



AWS FOR MIGRATION

Migrate and modernize with Effectual

AWS and Effectual are your partners
in cloud transformation

In collaboration with

Effectual



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Drive business success on AWS

Organizations across every industry want to become more agile to innovate effectively. Faced with ever-increasing disruption, they must also find ways to differentiate their businesses to stay competitive. For many organizations, moving to the cloud quickly is the best first step to modernization and transformation.

This ebook explores how organizations are migrating and modernizing on Amazon Web Services (AWS) to achieve critical business advantages such as higher productivity, faster time to market, and a stronger bottom line. It also covers key benefits of cloud migration, why now is the best time to migrate, and how your organization can realize the associated benefits of migrating to AWS with solutions from AWS Partner Effectual.

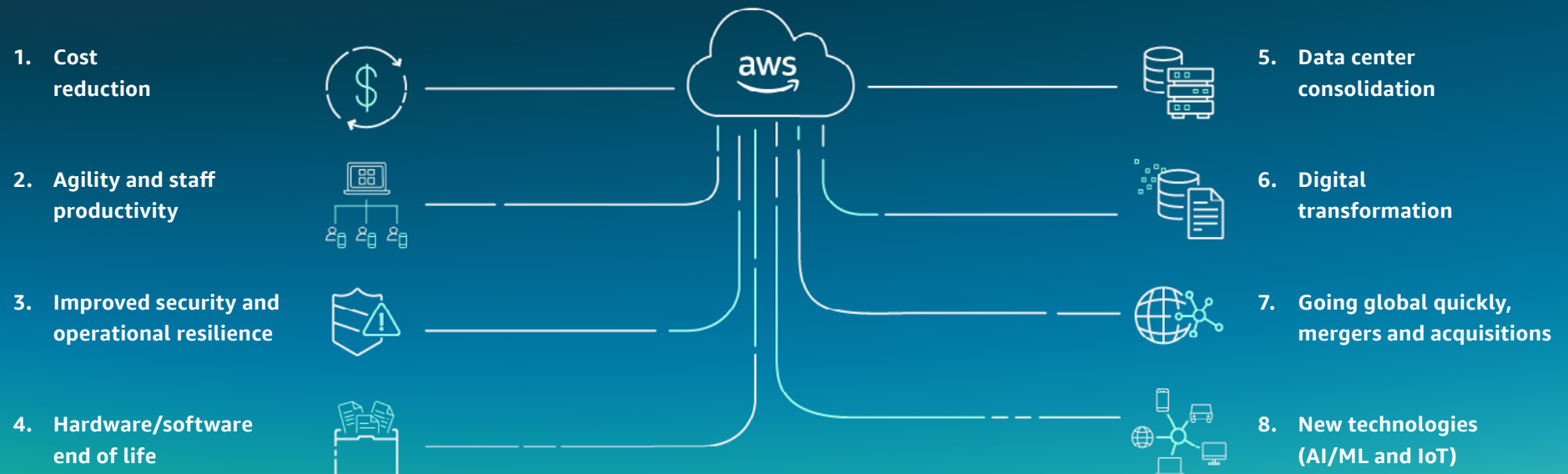


Why cloud, why now?

Often, the decision to migrate workloads to the cloud starts with a desire to reduce costs.

However, customers find that the strategic value of migrating to AWS goes well beyond the cost savings of retiring legacy infrastructure. Leveraging the breadth and depth of its research, AWS has identified eight key business drivers for moving to the cloud. Whether they are migrating some or all of their digital assets to the cloud, organizations can achieve transformational results.

