



Cloud transformation: 3-steps to a successful and secure cloud migration

Key decision makers: Rethink how you do business

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Rethinking how you do business

The world has changed. There has never been a better time to rethink how the cloud can help you address your changing priorities.

But you must consider all components of a successful cloud journey so you can drive **business value**, **build a secure enterprise** and **create data-driven innovation**.

Cloud is moving up the board agenda with a commitment to go faster, but there is no magic bullet. The traditional factors that held organisations back from unlocking business value from the cloud still exist today.

According to our recent cloud survey, **81% of organisations wished they had been further ahead on their cloud journey**.

It's critical to learn from hindsight and executives know they need to use this experience as a catalyst for change.

It's time to rethink the cloud.

81%

Wish they were further ahead on their cloud journey

37%

Blame budget restrictions

88%

Believe cloud is business critical

The 3 top challenges still facing organisations are:

40%

Have security concerns

76%

Are rethinking cloud strategy

27%

Lack in-house cloud skills

Expert insight:

"For an organisation that is yet to take the first step in moving to the cloud, my advice would be, be very clear on what your business objectives are. This is not just a cost discussion or a technology vendor or service choice. The next priority is having the right skillsets and support, and once the initial phase is complete, it's important to consider how you can continually exploit the advantages that the cloud delivers."



Antony Rawlins

Senior Director, Advisory Team at Avanade



Accelerate, Optimise, Unlock

When considering what the cloud can do for your business, you must decide the right route for your organisation. There is no 'best' way – and the path won't be linear – but most organisations will move through three phases.



Accelerate

Accelerate the migration of your workloads to become more agile, scalable and adaptable



Optimise

Optimise along the way; modernising your apps as you gain insights and greater value from your data



Unlock

Unlock the business value of the cloud; opening the door to practical innovation using modern architecture

It's time to...



Put cloud at the heart of your business, as the core catalyst for your transformation



Securely unlock the value of the cloud



Bring your data to life for the greatest business impact

You just need to know how.

This 3-step guide to a successful and secure cloud migration will give you everything you need to reach the pinnacle faster. With insights from Avanade and leading industry experts, you can use our handy checklists and top tips to put cloud at the heart of your business, powering your success.

Expert insight:

"Organisations that are cloud native have the advantage of being able to innovate and invent quickly, and then move on. These days you've got to be able to innovate on a day-to-day basis."



Emma Roscow
UKI Intelligent Cloud
Infrastructure Lead
at Accenture

Chapter 1: Accelerating business value from the cloud



Leading change through uncertainty

The world of work has changed. Working in the cloud and conducting meetings by video has now become the norm for many more employees with the exponential shift to remote working.

Demand has also changed and continues to fluctuate. This unpredictable nature of business – and the world in which we operate – means CIOs must be prepared for anything that may disrupt business as normal.

Successful businesses must adapt as events unfold and shift shape to the dual pressures of customers and technologies. They need to carefully balance preparing for the unexpected with thoughtfully rethinking the present; leveraging data and using insights to make better, faster, decisions.

Leading CIOs are driving change with a focus on continuity planning, working together with the business and getting more value from the cloud. But how can you scale instantly and achieve faster time to value while minimising security risks and laying the foundations for innovation?

The answer: Migrate & accelerate, through a cloud and data migration and maturity programme.



"Ultimately, we undertook the programme not just to have this fancy technology, but to make our business efficient. We've been able to show our leadership that their investment is starting to have an impact on performance and therefore, a positive impact on our cost per trade and time to market. That's what it's all about."

Centrica Energy Trading

Aligning business and IT objectives

With IT budgets flattening and teams working remotely, it's more important than ever that you get your cloud strategy right.

IT can be the heroes, but cloud isn't just for IT. It's about taking a holistic approach to the evolution of your business. There's no better place to innovate, differentiate and elevate experiences than in the cloud. But how do you get IT and business stakeholders on the same page?

