

NEXT PATHWAY'S

The State of Enterprise **CLOUD MIGRATIONS**

Winter 2022

next
PATHWAY



Automate Your Migration to the Cloud

Let us accelerate the migration of your legacy EDWs, Data Lakes and ETLs to leading cloud targets with our automation technology.

www.nextpathway.com

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EXECUTIVE SUMMARY

Companies are achieving phenomenal business results by leveraging the power of the cloud. The results include a wide variety of business outcomes from tackling climate change, space exploration, genome research, open banking and enhanced personalized services. Every company is undertaking a move to the cloud. For companies selling services to enable the migration to the cloud, to the hyperscale cloud vendors, the cloud market is one of the strongest growth areas, and it is incredibly competitive. Cloud Providers are becoming more aware that companies are migrating to the cloud to enable specific business outcomes; and hence, we are seeing more vertical and specialized offerings to get companies to the cloud, fast.

Next Pathway surveyed over 1,200 IT Leaders working in large, global organizations to uncover their attitudes and approach towards cloud migrations.

Our research reveals that companies wanting to move to the cloud, need help – they want more services, industry solutions and enhanced products. A close examination of the Cloud Providers reveals that there is no clear winner. In this highly competitive market, the cloud wars are on.

Our research has shown that companies are successfully moving substantial legacy workloads to the cloud. And by doing so they have many insights to offer, there are best practices to share and things that in hindsight they would have done differently. They also shared the key performance indicators that helped them to define what 'success' looks like.



EXECUTIVE SUMMARY

Getting to the cloud is not easy. It requires a balance of selecting the right cloud platform, careful planning to understand the workloads that will be migrated, uncovering data lineage and dependencies across applications. **As this market matures and the race to the cloud rewards those that move quickly, more is being demanded from the cloud vendors to accelerate cloud migrations.**

At Next Pathway, our products are geared to solving the biggest challenges companies are facing when migrating workloads to the cloud. Our technology specifically addresses common concerns in the areas of migration planning (which workloads to migrate, which to retire and the order in which to migrate), in workload translation including data, code and ETL pipelines and enhanced data testing.

Chetan Mathur
CEO

Clara Angotti
President

The cloud wars are on and those that can get customers to their platform and turn-on consumption, will win





INTRODUCTION

Companies are eager to realize the business benefits that the cloud offers. The value goes far beyond IT operational efficiencies as the cloud is becoming the de facto platform for digital transformation. Those companies that move to the cloud quickly will capture both revenue through product innovation and a competitive advantage.

The cloud is big business – for companies that want to move to the cloud and cloud providers. **Surprisingly, across the hyperscale cloud providers there is no clear winner.** In fact, there is space for everyone, including those that are competing in the highly lucrative cloud data warehouse market. Companies are utilizing many tactics to gain market share, including buying the business. The cloud is a space where big money, bold tactics, speed, vertical industry solutions, and superior service will win clients. The cloud wars are on and those that can get customers to their platform and turn-on consumption, will win. The others, sadly, will fight over the table scraps or worse, retreat from the cloud market altogether.

Our recent survey underscores these points, and many more. We've organized highlights from the survey into four sections, based on the main themes conveyed in our survey's data.



INTRODUCTION

1 - The Cloud Wars are on

We examine which cloud providers are leading the way; and which ones are coming up fast and what they are offering to compete for their share of the market.

2 - Automation is a Differentiator

Enterprise IT Leaders are asking for automation to accelerate each step of the migration path to the cloud – from planning, translation to testing. Their goal is clear - get to the cloud fast.

3 - What's all the fuss around the Hybrid Cloud

As IT Leaders are accountable for business success, they will pick between private and public cloud targets to achieve specific business outcomes and deliver a tailored solution to each use cases. In this highly competitive space, cloud players will try to differentiate themselves by offering vertical industry-solutions to attract customers to their platform.


4 - Lessons Learned and Key Performance Indicators

Having migrated workloads to the cloud, IT Leaders share the key learnings they've gathered about cloud migrations and how they have measured success.

The cloud is a space where big money, bold tactics, speed, vertical industry solutions, and superior service will win clients

Section One

The Cloud Wars are on

 Microsoft Azure

 Google Cloud

 aws

 ORACLE
Cloud



Section One

THE CLOUD WARS ARE ON

Companies are looking beyond the cloud as their target destination to move workloads, but a platform to run their business and enable change.

The impetus has moved from realizing operational efficiencies to enabling true digital transformation, which is big business. Companies are under tremendous pressure to generate revenue from the cloud.

The hyperscale cloud providers are vying for this business. They also realize that once a company moves workloads to their target, they are likely to continue expanding their consumption demands on the platform. Although companies cited many reasons for a multi-cloud strategy (resilience to outages, avoidance of vendor lock-in), most companies are reluctant to undertake a multi-public cloud strategy for a multitude of reasons.

The biggest hindrance to overcome is the security implications when managing multiple public cloud platforms but cost overhead and the need to hire skilled staff to manage multiple cloud platforms is also preventing companies from embracing a multi-cloud strategy.

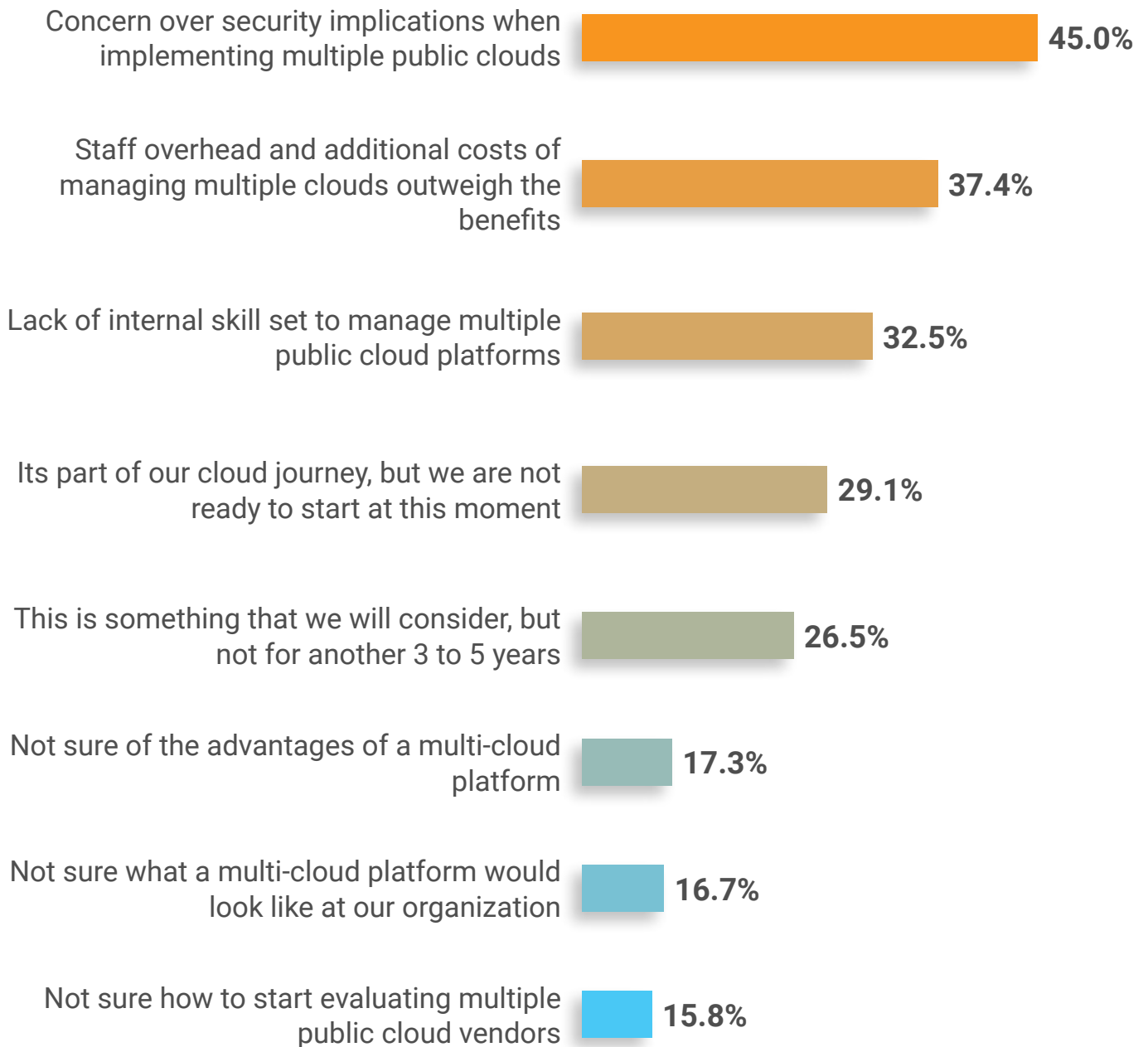
Surprisingly out of the hyperscale cloud providers, there is no clear winner in the cloud war.



