply put, CloudEndure is a Software-as-a-Service (SaaS) solution that reduces disaster recovery costs and streamlines cloud migration, depending on the version used. If you're planning to move your workloads to the cloud, you will most likely start with CloudEndure Migration, a fully automated lift-and-shift solution.

This service allows enterprises to transfer any application or database to AWS without system disruption. Users report increased uptime and lower operational costs.

AWS Migration Acceleration Program

Cloud migration is often perceived as being slow and expensive. That's not always the case, though. With AWS Migration Acceleration Program (MAP), organisations can mitigate the risks of moving to the cloud and reduce the costs involved.

AWS developed this methodology to help enterprises accelerate large-scale migrations and better understand the potential cost savings and return on investment. It has three phases during which a team of experts will assess your cloud readiness and assist your business through every step of the migration journey.

AWS Migration Acceleration Program for Windows

Microsoft applications are integral to many modern businesses, but if you're considering moving to AWS, you don't need to leave them behind. In fact, more Microsoft workloads run in AWS than any other cloud provider. AWS offers a fast, secure, and cost-effective platform for running applications like Exchange, SharePoint, SQL, RDS, System Centre and .Net; AWS even provides a tool to help migrate them with minimal disruption.

The AWS Migration Acceleration Program for Windows is designed to help businesses carry out large-scale migrations and modernise Windows workloads on AWS. Offering guidance, consulting support, tools, training, and service credits, the programme mitigates much of the risk of migrating to the cloud.

It can also reduce migration costs, especially those associated with licensing, by advising on the adoption of cloud-native and open source technologies using the Optimisation and Licensing Assessment mentioned above.

The AWS MAP for Windows service entails three steps:

1. Migration readiness assessment designed to identify the capabilities needed ahead of the migration, and creation of a TCO model for your migration project
2. Mobilisation phase including work to rectify any issues identified in phase one
3. Migrate and modernise phase conducted by Rebura and the AWS ProServe team.

There are also financial incentives included in the MAP for Windows programme to help offset migration costs like labour, training, and running costs.

AWS Optimisation and Licensing Assessment (OLA)

Third-party licensing can be expensive, especially for small and medium-sized businesses. Depending on the services used, the cost can run into thousands of pounds. The main benefit of the AWS OLA programme is that the free assessment will highlight opportunities to save on both licenses and compute by providing right-sized recommendations based on its findings.

This programme, provided by AWS to partners like Rebura who hold the Microsoft Workloads Competency, is free for new and existing AWS customers.

Based on this information, you'll gain a better picture of your infrastructure and how to optimise it for maximum efficiency. Moreover, organisations can use these insights to create different licensing scenarios and estimate the costs involved.

AWS Database Migration Service

The Economist points out, data is the new oil. For most companies, data plays a vital role in decision making, productivity, innovation, and revenue generation while providing a distinct competitive advantage. Moving this valuable asset to the cloud requires a strategic approach and careful consideration.

That's where tools like AWS Database Migration Service (DMS) can make all the difference.

Enterprises can use DMS to transfer massive amounts of data to AWS with no downtime. The target database remains synchronised with the source throughout the process, preventing data loss.

Customers don't need to install any drivers or apps to leverage this technology. The only requirement is to use an AWS service, such as Amazon Redshift or S3, as one of your endpoints.

This service has helped with the migration of more than 300,000 databases to date, allowing users to securely shift resources to the cloud without disruption.

Windows Rapid Migration Program

The Windows Rapid Migration Program (WRMP) is another scheme that can help businesses identify and shift Microsoft workloads to AWS. Designed to service organisations with an annual recurring revenue of less than $500k, the programme enables businesses to accelerate their journey to AWS, provided they're using 50% Microsoft workloads such as Microsoft SQL servers and Windows servers.

By connecting with an accredited AWS Microsoft Workloads Partner like Rebura, businesses can apply for funding to cover up to 25% of consultation costs.

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ESTIMATING AWS CLOUD MIGRATION COSTS

Improved customer service, increased productivity, and greater mobility are all potential advantages of cloud migration. With AWS, organisations can cut unnecessary IT costs and focus on the areas that drive the most business value.

Given these benefits, it's clear why companies from all around the world are migrating to the cloud. But what is the cost of moving your IT operations to AWS?

The answer depends on several factors, including your current IT infrastructure and the projected cloud infrastructure cost. Users must also consider the following aspects:

- Cloud-native software versus existing legacy software
- Storage options, such as Amazon RDS, Amazon EBS, or Amazon SimpleDB
- Types of workloads
- AWS services
- Resource usage
- The total cost of ownership
- Direct tangible costs, such as cloud resources
- Intangible costs associated with risk mitigation and other aspects
- Post-migration costs

Estimating these expenses requires an in-depth analysis of your IT assets and migration journey.