Here are six tips to help:

1. Align IT and business objectives

- Involve stakeholders in the IT strategic planning stage
- Create a merged team to eliminate any gaps
- Build a business case
- Set out the strategic benefit of moving to the cloud

2. Communicate constantly

- Keep business stakeholders on board
- Ensure IT teams understand higher-level business perspectives and goals

3. Work closely with other business units

- Keep everyone talking
- Collaborate closely with Line of Business
- Reinvent processes
- Identify new opportunities
- Support better working practices

4. Share the same strategic vision

- Map out a shared vision
- Align IT strategy to that of the business
- Become a catalyst for change

5. Re-evaluate IT goals

- Review IT goals against your business's vision
- Ensure IT goals translate successfully

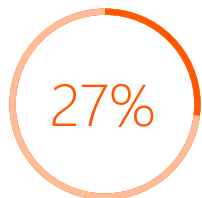
6. Use data to inform business decisions

- Unify and expose your IT and business data
- Mine your data for insights
- Use data to decide what's next

Optimising your cloud strategy

IT and business leaders face challenging decisions on cloud strategy, migration, cost and security, looking to cloud hyperscalers to lead the way. The global crisis has forced organisations to accelerate not only their move to the cloud but also their cloud maturity to drive business value.

But are organisations truly getting value out of the cloud? If your journey has been slow – and you’ve been struggling to derive business benefits from the cloud – now is the time to do something about it. Rethink your strategy, accelerate the migration of your applications and data, and plot a path that gets you further, faster.



of decision-makers say their organisation has moved at least one stage forward in their cloud maturity.

Avanade Cloud survey, 2020



say their organisation has moved at least two stages forward on their journey to cloud maturity.

Avanade Cloud survey, 2020

Here are 5 top tips to help:

- 1. 'Lift and shift' is just the beginning.** Simply moving your workloads to the cloud is a means to an end but it will not automatically make you more agile – or even get you moving
- 2. Optimising as you go can reduce your IT costs.** When you optimise as you go, savings are significant, controlled and scalable, enabling you to extract maximum value from your cloud platform and fund other value driving activities
- 3. Choose the right cloud model for your business.** Navigate hybrid and multi-cloud strategies and get cloud the way you want it
- 4. Take an accelerated approach and maintain migration momentum.** Get valuable insights from your data to avoid analysis paralysis and realise results faster
- 5. Treat cloud as a cloud service, not as a data centre.** Capitalise on the benefits of the cloud and get more value from your investment



Expert insights:

"Too often moving to the cloud is simply viewed as a shift, but to generate real value from the cloud, an organisation's service and operating models need to change. A successful transition requires a really strong FinOps model that's aligned to a cloud strategy. It also requires variations on existing skill-sets."



Antony Rawlins
Senior Director, Advisory Team at Avanade

"Almost two thirds of companies aren't achieving the expected benefits of the cloud. To maximise the benefit of the cloud two things must be put in place. Firstly, your organisation needs the right skills, as well as a culture of innovation. The second thing your organisation needs is an agile way of working. You can't deliver the value that innovation unlocks if you're held back by legacy systems. With these two things in place and the right strategy, you can reap the long-term benefits of the cloud."



Emma Roscow
UKI Intelligent Cloud Infrastructure Lead at Accenture

Are you really cloud-native?

The cloud wasn't always the first choice. Yet today, every organisation uses some form of cloud service, with a few proudly claiming to be 'cloud-native'. But how do you know if you are really part of the cloud-native community?

The following checklist will help you decide:

		Yes	No
1	Do you have a cloud strategy in place? <ul style="list-style-type: none"> If no, make a start by identifying the risks and rewards of each cloud model and select the cloud service that best supports your business objectives. 		
2	Do you have a cloud governance policy that works, balancing risk with agility? <ul style="list-style-type: none"> If no, centralise governance and compliance, giving you greater efficiency, visibility and control. 		
3	Do you regularly monitor your cloud estate? <ul style="list-style-type: none"> If no, identify and implement the biggest savings then put in place the roles, governance, reports and processes to stay optimal. 		
4	Do you actively exploit the advanced services that hyper-scale cloud can provide – e.g. AI, cognitive services and advanced analytics? <ul style="list-style-type: none"> If no, don't be afraid to try new things – evolving, experimenting and learning, using technology to get to market in new ways and pivoting quickly without fear of breaking the bank. 		
5	Was the adoption of cloud your first step to modernising your applications, moving from being resident in the cloud to being cloud-native? <ul style="list-style-type: none"> If no, assess your apps and prioritise opportunities for the greatest optimisation. 		
6	Did you adopt cloud to unlock the full power of data and gain competitive advantage? <ul style="list-style-type: none"> If no, the cloud can help you realise great business value from your data through insights. 		
7	Did you adopt cloud to respond to change or serve as the enabler for practical innovation? <ul style="list-style-type: none"> If no, look further ahead to understand how the cloud can provide a platform for innovation. But don't innovate for the sake of innovation, focus on solving customer problems. 		