Section One

THE CLOUD WARS ARE ON

The Major Hindrances to Embracing a Multi-Cloud Strategy Vary



As a result, the cloud platform that has the most clients, will win the cloud war.

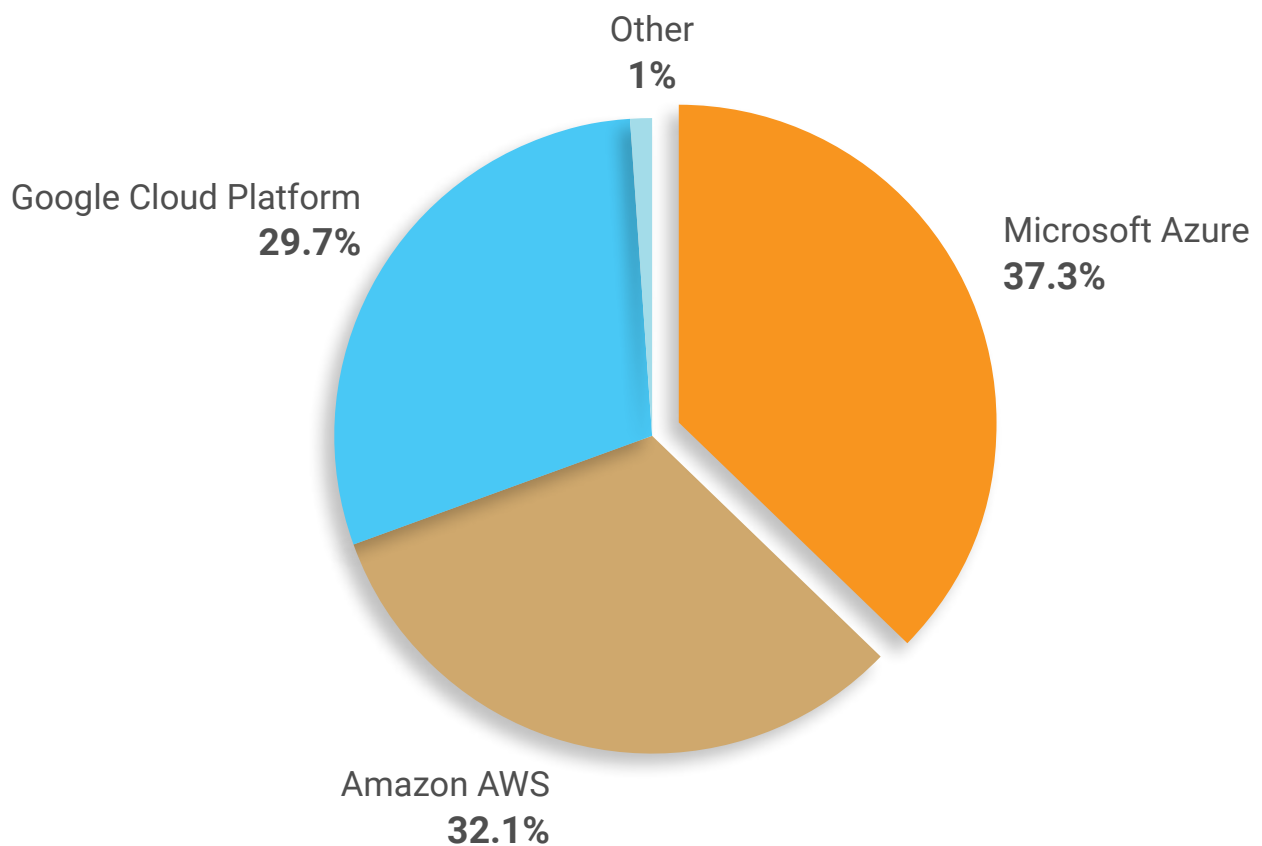


Section One

THE CLOUD WARS ARE ON

Surprisingly out of the hyperscale cloud providers, there is no clear winner in the cloud war. Microsoft Azure, Amazon AWS and Google Cloud Platform, each hold a prominent share of the market, with a slight advantage to Microsoft Azure.

