



8 Business Drivers That Motivate Cloud Migrations

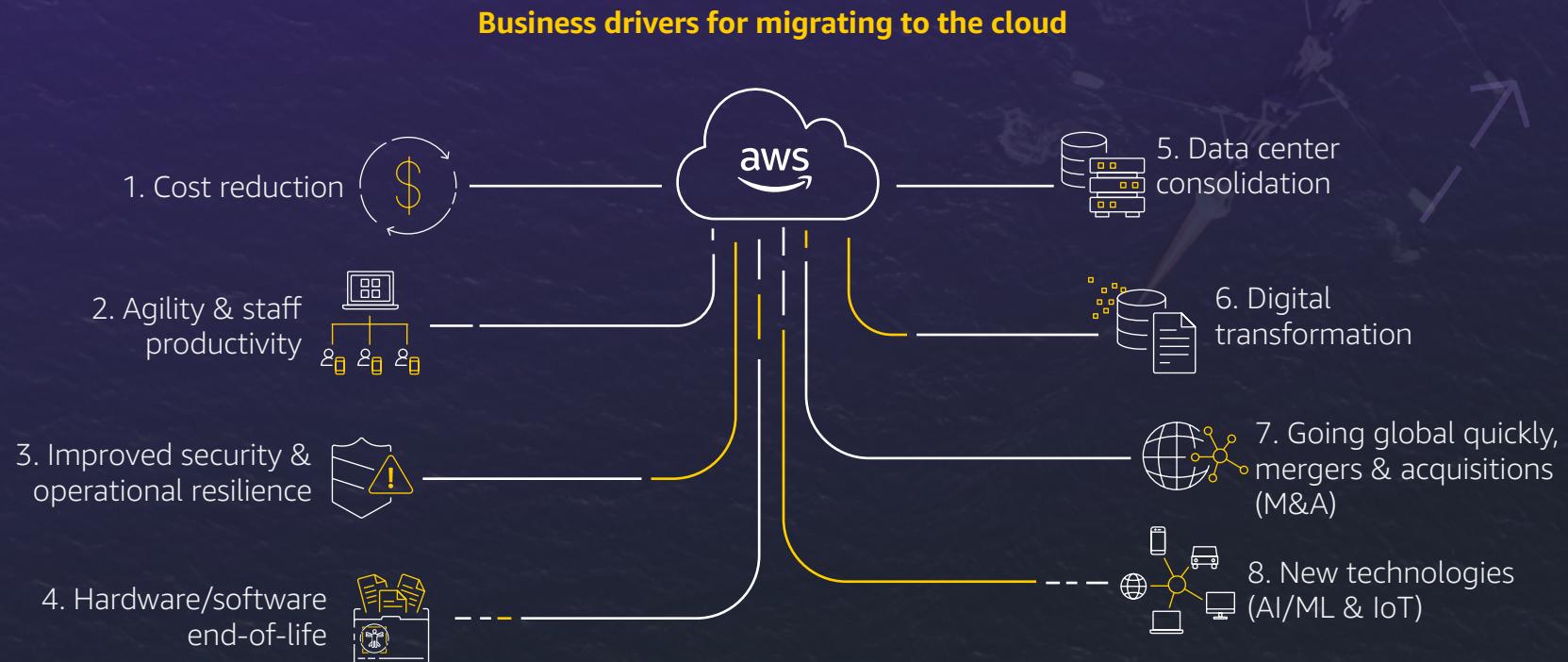
How AWS helps businesses achieve their goals



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.





1. Cost reduction

Cost reduction is the most popular 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

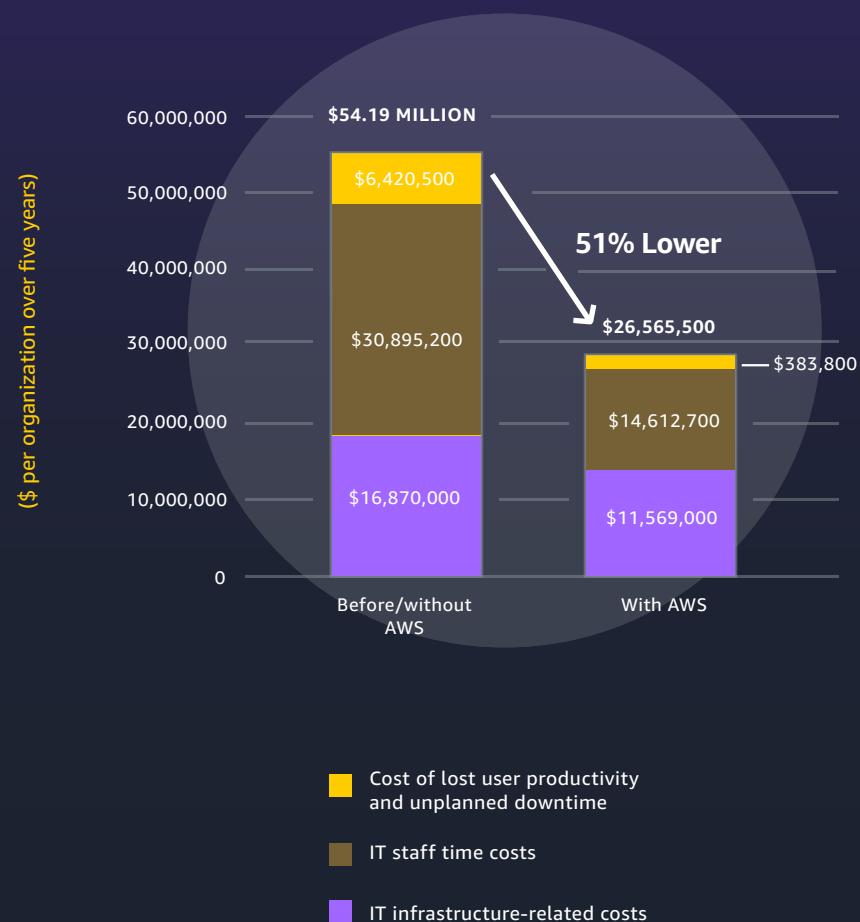
News Corp saved
\$100 million
over 3 years²