Expert insights:

"If you simply lift and shift into the cloud, you're missing an opportunity and you won't fully exploit the cloud's true potential and value. You won't see the benefit of the innovation advantages, the collaboration advantages, the speed to provision and the integrated services."



Antony Rawlins
Senior Director, Advisory Team
at Avanade

Notes

Resetting and rethinking your cloud strategy

Cloud is not an all-or-nothing strategy. It is a platform that can turn technology into a utility that serves your business. You might have the right clouds, but the execution is key.

The right cloud strategy provides business speed and agility while improving security, quality and cost. But how do you fare on the path to cloud acceleration and optimisation?

		Yes	No
1	Did you decommission some or all of your legacy technology based on business value?		
2	Can you manage cloud supply and demand across your organisation?		
3	Do you have the right workloads on the right platforms?		
4	Is your organisation unlocking business value in the cloud?		
5	Are you confident that you have the right operating model, service measures and cost controls in place to ensure value and sustainability in the longer term?		
6	Do you have processes in place to make sure your IT spend is both controllable and predictable?		
7	Do you have the right people in-house to create an agreed strategy and solve your cloud conundrums?		
8	Do all stakeholders across IT and the wider business have a say?		

REALITY CHECK

You might not be cloud-native right now, but you're probably closer than you think. You just need to know the next steps.

Expert insights:

"We immediately started seeing the results of moving to a transparent environment. I began getting reports each morning detailing the costs of each application on the platform and can take immediate action."



Rahul Malik
Head of IT at Centrica Trading

Notes

LISTEN TO OUR PODCAST 

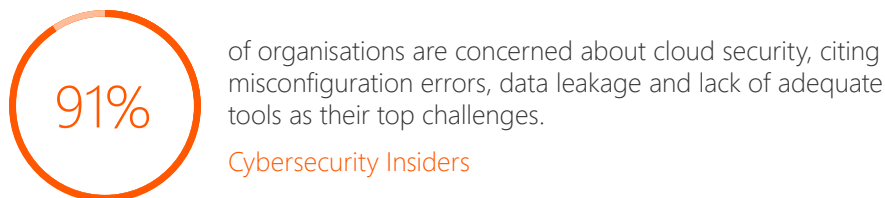
Chapter 2: Building a secure enterprise when embracing the cloud



Rethinking security in a remote modern world

To support new ways of working, many organisations have had to respond with the rapid deployment of technology.

Understandably, many security controls and processes that needed to be put in place may have been overlooked. This makes now the ideal time to rethink your enterprise security strategy. When it comes to cloud adoption, CIOs realised that going cloud-native came with its fair share of security concerns – even the cloud hyperscalers. According to the Cloud Security Report, **91% of organisations are concerned about cloud security.**



Putting the right security controls in place doesn't have to slow you down. In fact, it will save you hassle down the line. But how do you use the power of the cloud to translate data into meaningful security information to reduce security risks as you modernise your business?

The answer: Optimise and modernise



Expert insight:

"With a rise in cyberattacks during the pandemic, it's been imperative for organisations with remote workers that use different devices and home networks to ensure security is proactively managed, and also to leverage full end-to-end security solutions."



Mark Smith
GM Microsoft Solutions



Looking beyond your cloud transformation journey

Here are 5 key tips to success when trying to secure the enterprise...

1.

Adopt a zero-trust mindset and vision

Organisations should not automatically trust anything inside or outside their perimeters. Everything must be verified before granting access to systems. Every individual, admin account, application, bot, and process must be validated and managed through a governance process.

You should also consider tools that address your identity governance and administration (IGA) requirements. Access to digital services from different locations and target platforms should be continually evaluated to support business resilience and continuity objectives.

2.

Undertake a comprehensive risk assessment

If your organisation has recently experienced rapid change to its enterprise architecture and the deployment of new collaboration and workforce tools, now is the time to conduct a comprehensive risk assessment.