IT Leaders believe these Cloud Providers have the most robust cloud platform



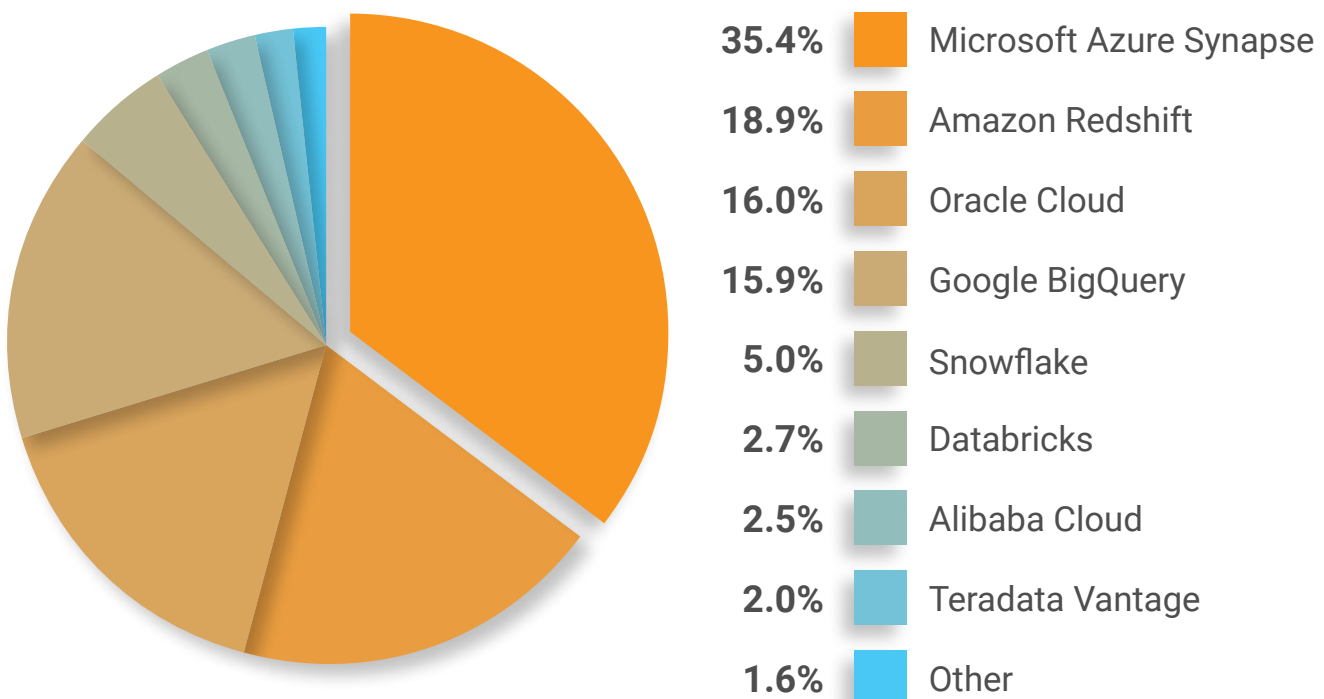


Section One

THE CLOUD WARS ARE ON

We delved deeper into the specific aspects of the major cloud providers to uncover what companies find most attractive about their platform. For AWS, it was their unlimited capacity and their familiar architecture. For Microsoft Azure, it was the industry-specific applications that were made available to address the unique needs of certain industries, such as Financial Services and Healthcare. This is a growing trend, where cloud players will try to differentiate themselves in this highly competitive market by offering industry specific vertical solutions. Those surveyed believe that Google’s strategy of making large investments in companies that agree to sign on to their cloud services was a good tactic to gain market share.

However, when asked which public cloud data warehouse/data lakes delivers the most superior platform to address **AI/Analytic needs, Microsoft Azure was a front-runner.**



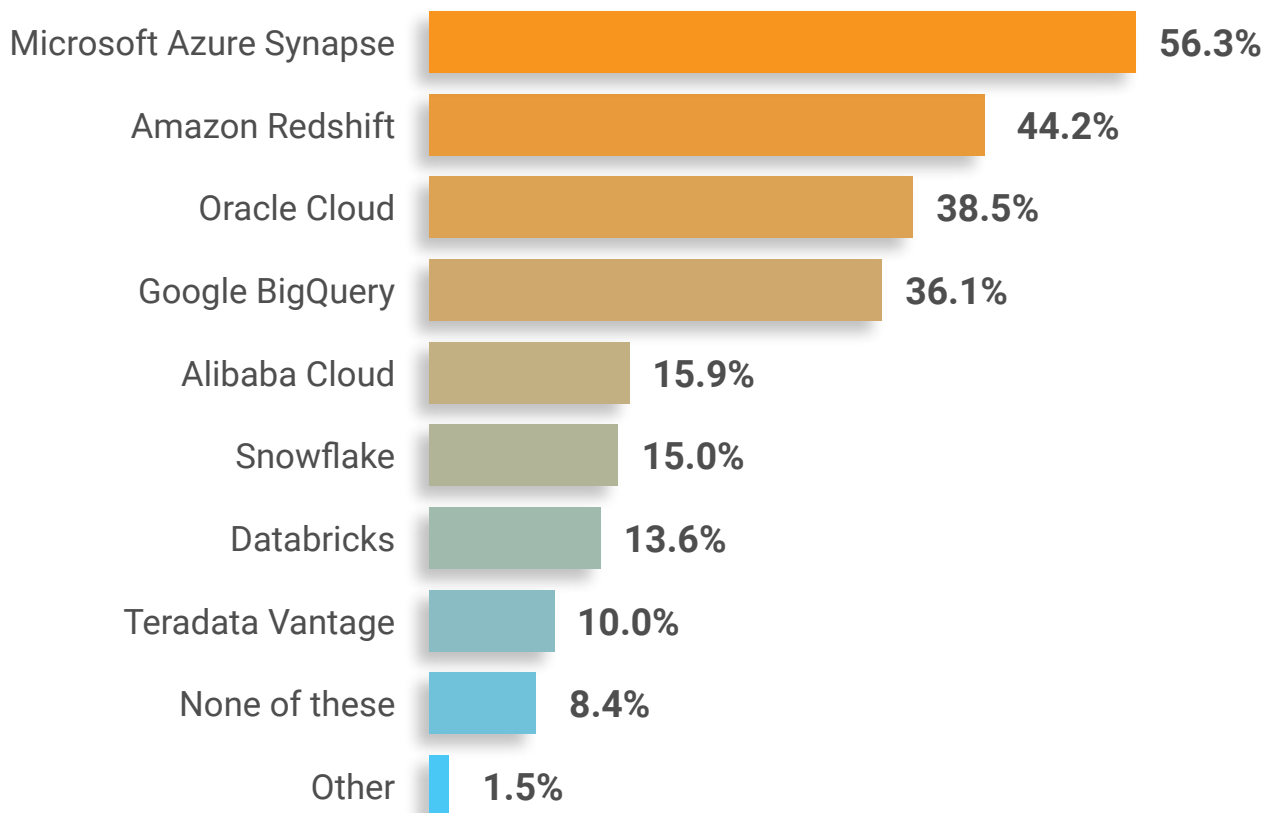


Section One

THE CLOUD WARS ARE ON

Companies are inquisitive and continue to run **proof-of-concepts** with multiple public cloud warehouse platforms. Which infers that they are assessing cloud warehouse platforms to select the most appropriate platform for specific business use cases.

POCs conducted in the past 12 months



In the highly competitive cloud market, players will differentiate themselves by offering industry specific vertical solutions.