[Calculate your estimated cost savings now »](#)



¹ <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV%20IDC%202018.pdf?aliid=1614258770>
² <https://aws.amazon.com/blogs/enterprise-strategy/considering-a-mass-migration-to-the-cloud/>

Five-Year Cost of Operations Using AWS





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:

Manage

3.3x

more virtual machines³

Manage

3.2x

more terabytes of data³



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

⁴ <https://d1.awsstatic.com/enterprise-marketing/cloud-economics/whitepaper-live-nation-realizing-business-value-with-aws.pdf>

3. Improved security & operational resilience

Migrating and modernizing with 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:⁸

442%

Five-year ROI

9-month

break-even point

56%

Cost savings

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

⁸ <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.

Dow Jones is going all-in on AWS, with plans to:⁹

Reduce

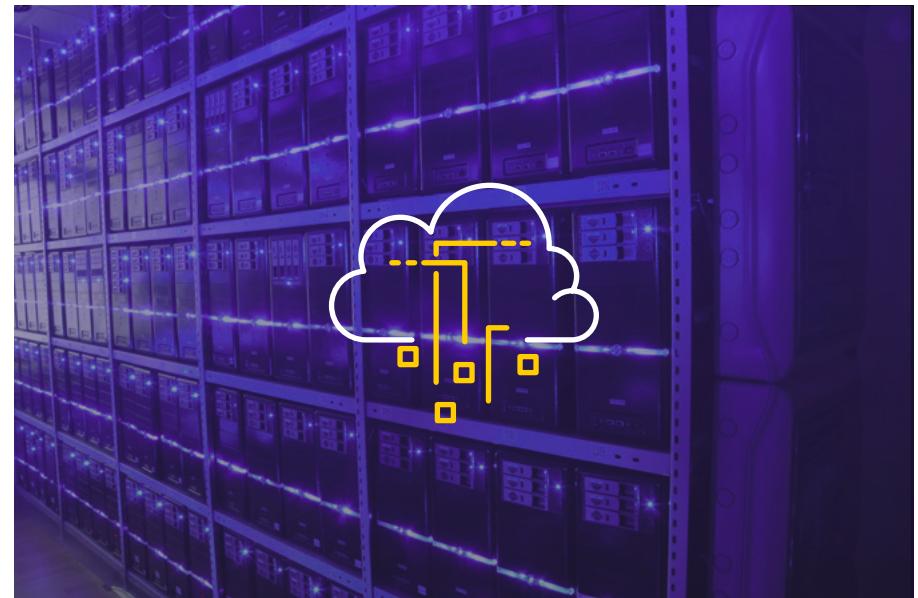
50 global

data centers
down to 6

Move

75%

of all compute
to AWS



"Migrating with...AWS allows us to move quickly and exit data centers while looking for ways to retire and/or optimize our application portfolio."

Paul Goldberg, CIO, AECOM



9 <https://www.commvault.com/resources/case-study-dow-jones>



6. Digital transformation

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

—
Swire Coca-Cola

closed 3 on-premises

production and disaster recovery data centers and migrated all of their business systems, including SAP and CRM, to AWS.¹⁰



“We achieved digital transformation of our IT systems, which can serve...hundreds of millions of consumers rather than the previous 10,000 sales representatives.”

Ke Li, Manager of Cloud Service & IT Operations, Swire Coca-Cola



10 <https://aws.amazon.com/solutions/case-studies/swire-coca-cola/>



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

AWS customers 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:

22
worldwide
regions

69
availability
zones

245
countries and
territories

"Our agility to go to market and being able to quickly and seamlessly change and improve the way we deliver IT services to support the growth of (our) business has led to outstanding results."

Lia Taylor, CTO, John Holland¹²



8. New technologies (AI/ML & IoT)



Migrating to AWS 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).

[Learn more about AWS AI/ML »](#)

[Learn more about AWS IoT »](#)

Intuit can deploy machine learning models
90% faster¹³

Vantage Power can process
100,000+ data points per minute across its IoT ecosystem¹⁴

AI Services

Vision	Speech	Language	Chatbots	Forecasting	Recommendations
Rekognition Image	Rekognition Video	Textract	Polly	Transcribe	Translate

ML Services

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

FRAMEWORKS	INTERFACES	INFRASTRUCTURE					
TensorFlow PyTorch	mxnet Keras	Gluon	EC2 P3 & P3DN	EC2 G4	EC2 C5	FPGAS	Greenglass Elastic Interference Inferentia



¹³ <https://aws.amazon.com/solutions/case-studies/intuit/>

¹⁴ <https://aws.amazon.com/partners/success/vantage-power-luxoft/>

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—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 »](#)**



[Learnings from industry leaders »](#)



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