Start by identifying the assets of most value and understanding what you want to protect. From here, you'll be able to pinpoint the key risks to those assets and come up with a tactical plan to address them.

3.

Prioritise security projects, budgets and resources

Understanding the risks to your newly altered ecosystem will allow you to take a measured and thoughtful approach to security project prioritisation, resources and budget. This is also a good time to review, or develop, a formal security governance framework to ensure that your new operating model is consistent with your new risk posture.

Like most things, security can't be solved by throwing money at the problem. A risk-based approach will help you focus your budget and resources. Many of our clients are now prioritising their security spend on digital transformation and cloud migration projects to support a remote workforce.

4.

Simplify and enhance your security landscape

Excessively heterogenous security architectures are difficult to manage, costly and may increase your risk of exposure, so look to leverage any capabilities that are integrated into your cloud provider's platform. This is especially useful when you need to react quickly to a situation such as enabling a remote workforce. Ensure you're fully leveraging built-in security capabilities, such as those included in Microsoft 365, which will help to reduce unnecessary costs.

5.

Renew to realise your security vision over the long term

Implement a holistic approach to security and make it a part of your organisation's digital transformation from the outset. Build security into the IT solutions and applications, rather than trying to address with the latest cybertech solution, which may soon become redundant.

Whatever systems you put in place, make sure they're secure from a cloud and modern applications standpoint and that you have a good understanding of the level of responsibility the provider (and you) will bear, to make it secure by design.

Security should be a business enabler, so try to balance security and controls to avoid adding barriers and adversely affecting employee productivity. This will allow your organisation to operate in an agile way and prepare for whatever comes next.

REALITY CHECK

Most IT decision-makers recognise that securing the cloud comes down to designing and implementing appropriate security controls and working with trusted managed service providers to enhance the skills you have in-house.



A new approach to security

Every data security effort requires a few basic building blocks. But when the time comes to secure your cloud transformation, consider a change of approach. Whether you're planning a migration to the cloud or trying to optimise the control and oversight of your existing cloud infrastructure, you need to know how to do so securely.

Here are 5 factors to consider:

1.

Traditional security solutions might not work in the cloud.

Evaluate the solutions you're using, which may have been designed for on-premises, to ensure they will address your security needs in the cloud.

2.

Responsibility is shared, not eliminated.

Moving to the cloud demands a new, shared responsibility model. The key is to make sure that there is a clear understanding of what data you need to protect in the cloud and how to do it. Understand what is your responsibility and what is the provider's responsibility.

3.

Every cloud flavour comes with a different operating model.

Evaluate every model carefully, from SaaS to PaaS and IaaS, to ensure you choose a model and appropriate security controls that are right for your organisation.

4.

The Modern workplace demands an evolution in security.

Ensure your cloud model secures access without slowing things down or causing friction and usability issues to the end-user.

5.

Cloud threats are evolving at an uber-fast pace.

Use automation, AI and machine learning to keep up with growing threats and avoid putting your organisation at undue risk.

Reality check

Start your cloud transformation with a comprehensive assessment of your cloud security posture from a technology, process, people and organisational capability perspective.

Develop a clear shared responsibility model and drive adoption of the right technology for your needs.

Expert insight:

"A key driver in our move to the cloud was around business risk mitigation – removing legacy technology and the risk of failure. We can now be confident that we have something modern, usable, safe and secure – and that delivers the elasticity we need to mirror our fluctuating business activities throughout the year."



Daniel Hinks
Head of Architecture at AQA

Tightening your security for the 'new normal'

Changing security practices are making us more vulnerable than ever. It's understandable, but how do you deploy a security posture that keeps your organisation safe and your people productive?

Here are 3 ways to help you maintain your guard:

1. Ride the 'three waves of change' over the coming months and years

2. Use AI and ML to lighten the load on your security team

3. Be 'Secure by Design' with smarter security from the ground up

Accelerate

Understand how your organisation's risk posture has changed

Security Step

Adapt to maintain business continuity by updating Modern Workplace, Cloud and Digital Identity platforms

Optimise

Ensure your security strategy is based on a zero-trust architecture

Security Step

Prioritise and plan how to address identified risks with comprehensive assessment roadmaps

Unlock

Realise the new strategy, leveraging modern agile delivery approaches and automation from the start

Security Step

Enable new, secure business models and continually adapt to changing conditions with extended Microsoft 365 security and enhanced identity and cloud solutions

Reality check

A modern security strategy with the right configuration, technologies, governance, controls and identity management is essential in making sure your cloud strategy is secure.