Section Two

Automation is a Differentiator

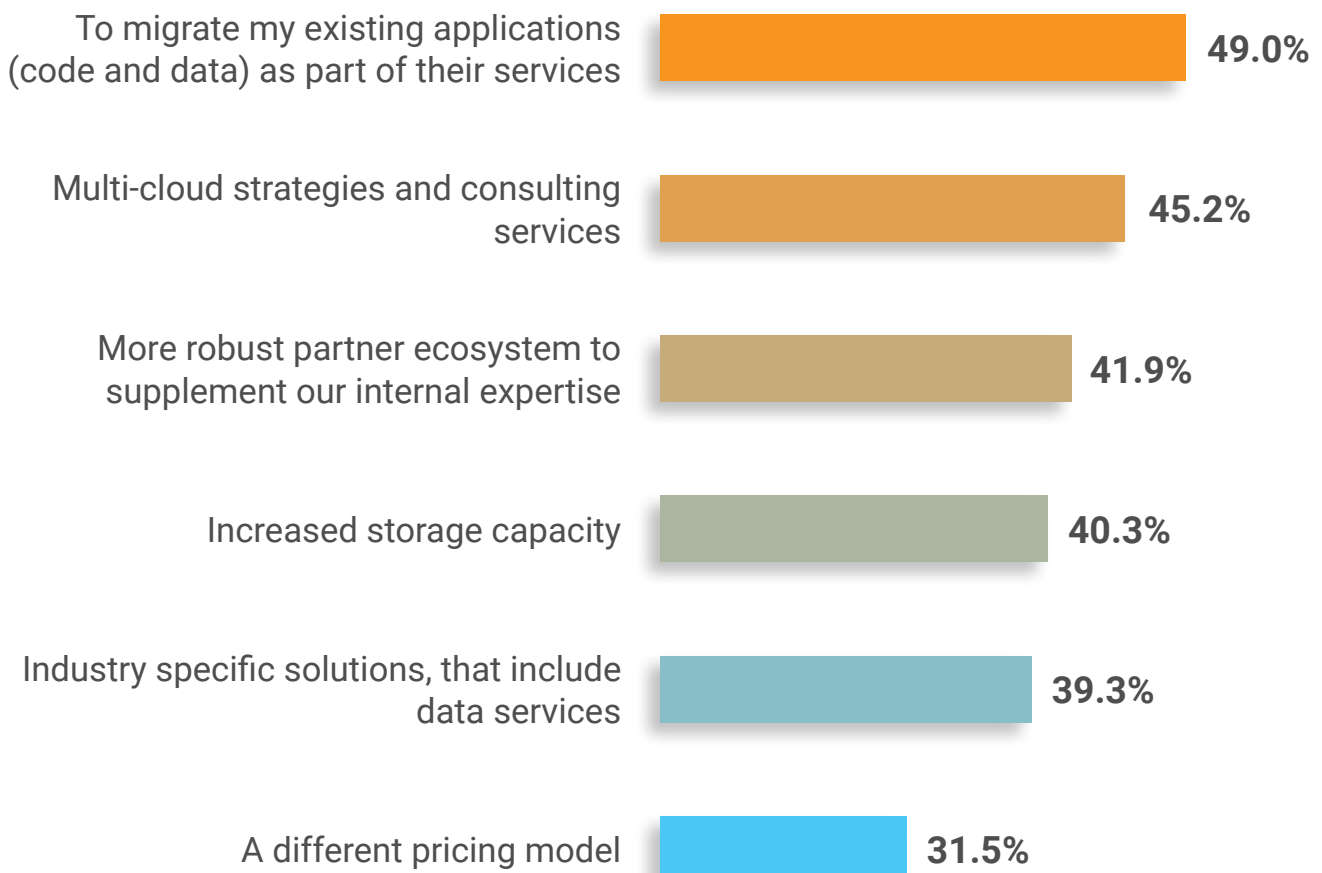


Section Two

AUTOMATION IS A DIFFERENTIATOR

Companies are making it very clear on the services they want from cloud providers – everything from industry specific solutions, a robust partner ecosystem, multi-cloud strategies and increased storage. But most want migration services. As companies realize that there is revenue potential when they can digitally enable their business; but if their competitor gets to the cloud faster, they will lose.

The Services IT Leaders Want Cloud Providers to Offer

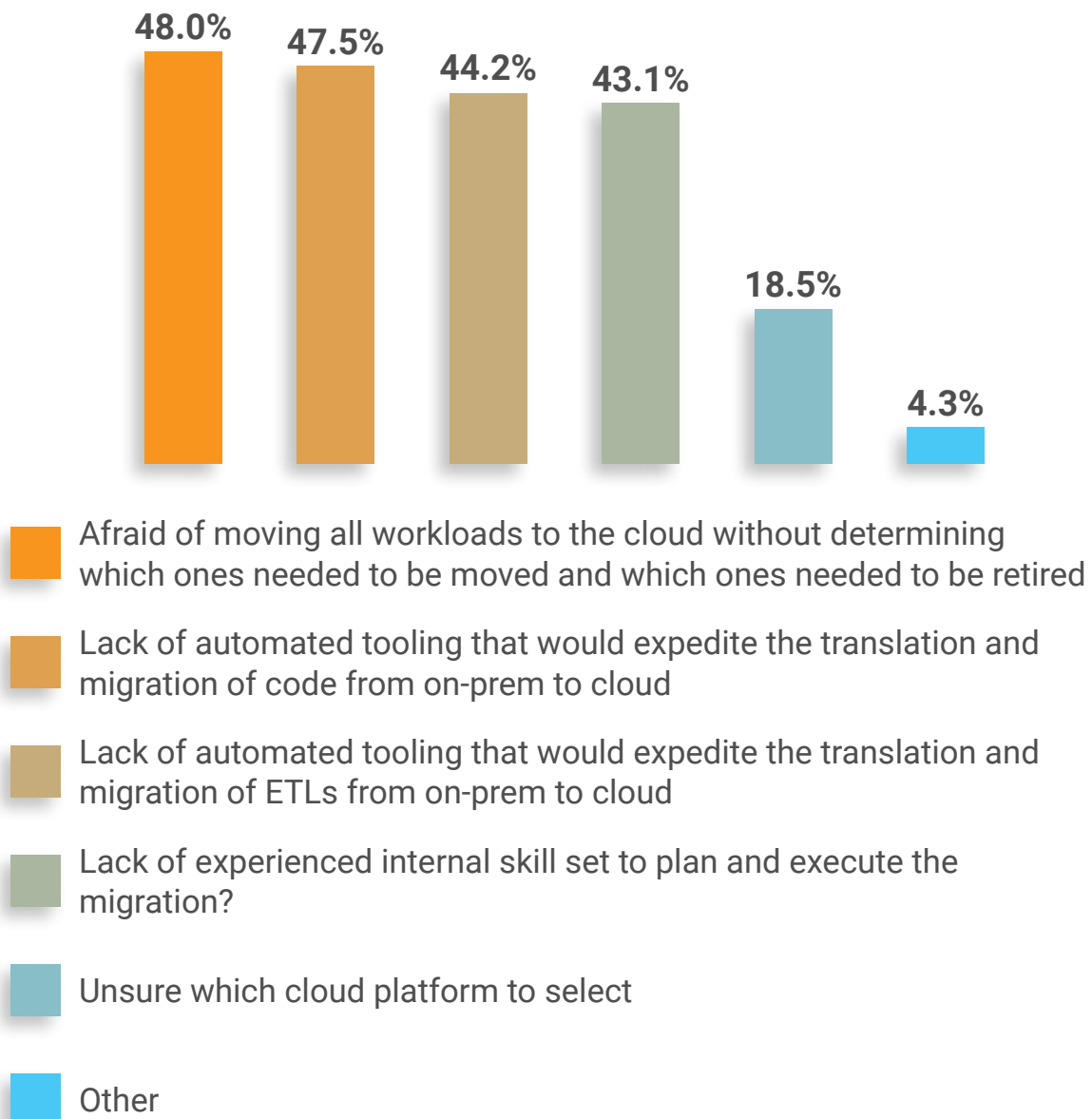




Section Two

AUTOMATION IS A DIFFERENTIATOR

The major concern of companies moving to the cloud was the lack of automation. Companies are looking for automation to accelerate code translation and ETL migration. Cloud Providers that can enhance their services to make the migration from legacy data warehouses to their cloud platform, will not only differentiate themselves from their competitors, but turn-on consumption revenue faster.



