

# Is unfamiliarity with the cloud refraining you from migrating your services?



## Challenges

The technological evolution comes with its own set of challenges: new vulnerabilities around security, need of availability around the clock, demand for prevention of unwanted entry.

As a service provider, you are asked to deliver security and visibility with continuous control of networking and IT environments. Every minute, every hour, every day; 365 days a year... irrespective of the size of your business and your in-house IT resources.

## Business benefits

**How does migration as a service benefit your business?**

The first advantage of migration as a managed service for your company is that you have the certainty that your service is quickly migrated within a fixed and agreed timetable, at manageable costs and with the best knowledge and skills available on the market. The goal is always to migrate your services without impacting your business as best as possible.

Secondly, once you have migrated and eliminated the need for an in-house datacentre, you no longer have the costs and time involved in maintaining it. You will be able to release new or add-on services much faster, thanks to the services which are already available on the platform, so that your time-to-market will be much faster. This gives you the competitive advantage that is essential to be successful in doing business today.



In order to keep up with the increasing demand for speed, agility, scalability and cost effectiveness of IT infrastructure and services, businesses are migrating their workloads to the cloud. Although this sounds very easy, migrations can be very complicated, also for service providers. With more than 100 years of industry experience, the migration experts of Insight's Hybrid Cloud Team can help you migrate to the cloud smoothly. They know the pitfalls and risks underway and know how to avoid them.

So, let us do the hard migration work for you, so you can reap the benefits.

## Pains

### Unfamiliarity with the cloud and limited resources

Once the decision is taken to migrate workloads to the cloud, or between cloud providers, the first obstacle arises: where do I start and what do I have to do? Many service providers are still fairly unfamiliar with all available options of the cloud. The diversity of the cloud, the so-called sprawl of services, makes it difficult to determine which service is needed for which application. Many service providers are faced with the problem that they have insufficiently or insufficiently skilled IT engineers to migrate services to or from the cloud in a way that is best for the company. As a result of all this, cloud migration is postponed or takes much longer and is much more complicated than expected, so migration ultimately costs more money than it yields.

### Unfamiliarity with the platform

Once the decision is taken to migrate workloads to the cloud, the first obstacle arises: where do I start and what do I have to do? Although many service providers already have one or more workloads in the cloud, this does not turn them into migration experts. Unfamiliarity with the platform is one of the main reasons why service providers are postponing cloud migration. It takes time, energy and money to get familiar with the platform, train and educate staff and know how to deploy it. And time is scarce and expensive for businesses.

### Diversity of cloud technology

The diversity of the cloud is exciting, but can be daunting at the same time. The cloud offers a wealth of services, making it difficult to determine which service you need for which application. Many service providers find out that they are not familiar enough with the platform and do not have the right people at home to do what is needed.

### The problem of service sprawl

In the early days of cloud technology, the number of services was limited to services for compute, storage, networking, databases and application development. Things were clear. As the cloud evolved, the variety of services has grown further and more services are added day by day, in the fields of security, compliance, machine learning, Artificial Intelligence, Internet of Things and more. Many service providers find it difficult to select the right service for a specific use case and manage it properly.

### No resources or expertise in-house

Many service providers are faced with the problem that they have insufficient or insufficiently skilled IT engineers in-house to migrate services to or from the cloud in a way that is best for the company. The main reason is that the cloud has become such a large platform with so many services that migration experts are hard to find. What would it be like if all the hard and difficult work could be put in the hands of experienced migration experts?

## Gains

### Save costs, move faster

Cloud migration can really give you the competitive edge. By eliminating the need for a datacentre in-house, you no longer have to spend money on keeping your datacentre up-to-date, including hardware, maintenance, staff and more. Once you have migrated to the cloud, you can significantly speed up the time-to-market for new or improved services thanks to the services which are already available on the platform. Moreover, your operational costs are manageable and predictable, especially when the migration is carried out by professionals with expert knowledge of the available cloud services and subscription options, who perform the migration without impact on your business and customer SLAs.



### **Real cost savings, when done right**

Many businesses migrate to the cloud because they know that the pay as you use model can save them a lot of money. This is true, no denying, but cost savings can only be reached if services are migrated correctly and skilfully. Because of the service sprawl in the cloud, you have to know exactly which service you should use for which use case, without overlaps on the one hand or gaps on the other. Service providers need qualified migration experts who breathe migration from all their pores in order to really save costs. Insight has such experts who can save you real money when migrating to the cloud, with many years of experience.

### **No impact on services delivered**

One of the strengths of migrating as a managed service is that services are migrated without or - at least with as little as possible - impact on your service levels. The Insight migration team is available 24/7/365. This may sound obvious and trite, but have you realised what it really means? Migration is done according to your schedules and service windows, which is vital because you do not want to compromise your end users by unnecessary downtime.

### **Faster and more successful go-to-market**

Speed is king for businesses today. The faster you have your (new) services up and running, the faster you can start enjoying the benefits. A fast go-to-market also improves the reputation and self-esteem of a company. Is it not much cooler to be the leader in your sector instead of the follower? With migration as a service you achieve results much faster than with on-site development, so you are important steps ahead of the competition.

### **Added value to the business**

The migration of services to the cloud eliminates the need to have an in-house datacentre. This definitely adds a direct value to the service provider's business because you no longer need technical staff to maintain the datacentre on-site. This leads to two immediate benefits: one is that you can free your valuable staff to spend time on other or new business solutions. The other is that you can improve your budgeting and forecasting processes, because you switch from unpredictable operational costs to transparent, manageable costs in the cloud.

## **Migration Services – IMS Monitoring by Insight**

Insight Migration Services cover the migration of virtual machines and associated applications from anywhere, including legacy services that need to be moved to cloud solutions. This can be Office 365 email migration from different sources, cloud migration from physical or virtual sources or bespoke migration.

The hybrid cloud experts of Insight help service providers to migrate from these services to cloud subscriptions and set up everything that is connected to these machines so they can work smoothly in the cloud in accordance with your time schedules and SLAs and without or the least possible downtime.

### **Why Insight**

Migrating with Insight, you have the confidence that the migration of your services is done by highly qualified hybrid cloud experts with over 100 years of industry experience.

Their aim is to give you the smoothest migration experience possible in accordance with your time schedules, requirements and wishes and no impact on your services.

1. IMS brings specialist knowledge and a full century of industry experience, hardly achieved by any individual business.
2. 24/7/365 monitoring services, multi-lingual service desk, serving all over the world.
3. Worldwide coverage: we work in any location where you need workloads to be migrated.
4. E-mail, Office 365 and cloud migration from and to various sources.
5. The most optimal cost solution for your business through in-depth knowledge of subscription models and cloud services.
6. Post-migration support via add-on Cloud Managed Services to help you get the best of your cloud experience.



### According to the expert...

*“At Insight we offer the complete package. After the first meeting with our partner we have a workshop together to define exactly what they want and need and to investigate which virtual machines they want to migrate to the cloud.*

*Our experts come up with a plan on how we actually migrate - do we stage it or do we do it all at once - and carry out the migration accordingly. Of course, we are always available to help them with add-on support, when they want to move on with the platform.”*

Neil Allwood, Managed Services Level 3 Consultant at Insight's Hybrid Cloud team

For more information please contact your Insight Account Manager.