JOURNEY TO CLOUD

To compete in an era characterised by the current climate of rapid change, driven by increasingly "disruptive" innovations, a company must be agile, fast and lean. Cloud allows satisfying all those needs. Reply's experience can help its customers with the evaluation, analysis and design of all the components, as well as the related processes, guiding them along the real Cloud Migration.
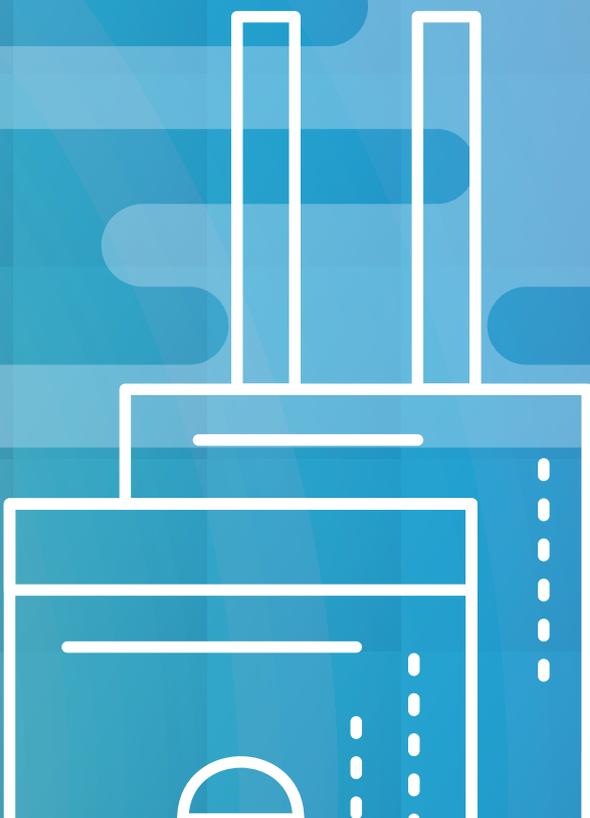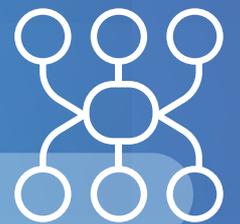
JOURNEY TO CLOUD

To compete in an era characterised by the current climate of rapid change, driven by increasingly "disruptive" innovations, a company must be agile, fast and lean. It should, in other words, occupy itself primarily and exclusively with business, considering everything else a "commodity".

This so-called "lean" approach, where in practice anything that does not add value to a company's solution is viewed as a waste of resources, considers the cloud a necessary strategy to break free from the "undifferentiated weightlifting", consisting of the maintenance and the corresponding cost of Data Centers, electrical current, UPS, routers, cabling, storage, servers, and racks.

The cloud makes it possible for companies to liberate themselves from all this heavy weight, using the services only when needed and paying for them only when they are actually used.

The cloud allows companies to avoid unnecessary investments before their growth, freeing CIOs from the difficult and unfair task of guessing – in advance – the necessary infrastructure required to support company growth.

The computational capacity and the relevant storage capacity are supplied by cloud providers, on an as-needed basis, increasing and decreasing this capacity in an elastic manner, in line with the business.

It is therefore necessary for companies to liberate themselves from their own Data Centers. However, the strategy that makes this possible is not the simple migration of company applications to external hosting, as it is often erroneously noted.

THE DIGITAL TRANSFORMATION CLOUD JOURNEY

Transferring your business to the cloud has more to do with a process of transformation, than with a simple migration. There are several reasons for this:

1

The paradigm
is transformed from possession of an asset to the use of a service, with all the related implications, beginning with financial ones: preference is given to the variable costs of services, rather than investments in material assets

2

A transformation
takes place within the contribution made by the workforce, with a strong emphasis on a "software-defined" specialisation and less focus on skills relating to the logistical support on servers, racks, UPSs, cabling and networking

3

A transformation
takes place in terms of costs, with considerable cuts, if an architectural change of the company's range of applications is foreseen, automatically requesting resources only when they are needed, and turning them off at all other times

4

A transformation
takes place in terms of the company's application strategy, from a micro-services perspective, also in order to natively leverage the services – that are already available – offered by the Cloud Provider platform

CLOUD MIGRATION AS A SERVICE

The Cloud migration begins by identifying the components (and the relevant load) to be relocated and a careful assessment of the corresponding impacts.

In fact, the goal is not only to ensure the "Business Continuity" of all functions involved, but also to evaluate all impacts, at a high level, in all possible directions, such as those relating to technology, processes, security and the organisation.

The migration projects carried out by Reply rely on the company's proprietary frameworks developed and adapted over the years, and put into practice in different business contexts.

Reply works in symbiosis with its customers, adopting the most modern Agile approaches and guiding each individual customer, step by step, towards the full cloud adoption of its specific range of applications, so as to allow them to become more confident about the transformation processes:

Compile
a Cloud
Readiness Matrix

1

Design the Cloud architecture and its journey

2

3

Identify the Migration patterns

5

Cloud Operation model with automation tools

Migration plan and policies esecution

4
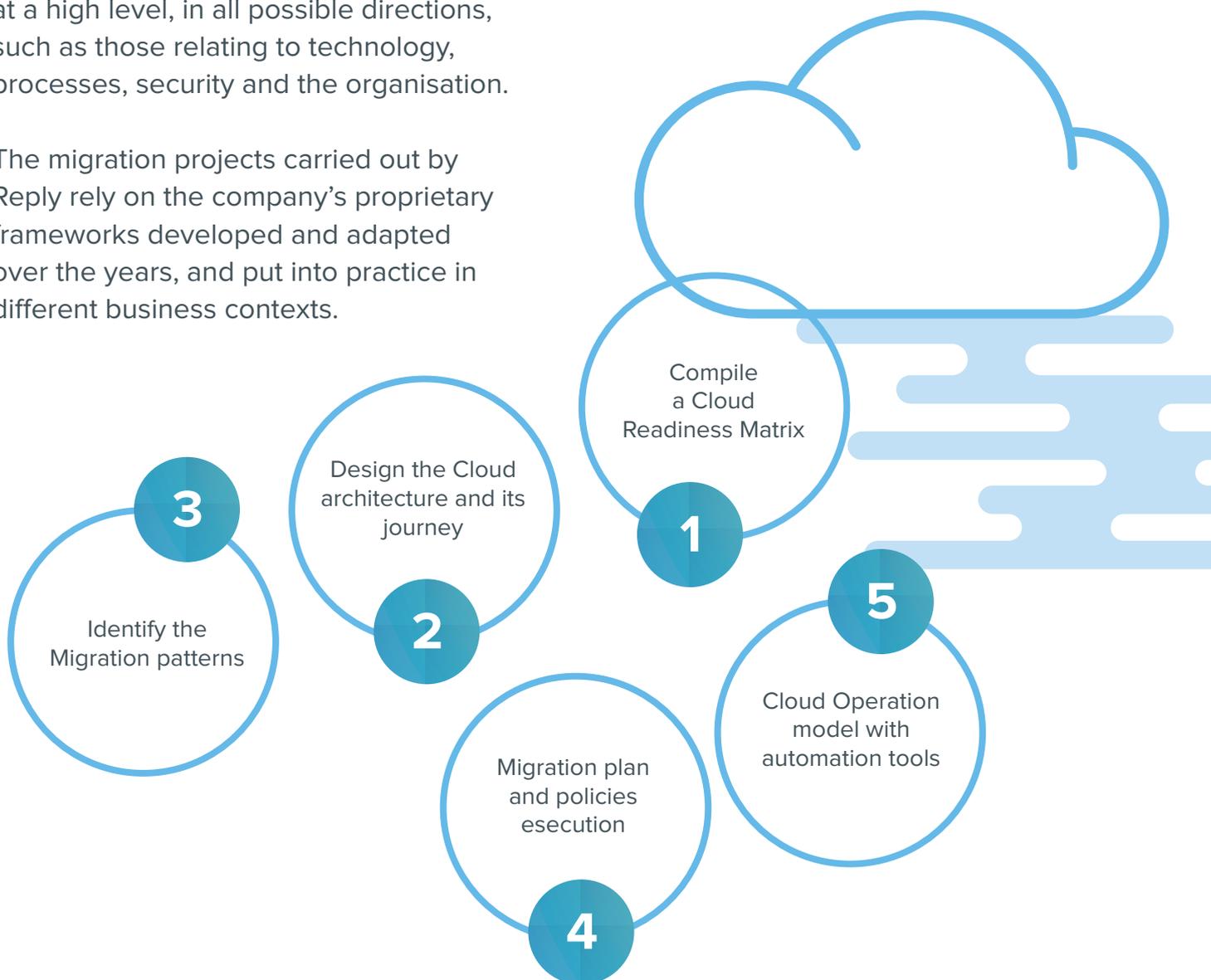
MIGRATION AS A TRANSFORMATION TOOL

The migration process consists of:

Analyze & Design: The applications are clustered and a Cloud-based Target architecture is defined for each cluster, serving as reference. The hybrid architecture is defined, followed by the definition of the strategy and the migration plan.

Execute: automation tools are used to accelerate the migration process.

Manage: a governance model is applied to the hybrid architecture, relying on governance cost control tools. During the "Analyse & Design" phase, it is necessary to determine the best strategy to adopt between the six possible strategies identified, known as 6R, according to the maturity of the company's range of application that must be migrated.

1. **Retain – Revisit:** Retain the operating systems or applications that are no longer supported because it is impossible to "touch" them

2. **Retire:** Decommission all applications that are replaceable or otherwise no longer used

3. **Rehost:** "Lift & Shift" approach for anything which is not convenient to change or which can be changed later

4. **Replatform:** Operating system and/or DB changes and/or upgrades

5. **Refactor:** Change of middleware, of the application code in order to use the features native to the cloud and achieve enhanced agility, performance and scalability

6. **Replace – Rearchitect:** use of SaaS, changing the application architecture

WHY REPLY

Both starting from a "Lift & Shift" approach, and from a native cloud application design, Reply's experience can help its customers with the evaluation, analysis and design of all the components, as well as the related processes, guiding them along the real Cloud Migration.

In particular, Reply supports companies in the conversion processes of applications and infrastructure to the Cloud Computing models, offering consulting services and the integration of solutions in the Software as a Service (SaaS), Platform as a Service (PaaS) and virtualisation of infrastructure environments (IaaS).

Reply is the right Cloud Advisor to accompany the customer in this Cloud Journey, having gained – over time – extensive expertise, including in the context of some very complex projects, and having developed, internally, a complete "Service Management" platform, supported by highly automated tools.

Reply's partnerships with leading international vendors also allows the company to offer the most advanced and effective solutions for various business needs, both in terms of models, as well as of technologies used.

REPLY specialises in the design and implementation of solutions based on new communication channels and digital media. Reply is a network of highly specialised companies supporting key European industrial groups operating in the telecom and media, industry and services, banking, insurance and public administration sectors in the definition and development of business models enabled for the new paradigms of big data, cloud computing, digital media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.

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