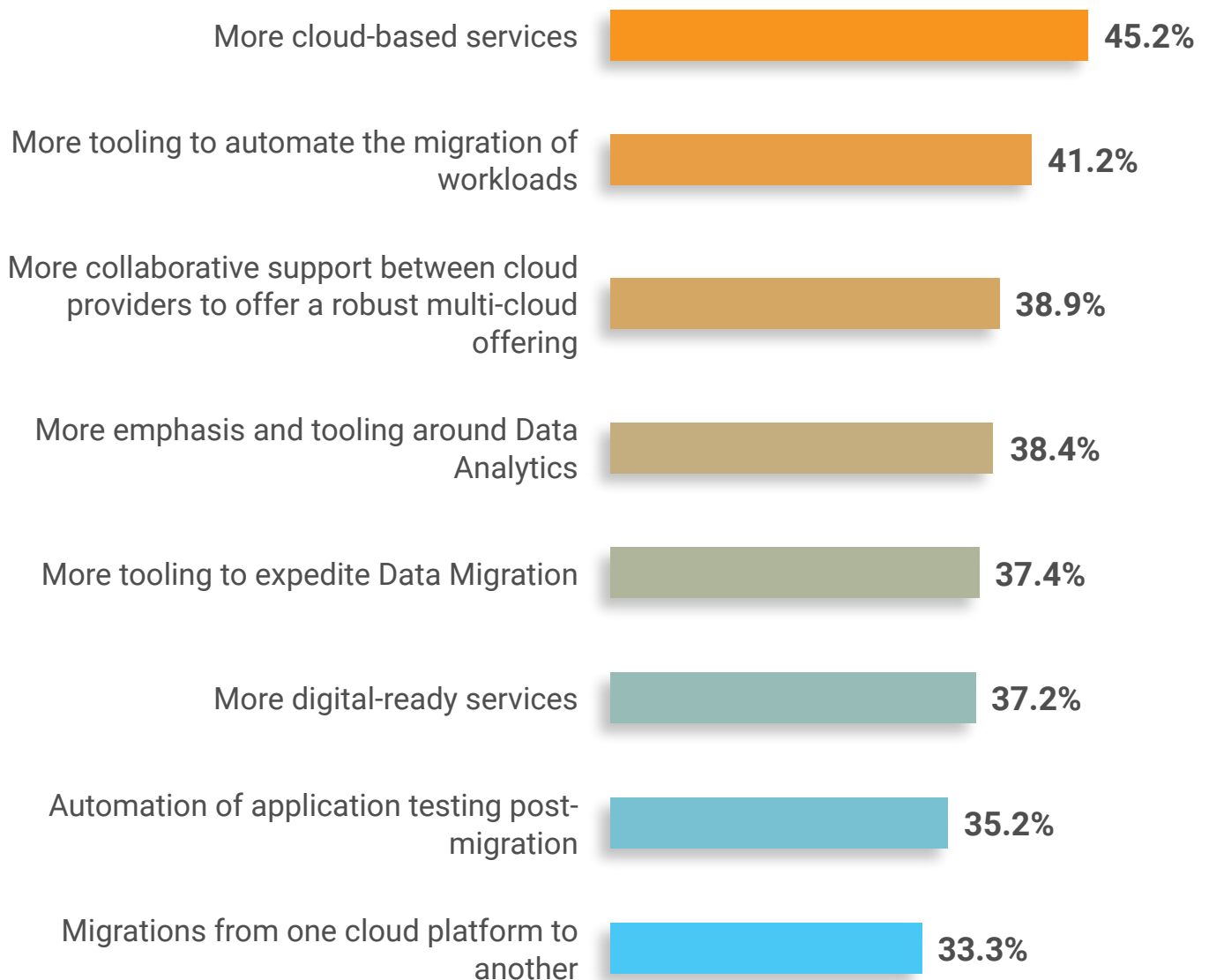


Section Two

AUTOMATION IS A DIFFERENTIATOR

When asked if Cloud Managed Service Providers were to extend their services, most IT Leaders asked for services to expedite their migration to the cloud.

Looking to the future, IT Leaders anticipate that more services will be provided around the areas of automation and data analytics.



Section Three

What's all the fuss around the Hybrid Cloud

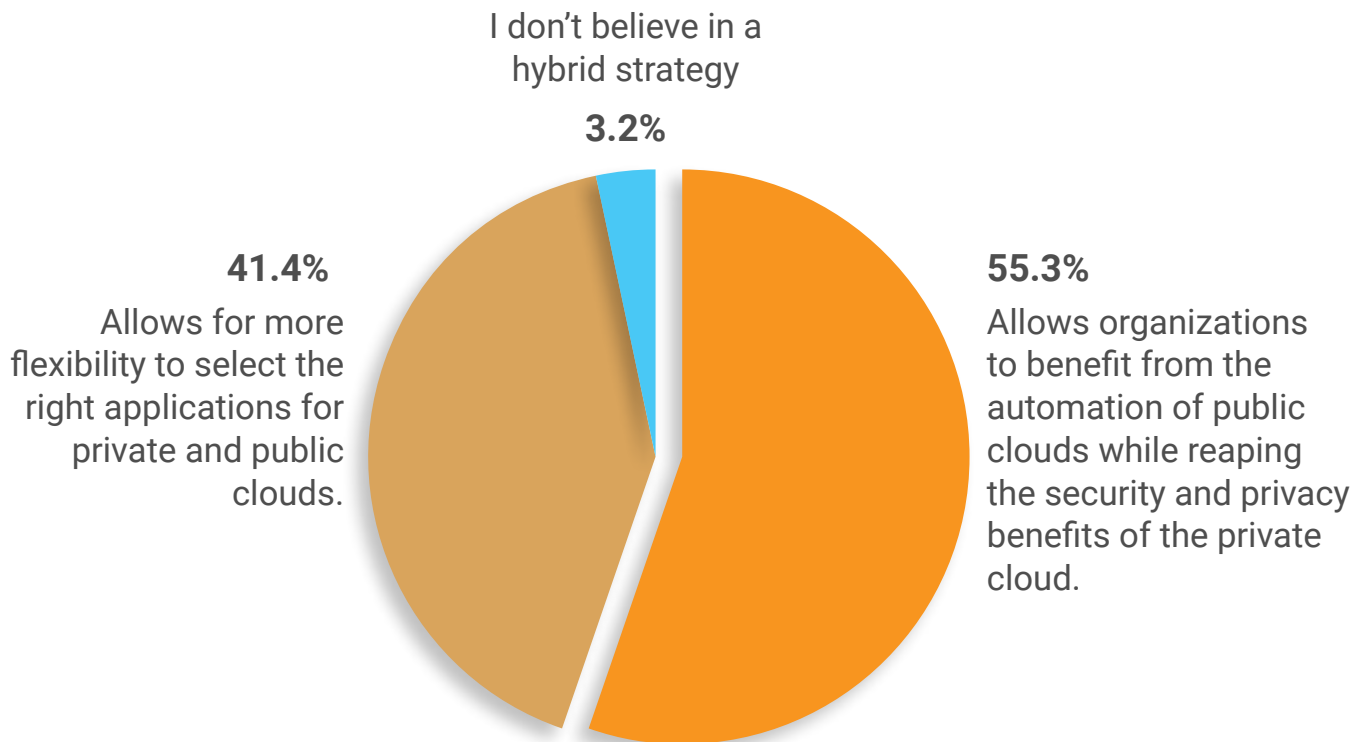


Section Three

WHAT'S ALL THE FUSS AROUND THE HYBRID CLOUD

As IT Leaders are accountable for business success, they will pick between private and public cloud targets to achieve specific business outcomes and deliver a tailored solution to each use cases.