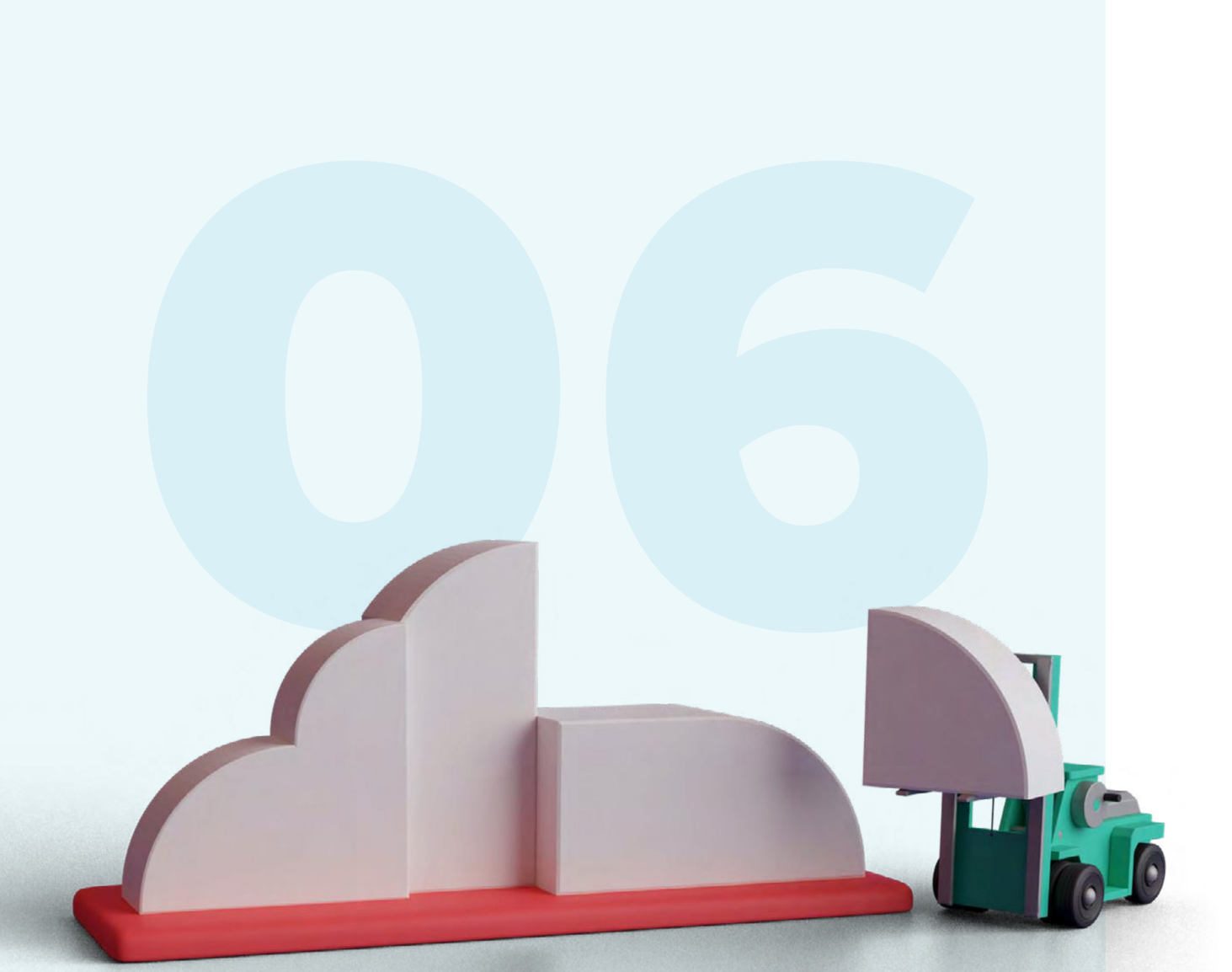
A good starting point is to use the AWS Pricing Calculator, a free tool provided by AWS. To get a monthly cost estimate, simply choose and configure the services you're interested in.

It's worth noting that AWS offers four pricing models, including on-demand instances, spot instances, savings plans, and reservations. Users can also choose from three different membership plans: developer, business, and enterprise. If you're new to AWS, consider starting with the Free Tier to better understand AWS.

This service allows customers to try more than 60 AWS services at no charge. Some tier offers are free for life, while others expire after a few weeks or months.

For example, Amazon EC2 and S3 come with a one-year free trial. AWS Lambda and S3 Glacier are always free up to a certain amount of usage. If you sign up for Amazon Redshift, you may use it for up to 750 hours per month without paying anything.

> *An experienced AWS consulting partner like Rebura can help you take the guesswork out of cloud migration.*



HOW REBURA CAN HELP YOU MAXIMISE YOUR CLOUD MIGRATION INVESTMENT

More than 77% of organisations report having at least one application or a portion of their IT infrastructure in the cloud. Like with most technologies, capturing the benefits of cloud migration requires a learning curve.

Before taking this step, companies must consider the complexity of their business and their existing infrastructure and resources. There are also compliance and security risks that need to be addressed.

One option available to enterprises in overcoming the challenges of cloud migration is to contact a qualified AWS partner.