Taking the right security steps will help you to protect the core operations of your business and build a resilient and scalable operation that's fit for a flexible future. Reimagining cloud security, as a fully managed service, will help you optimise security and free IT to focus on innovation.

[RETHINK YOUR SECURITY STRATEGY](#) ↻

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Chapter 3: Innovating with applications

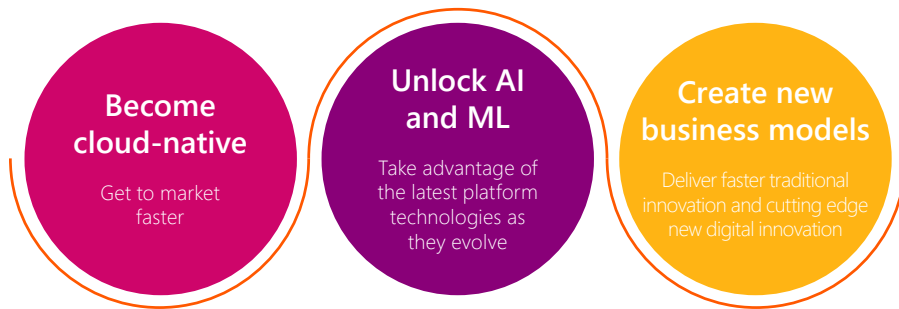


Letting go of legacy

Application developers have undergone a significant shift in recent years. From the waterfall methodology and monolithic architecture to agile DevOps ways of working with containers, orchestration tools and microservices, the result has been one of speed.

But how do you identify practical opportunities with high impact to accelerate speed to market and create new ways of doing business?

The answer: Create and innovate



Is application development slowing you down?

Here are some questions to help you decide:

		Yes	No
1	Do you think of software as nothing more than a tool? <ul style="list-style-type: none"> If yes, change your way of thinking and bring innovation into your application development mindset. 		
2	Are you dependent on legacy applications? <ul style="list-style-type: none"> If yes or partly yes, don't worry. You don't need to move all your software to the cloud immediately. Go cloud-native for new development and 'decouple' your legacy. Breathe life into your legacy applications by leveraging Platform-as-a-Service. 		
3	Are custom-built applications important for your business? <ul style="list-style-type: none"> If yes, create new business models with innovative, human-centred applications. 		
4	Do you develop using DevOps and Agile approaches? <ul style="list-style-type: none"> If no, Modern software engineering practices are an enabler of business value – letting you reliably test and deploy apps in seconds or minutes, rather than weeks or months. 		
5	Do you continually evolve your apps? <ul style="list-style-type: none"> If no, consider reducing the burden on internal resources by realising the business benefits of manage and evolve services. 		

Notes

Here are some top tips for letting go of legacy:

- 1.** Use a 'sidecar' approach to build new functionality and improve speed to market
- 2.** Embrace containerised microservices to build a more integrated application infrastructure
- 3.** Take DevOps seriously
- 4.** Keep your customers at the heart of what you do
- 5.** Bring your business and tech teams closer together
- 6.** Develop a short path to value
- 7.** Respond as fast as the business needs
- 8.** Focus on delivering real business value – informed by data
- 9.** Leverage your MSP's development services expertise

REALITY CHECK

In any significant business and technical transformation, there are critical windows of opportunity to position your organisation for maximum impact with minimal risk. Getting it right the first time – or releasing MVP and iterating constantly – delivers maximum ROI and ensures new design patterns and operational approaches provide a framework for future success.

So, what next?

We've seen two years of digital transformation compressed into just a few months as a result of the pandemic. Organisations have been quick to adapt to remote working, with business applications pushed to their limits. But how do you give your digital furniture a new lease of life?

Here are 3 options to help you decide what to do with your underperforming legacy apps:



Expert insight:

"It's not always going to be possible to replicate your current environment in the cloud. There will be a requirement for processes and apps to change. With a clear idea of what can and can't be moved, you will have a greater understanding of the scale of effort required, the impact of the migration and the cost implications."