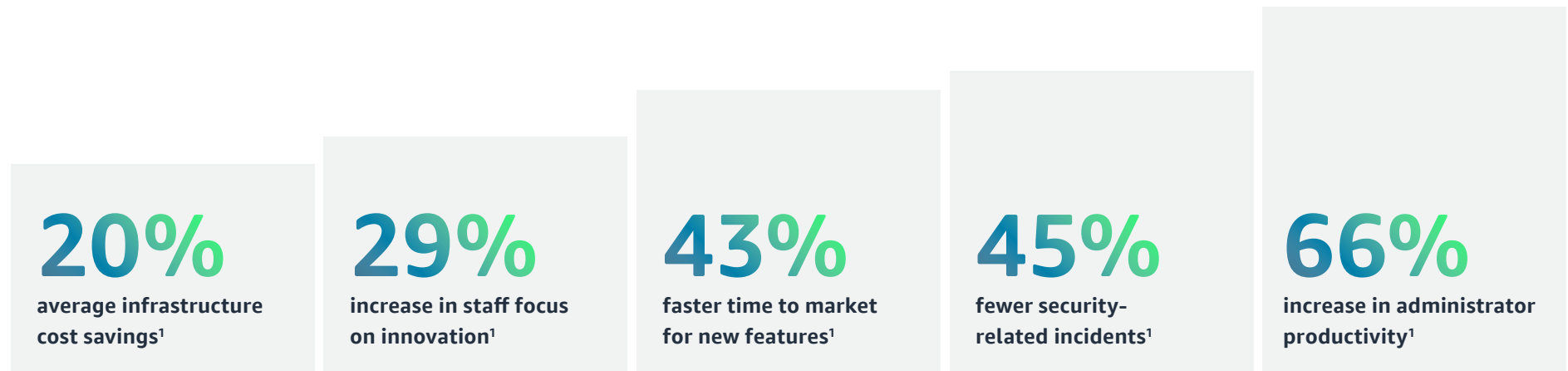
Business drivers for migrating to the cloud



Why migrate to AWS?

To boost innovation, respond quickly to changing demands, and drive business transformation, organizations are migrating their infrastructure and applications to AWS. Modernizing on AWS enables streamlined operational practices that lead to measurable results.

On average, migrating to AWS delivers:



While migrating to AWS offers many benefits and opportunities, successful migrations take planning and expertise. Organizations also need to understand the challenges they're likely to face as part of the process.

With an experienced AWS Migration Competency Partner such as Effectual by their side, businesses can anticipate those challenges and accelerate their cloud journey to achieve benefits faster.

Why modernize on AWS?

Modernizing is about more than implementing new technology. It's about using technology to drive growth and adapt to rapidly changing business demands. Most businesses recognize that migration is just the first step on a transformation journey, and that modernization is where the realization of true business value begins. AWS provides the most proven programs, capabilities, and expertise to easily modernize your applications and workloads, accelerating digital transformation across your organization. With an unmatched breadth of services, training, and resources, a high-performing and cost-effective infrastructure, and the broadest ecosystem of specialized partners, AWS provides the organizational, operational, and technical capabilities you need to seamlessly modernize on the cloud, accelerating innovation and delivering superior customer experiences.

Organizations that migrated to and modernized on AWS have seen:



With an experienced AWS Migration Competency Partner such as Effectual by their side, businesses can anticipate those challenges and accelerate their cloud journey to achieve benefits faster.

The 7 Rs of cloud migration

Creating a detailed strategy that identifies the best pattern for various workloads is essential to accelerating and optimizing the migration journey, as well as achieving desired business objectives. Common migration patterns usually follow one of six basic patterns—but with AWS, organizations have a seventh option, culminating in “The 7 Rs.”

Need to migrate a database?

If you are considering rehosting, re-platforming, or refactoring your database to AWS, AWS Database Migration Service (AWS DMS) keeps the source database fully operational during the migration, enabling near-zero downtime during the cutover. You can then reduce the amount of time you spend managing database instances with a database-as-a-service offering such as Amazon Relational Database Service (Amazon RDS).

1. Rehost

In a large-scale migration scenario that demands a quick migration and rapid scaling to meet a business case—such as a data center lease termination—the majority of workloads are rehosted. Also known as “lift and shift,” rehosting can be automated with tools such as [AWS Application Migration Service](#) in most cases.