97% of companies surveyed agree that there are benefits of a hybrid cloud strategy. Both in terms of flexibility to select the right application for either a public or private cloud; and the additional security benefits.

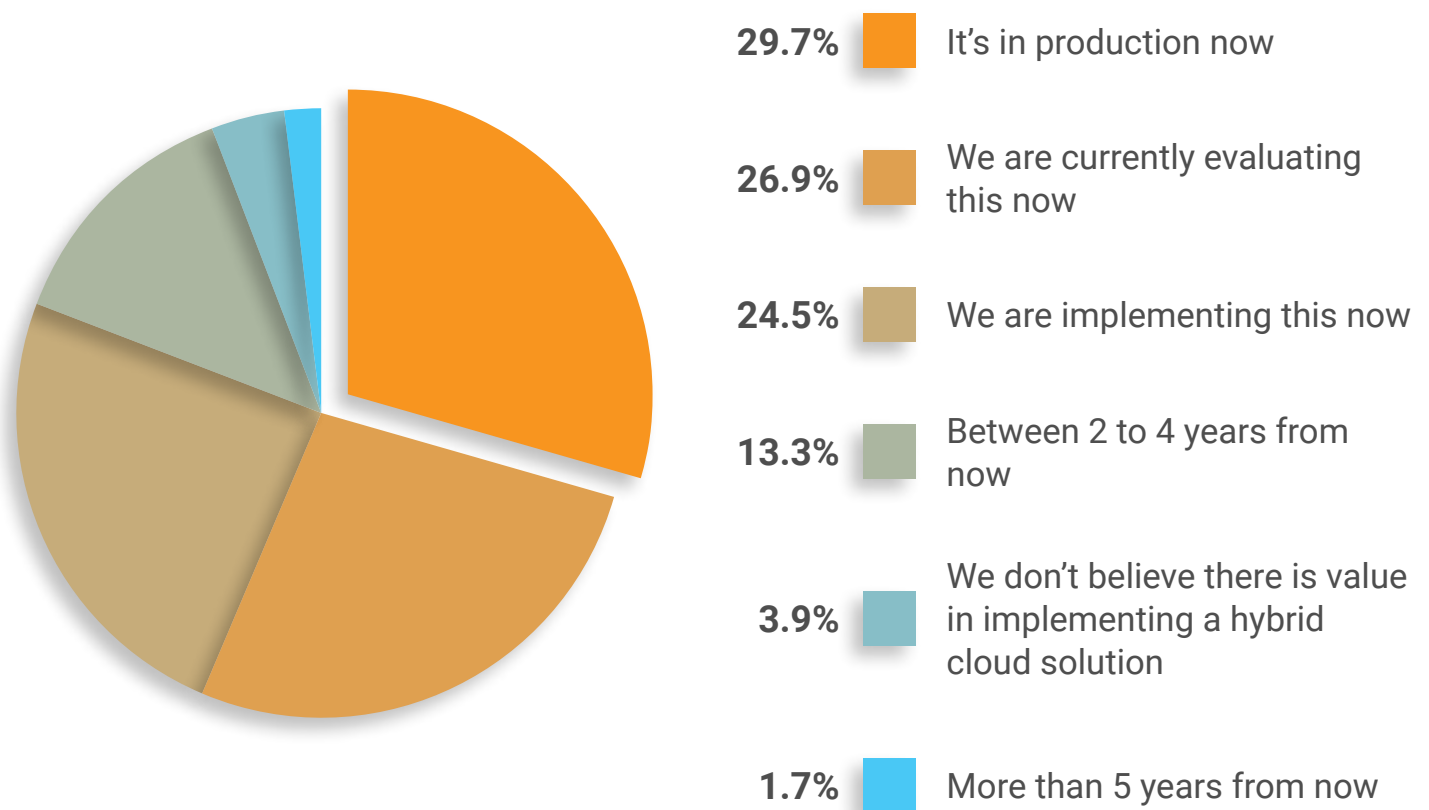




Section Three

WHAT'S ALL THE FUSS AROUND THE HYBRID CLOUD

Almost half of the companies surveyed have a hybrid cloud in place or are currently implementing a hybrid model.



Despite the attraction to a hybrid cloud and the considerable market opportunity, only 30% have a hybrid cloud in production



Section Three

WHAT'S ALL THE FUSS AROUND THE HYBRID CLOUD

The reasons for undertaking a hybrid model vary, although the majority (52%) agree that adopting a multi-cloud strategy enables an enterprise to implement a 'best of breed' model for the services they want to consume.