Established in 2016, Rebura is a SME and Startup partner of choice for AWS and one of the only two British firms certified as both an AWS End-User Computing Partner and an AWS Solution Provider.

Our consultants have in-depth knowledge of cloud migration and use the latest technologies to help organisations optimise their performance, cost savings, and data security.

Whether you're an early stage startup or a larger, more established brand we can analyse your IT operations and develop a cloud migration strategy that matches your workload requirements.

Rebura not only ensures a smooth migration to the cloud but also provides 24/7 monitoring and ongoing support. RCI, BTC Software, Validus, and other established organisations are leveraging our technologies to achieve unprecedented value and stay competitive.

We are the partner you need to grow your business and get the most out of the cloud. At Rebura, we use cutting-edge tools to take the pain out of small business technology.

A good example is the Windows Rapid Migration Program (WRMP), which allows us to demonstrate the value of running Windows workloads, such as SharePoint and .NET applications, on AWS. This service appeals to new or existing AWS customers that use Windows for at least 50% of project workloads.

Contact us today to discuss your needs and learn more about WRMP funding.

Qualifying business can get up to 25% of the projected annual recurring revenue in either cash, to help cover Rebura's implementation costs or credits, to help offset initial AWS usage.

CASE STUDY

As discussed earlier, millions of organisations rely on AWS for their day-to-day operations. Below we'll take a closer look at Oilprice.com, a Rebura client that achieved 99.999999999% uptime after implementing our solutions.

OilPrice.com is a leading source of information for energy market professionals and investors worldwide. The website has over 100,000 daily visitors—and this number keeps growing.

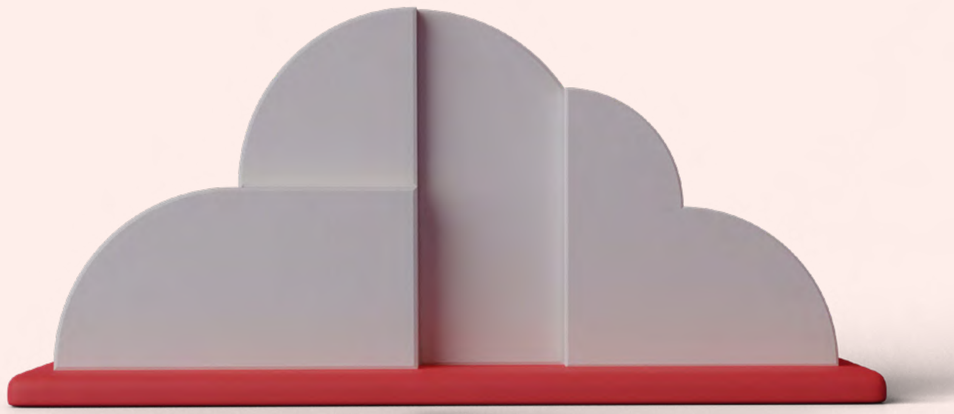
Until recently, the company was having a difficult time managing traffic surges. Its legacy systems were unable to handle sudden increases in the number of visitors, causing the servers to crash.

Things changed when Rebura stepped in.

Our experts redesigned its infrastructure by adding multiple back-end servers and privileged security models. They also implemented automatic scaling and management solutions to increase and decrease computing power as needed.

Many of these technologies are powered by AWS. Currently, Oilprice.com is using Amazon RDS, EC2, Aurora DB, and other core services. This allows them to anticipate potential problems and take action fast.

Our approach allows OilPrice.com to better control the costs of its IT operations and achieve zero downtime. The website is also more secure than ever before, with no single points of failure.



ABOUT REBURA

Since launching in 2016, Rebura has evolved into one of the UK's fastest-growing **AWS Consulting Partners**.

We focus solely on AWS technologies, helping customers increase productivity, scalability, cost efficiency, and security. Because of this dedication to the AWS cloud platform, we've built deep, unparalleled expertise across the whole scope of AWS products and services.

The only thing that rivals our know-how is our passion for helping businesses transform through the power of the cloud. Seeing our customers achieve success with AWS is what drives us—we're all about taking you from cloud-ready to cloud-first to cloud best.

As a qualified and fully accredited **AWS Advanced Consulting Partner** and Solution Provider, AWS recognise us as having the expertise and experience to support customers of all sizes as they build and optimise their apps and workloads on AWS.

In 2020, Rebura was named **APN Rising Star Partner of the Year for the UK and Ireland.** Every year, The Rising Star Award is presented to the most promising APN Partner and recognises our continued commitment to AWS customers.

aws 50 certified
AWS PARTNER NETWORK

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AWS recommended we get in touch with Rebura and I can see why – the team were so knowledgeable and quick to respond. Rebura really took the time to understand the nature of our business and what was important. Since coming onboard with Rebura, we have seen 99.999999% uptime.

Stamptastic

Ready to start your cloud journey?

If your business is considering migrating to AWS, chat with us today to find out how we can help get you there quickly and smoothly.

Get in touch

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