2. Re-platform

Sometimes referred to as “lift, tinker, and shift,” re-platforming entails making a few cloud optimizations to achieve tangible benefits—but without changing the core architecture of the application. For example, businesses that are managing a messaging broker can easily bypass the seven common patterns for migration with [Amazon MQ](#). Amazon MQ is a fully managed service that doesn’t require users to rewrite their applications or pay for third-party software licenses. Or, if migrating a Windows-based application that requires file storage, organizations can use the fully managed [Amazon FSx for Windows File Server](#).

3. Refactor

Refactoring changes the way an application is architected and developed. Typically, refactoring (or re-architecting) is driven by a strong business need to add features, scale, or improve performance that would otherwise be difficult to achieve in an application’s existing environment. If an organization is looking to boost agility or improve business continuity by moving to a service-oriented architecture (SOA), this strategy is a strong—although often more expensive—option.

4. Relocate

Once on AWS, businesses can take advantage of the wide variety and capabilities of AWS services to easily optimize or rearchitect applications. As this strategy doesn’t require significant changes in the configuration and architecture of workloads, it’s not necessary to retrain staff or invest in upgraded hardware, thereby reducing operating expenses. It also makes migration costs more predictable by placing clear limits on scalability.

5. Repurchase

Casually referenced as “drop and shop,” repurchase enables organizations to replace their current environment by moving to a newer version of software or purchasing an entirely new solution. This also applies to businesses that were or are looking for a new software licensing model that allows them more flexibility to match their business needs. In this case, an organization may choose to purchase **Amazon Connect** to replace its current contact center application.

6. Retain

A company may have portions of its IT portfolio that it is not ready to migrate or believes are best kept on premises. For on-premises workloads, **AWS Outposts** brings the same APIs, services, management tools, support, and operating model to virtually any data center, co-location space, or on-premises facility. With AWS Outposts, businesses have a truly consistent hybrid cloud, allowing them to develop once and deploy across AWS Outposts on premises or on AWS without having to recertify their applications.

When going the retain route, businesses should remember that as more of their portfolio moves to the cloud, allocation of data center expenses across fewer workloads may eventually drive a need to revisit the retained workloads.

7. Retire

The retire route lets organizations decommission or archive unneeded portions of their IT portfolio. When businesses first assess their environments’ readiness to migrate, they may come across applications that are no longer being used. By rationalizing their IT portfolios and identifying assets that are no longer useful, organizations can strengthen their business case and direct their team’s attention toward maintaining the resources that are more widely used.

A streamlined approach to migration with Effectual and AWS

To streamline the cloud migration journey, it is important to have the proper support and guidance when you need it. Effectual, an AWS Migration Competency Partner that holds a long list of AWS certifications, offers end-to-end services to help customers navigate their entire cloud journey.

By aligning with AWS best practice guidance, including the AWS Migration Acceleration Program (MAP), Effectual can work in tandem with in-house IT teams to ensure a smooth, efficient cloud transition.

Following MAP, Effectual applies a three-phased approach:

The AWS MAP is a complete and proven cloud migration program based upon AWS's experience of migrating thousands of customers to the cloud. The program packages best practices, tools, expertise, financial incentives, and the expertise and solutions delivered by AWS Partners to make cloud adoption easier and help customers reach their business goals faster.

1 Assess

The migration readiness assessment identifies gaps along the six dimensions of the **AWS Cloud Adoption Framework**: business, process, people, platform, operations, and security. This survey enables organizations to identify the capabilities required to migrate and build a total cost of ownership (TCO) model. Effectual follows AWS-suggested best practices to determine how to both migrate infrastructure with the utmost care and handle any unforeseen challenges.

2 Mobilize

The mobilize phase creates an operational foundation for migration, with the goal of fixing the capability gaps that were identified in the assessment phase. Effectual analyzes and identifies financial hurdles, potential blockers, and other skill and knowledge barriers that might need attention before migration. This step accelerates migration decisions by providing clear guidance that improves the success of your migration.