Section Four

Lessons Learned and Key Performance Indicators

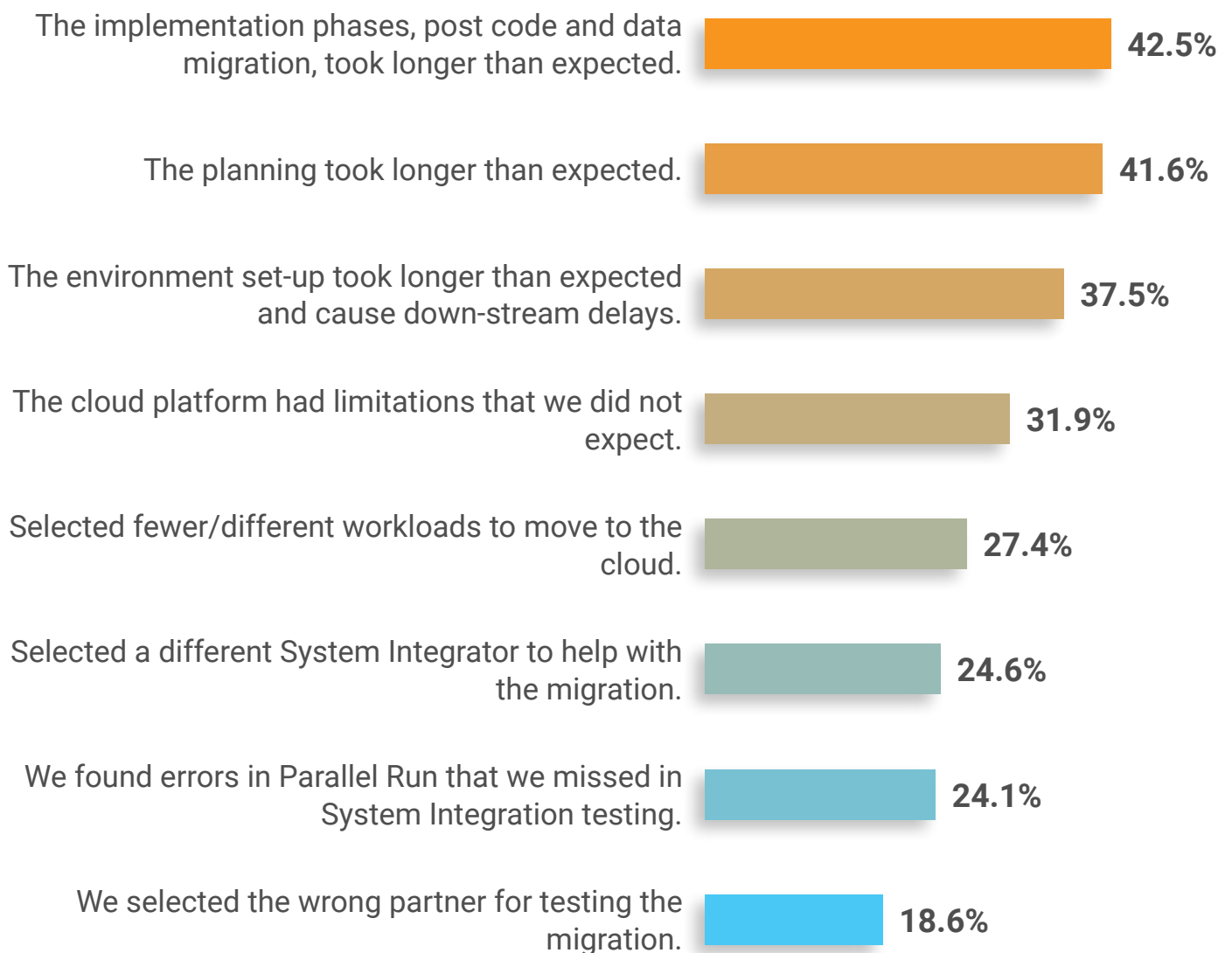


Section Four

LESSONS LEARNED AND KEY PERFORMANCE INDICATORS

We are still in the early stages of cloud migrations, as only 1/3 of the respondents have completed the migration of workloads to the cloud.

IT Leaders that have migrated workloads to the cloud were mostly surprised that several aspects of the migration process took longer than expected. And interestingly, they uncovered limitations in the cloud platform that they did not expect.



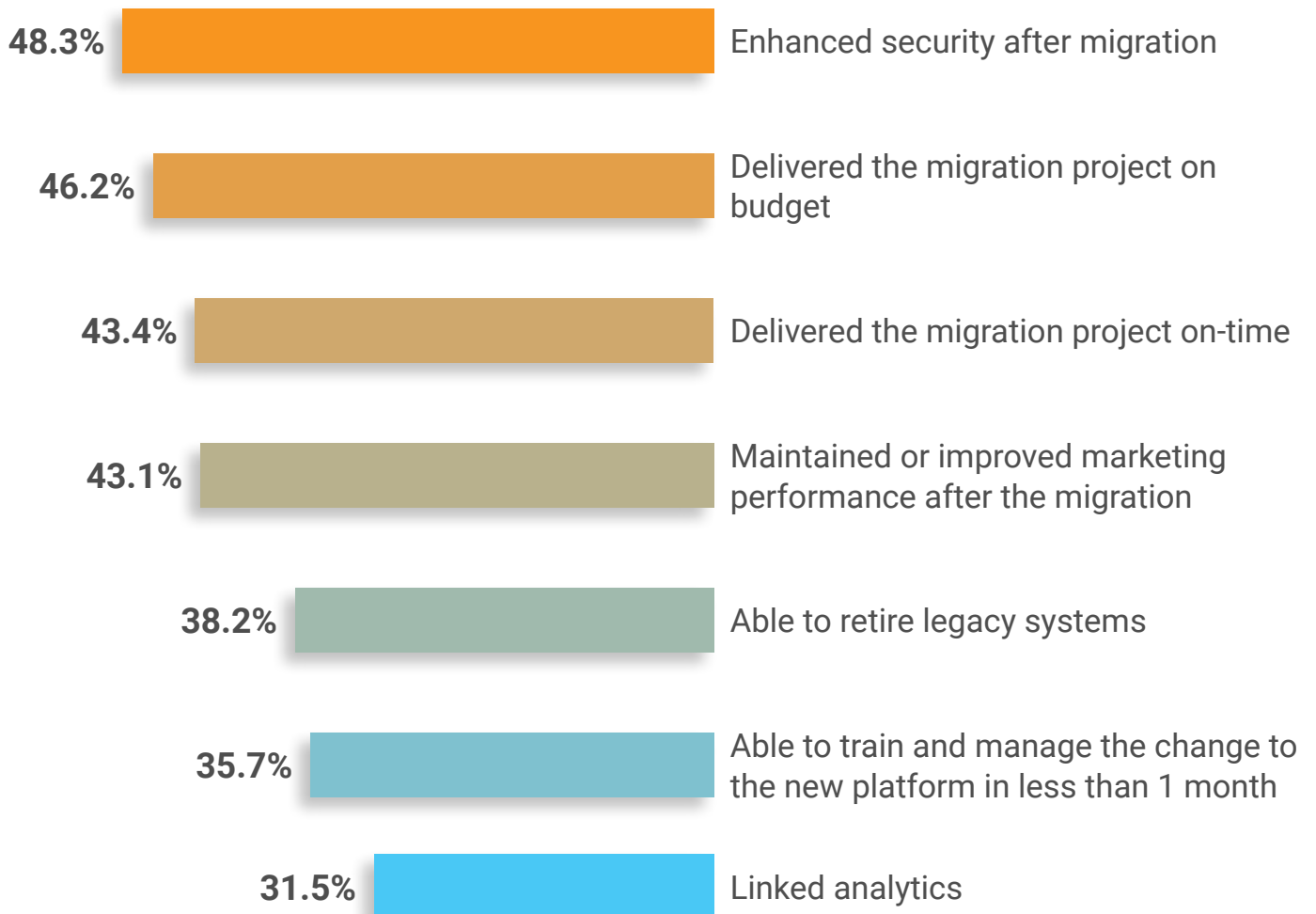


Section Four

LESSONS LEARNED AND KEY PERFORMANCE INDICATORS

They noted the key risk areas for cloud migrations being data migration, code conversion, business readiness, and project management.

There was a **wide variety of KPIs that companies use to measure success** – from classic on time/on budget, to enhanced security and the ability to retire legacy systems.