Rahul Malik
Head of IT at Centrica Energy Trading

Retire Re-architect
Replace
Re-use Relocate
Re-platform Rebuild

Expert insights:

"The perceived need to manage legacy applications and infrastructure remains a concern and a blocker to cloud deployment. Success depends on putting six key foundations in place – Identity and Access Management, Threat Protection, Cloud Security, Management, Dev Ops and a Data Governance Strategy.

If you can get these right and manage them in one place, it really unlocks the potential of the cloud, and drives transformation and agility."



Mark Smith
GM Microsoft Solutions

"Having tried to establish a base cloud capability in-house, we turned to Avanade to leverage their expertise and experience. This significantly accelerated our cloud transformation. For some businesses a lift and shift model can work, but we wanted a complete rebuild to establish an infrastructure and platform that fundamentally and architecturally fits our business. And that's exactly what we've achieved."



Daniel Hinks
Head of Architecture at AQA

Summary

Innovation lives in the cloud

Innovation lives in the cloud

Moving to the cloud is easy in theory but driving business value from it is the difficult part.

A holistic approach to your cloud transformation will make your company ready for whatever comes next. With a clear path to maximising business value from the cloud, you can rapidly increase agility and scalability, secure your enterprise and unlock high-value insights to make the right business decisions.

With the cloud as the foundation of your future business, you'll get to market faster, innovate better and in new ways, all at the speed of business. You'll become more sophisticated as you embed AI and the latest platform technologies into the fabric of your organisation. There's no better place to innovate and differentiate than the cloud.

Innovation lives in the cloud, **will you?**

Expert insight:

"Transitioning to the cloud has given us a lot of new tools in our toolbox that we can repurpose and reuse. We now have an accelerator footprint for future business initiatives or future waves of business technology that we want to investigate."



Daniel Hinks
Head of Architecture at AQA

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[Five tests that tell you if you're really a cloud-first company](#)

[Cloud requires a new approach to security](#)

[3 ways to tighten security and get ready for the new normal](#)

[Time to rethink those untouchable apps you thought couldn't be messed with](#)

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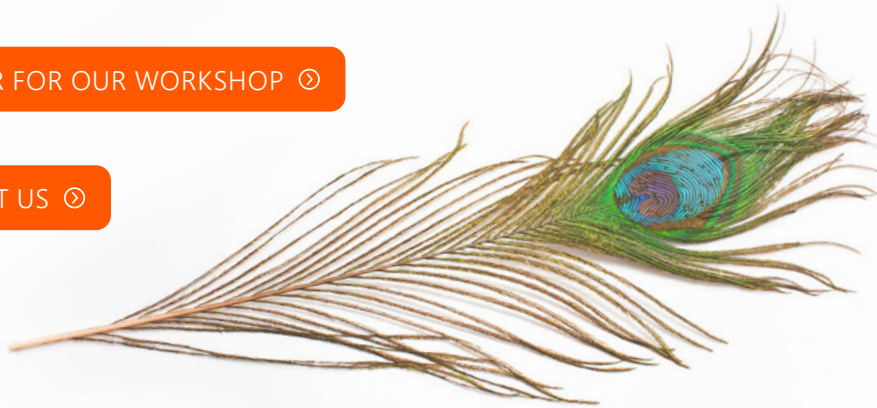
[Rethink your security strategy guide](#)

Starting to rethink how you do business?

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Expert insight:

"Completing a cloud journey successfully requires specialist skills and experience. Partnering with a cloud specialist will accelerate your migration, saving significant time and money. The right cloud partner will also ensure that your internal resources develop the skills they need. This has certainly been our experience with Avanade. It would have taken us months to up skill our team, but working closely with Avanade's consultants, over time we have developed the necessary skills in-house to complete our cloud journey."



Rahul Malik
Head of IT at Centrica Energy Trading

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. Our professionals bring bold, fresh thinking combined with technology, business and industry expertise to help make a genuine human impact on our clients, their customers and their employees. We are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Avanade has 43,000 professionals in 25 countries, bringing clients our best thinking through a collaborative culture that honors diversity and reflects the communities in which we operate. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at www.avanade.com

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