3 Migrate and modernize

In this final phase, organizations implement the migration plan developed during the mobilize phase. Once application testing is complete, Effectual begins migrating workloads to AWS and then optimizes for performance and spending.



Effectual's AWS migration methodology and approach

Achieve business objectives with a clear strategy for migration and modernization.

Successful migration goes beyond a “lift and shift” approach, with the most significant impact coming from “lift and optimize” migrations that help customers leverage automation and cloud-native services. Effectual's AWS migration methodology was created to guide you through the development and execution of a migration strategy that aligns security policies, elastic cloud resources, containers, and microservices with your business objectives—clearing a pathway for ongoing optimization and future modernization.

Effectual Modernization Engineers™ help you accelerate modernization projects across for existing cloud environments, data center evacuations, and complex environments with prescriptive guidance to support modernization and cloud-optimized operations.

Starting with in-depth assessment and planning, Effectual offers guidance and expertise for designing, planning, migrating, and managing your cloud environment, acting as an extension of your internal team. Developing a “migration factory” approach using repeatable migration patterns and automation can also increase the velocity of mass migrations.

Effectual's migration services help you:

- Adopt security best practices
- Establish proper governance
- Ensure regulatory compliance (PCI, HIPAA, FedRAMP, FISMA)
- Incorporate continuous optimization
- Promote cost efficiency
- Drive productivity

Effectual's AWS migration solutions and offerings

Re-platform, refactor, and re-architect to take full advantage of AWS Cloud solutions

Effectual is an innovative, cloud-first managed and professional services company that works with commercial enterprises and the public sector to mitigate their risk and enable IT modernization. The company's deeply experienced team of problem solvers applies proven methodologies and a phased approach to help customers achieve successful business outcomes on AWS.

Experience and expertise for complex enterprise migrations

Effectual's Modernization Engineers™ can help you improve reliability and performance, operate more securely, optimize costs, and automate security, allowing you to focus on your core functions that drive business value.

Cloud migration service offerings

- Data center evaluations
- Workload migration
- Database migration

On-premises migration use cases

- Footprint expansion
- On-demand capacity
- Operationally similar test/dev environments

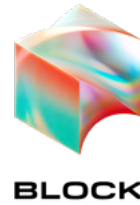
Access to AWS funding

As an AWS Premier Tier Certified MSP Partner and AWS MAP Ambassador, Effectual has access to funding programs that support customer migrations, greenfield deployments, and modernization initiatives to speed innovation.

When you are ready to move to the cloud, Effectual's team of seasoned Modernization Engineers™ does more than lift and shift your applications. Effectual partners with you to develop a clear migration strategy for achieving your business objectives. Effectual works alongside your teams to gain a clear understanding of your current environments and dependencies to then provide an informed, deliberate, phased approach to migrating and modernizing your data and applications.

CASE STUDY

Block



Challenge

In early 2022, Block Inc. faced significant operational challenges with its legacy IT systems, which limited the company's scalability and efficiency. Block needed to modernize its infrastructure to stay competitive in the financial technology sector and to comply with comprehensive regulatory requirements. Migrating to a cloud-based system was critical to achieving these goals.

Solution

Effectual partnered with AWS to address these challenges for Block. Effectual introduced containerization, serverless computing, and microservices to re-architect Block's legacy applications. Using advanced AWS infrastructure and data analytics tools like Aurora and data lakes, Block successfully migrated to a cloud environment. This transformation improved operational efficiency, reduced latency, and decreased operational costs, setting a strong foundation for future growth and compliance.

Outcome

Block's AWS cloud migration led to a significant reduction in latency, decreasing the database cutover time from over three hours to less than a minute. Effectual also helped Block reduce operational expenses using AWS Graviton instances, which improved the customer experience. Ultimately, the successful shift to cloud infrastructure fortified Block's compliance and security framework.

[Read more ›](#)



Make AWS migration easy with Effectual

AWS is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

Together with AWS, Effectual has created best practices to accelerate and guide migrations to the cloud.

Ready to get started?

In collaboration with

Effectual

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