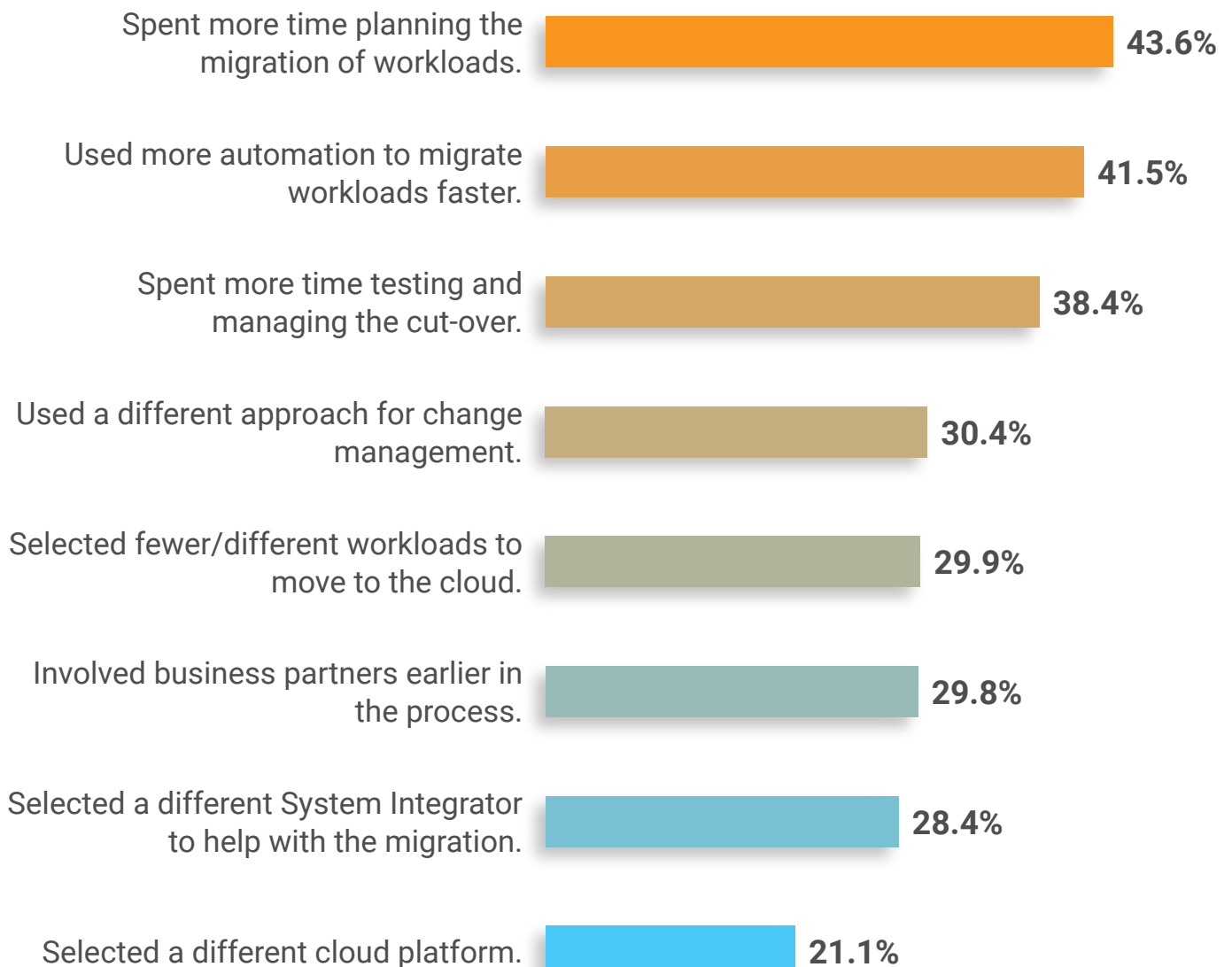




Section Four

LESSONS LEARNED AND KEY PERFORMANCE INDICATORS

When asked what they would do differently if they were to start their migration all over again, the majority would have spent more time planning their migration and used more automation to migrate workloads faster. Speed to market is critical to companies looking to leverage the cloud.

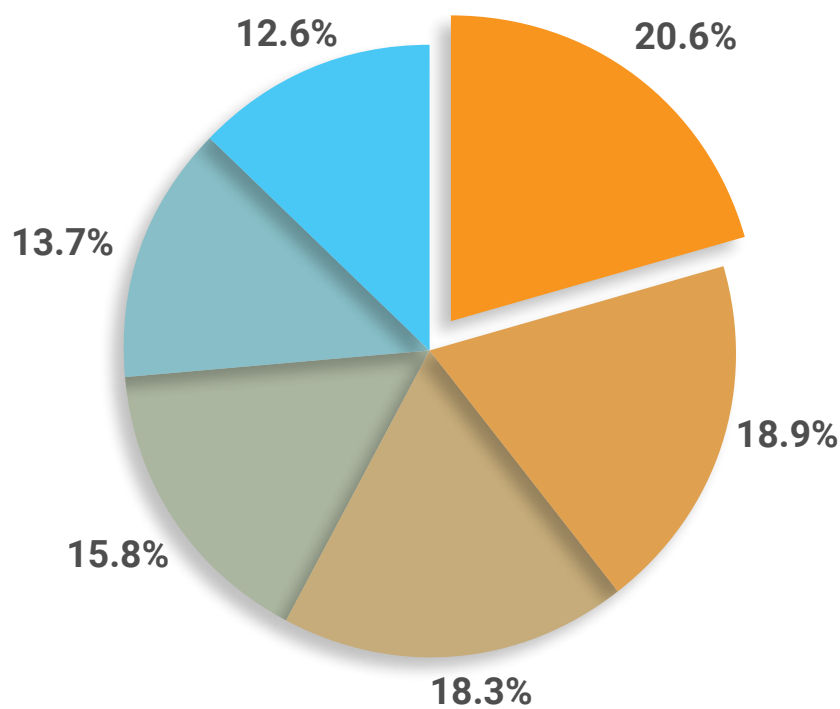




Section Four

LESSONS LEARNED AND KEY PERFORMANCE INDICATORS

The most important consideration for a cloud migration was identifying the interdependencies between applications, determining the volume of data that needs to be moved and creating a backup strategy to reduce data loss.



- Identifying the interdependencies between applications and how they interact with other systems.
- Creating a backup strategy to help reduce the chance of data loss.
- Determining in advance the volume of data moving between systems.
- Partnering up with a vendor that is a proven cloud migration expert.
- Creating a disaster-recovery strategy to avoid unnecessary downtime.
- Assessing the risks of the selected cloud vendor.

At **Next Pathway**, our technology helps companies realize the benefits of automation in their cloud migration projects. These tools include:

 **SHIFT™** *MIGRATION TRANSLATION*

SHIFT™ automatically translates legacy code contained in on-premise applications and ETL pipelines to run in various cloud platforms.

[Learn More](#)

 **CRAWLER360™** *MIGRATION PLANNER*

CRAWLER360™ automatically scans legacy data sources, including data warehouses, data lakes and ETL pipelines, to capture the lineage and identify intelligence for how to migrate to the cloud.

[Learn More](#)

 **TESTER™** *MIGRATION ASSURANCE*

TESTER™ automatically defines and validates your translated code

[Learn More](#)

To find out how we do it, or to request a free migration consultation, [contact us today.](#)



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LEARN MORE ABOUT NEXT PATHWAY

The Automate Cloud Migration Company

Our mission at Next Pathway is to automate the end-to-end challenges involved with migrating to the cloud.

Contact us today to learn more on how we can help you accelerate your migration to leading cloud providers today.



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