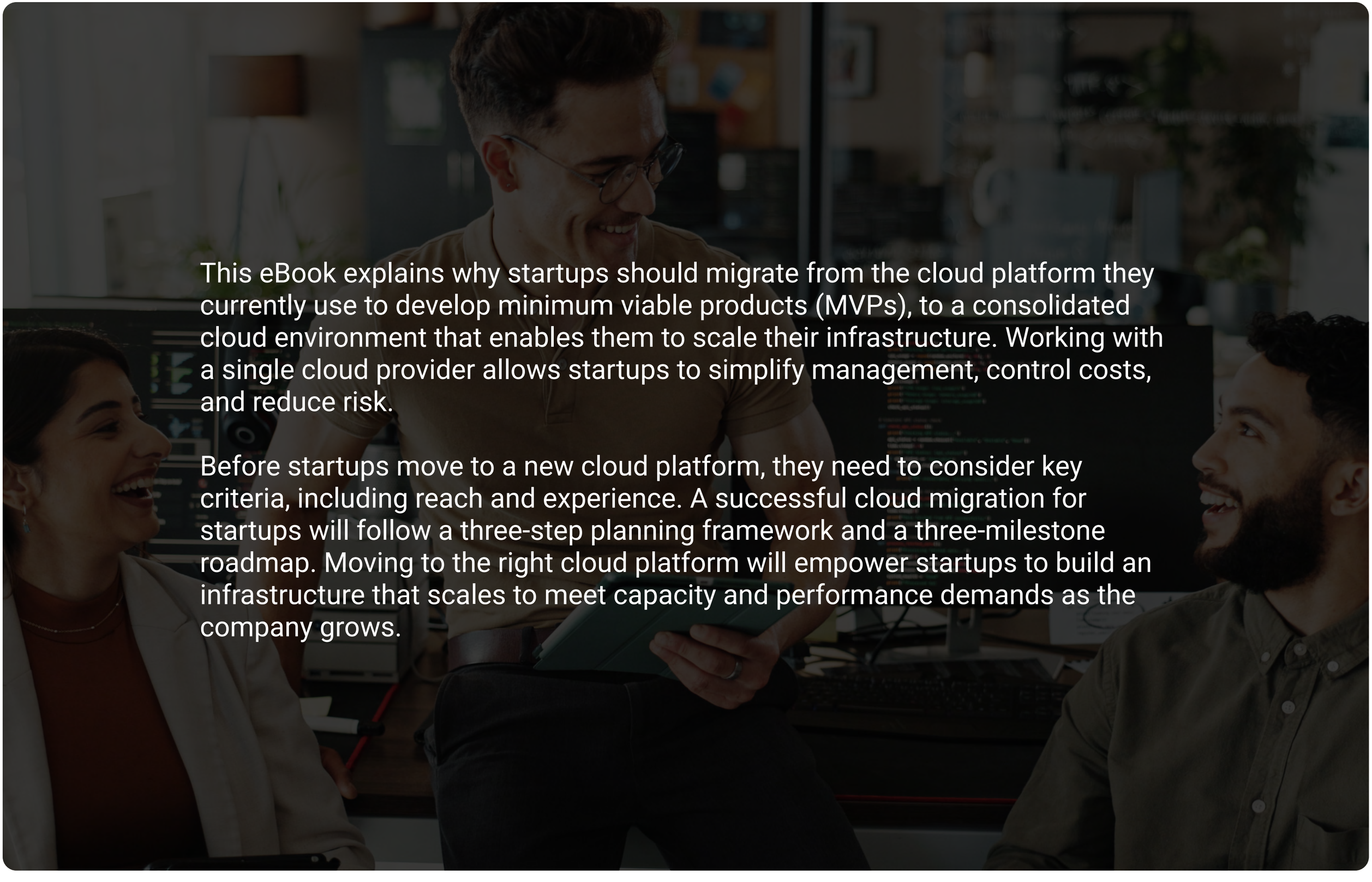
Cloud Migration for Startups: Best Practices for a Smooth Transition

TSL Marketing



This eBook explains why startups should migrate from the cloud platform they currently use to develop minimum viable products (MVPs), to a consolidated cloud environment that enables them to scale their infrastructure. Working with a single cloud provider allows startups to simplify management, control costs, and reduce risk.

Before startups move to a new cloud platform, they need to consider key criteria, including reach and experience. A successful cloud migration for startups will follow a three-step planning framework and a three-milestone roadmap. Moving to the right cloud platform will empower startups to build an infrastructure that scales to meet capacity and performance demands as the company grows.

1 Why Startups Should Switch Cloud Providers

Startups rely on the cloud to develop minimum viable products (MVPs) that attract early users and demonstrate the feasibility of a solution. The cloud provides platform as a service (PaaS) as an application development environment that is quick, easy, and affordable for startups to spin up. PaaS simplifies MVP development infrastructure and eliminates friction from the development process.

Typically, start-ups choose their first development cloud platform based on familiarity and the desire to avoid friction. Other motivating factors include entry pricing, functionality, and leadership bias toward a particular provider. Due to leadership turnover or acquisitions, startups may begin to build workloads across a multicloud environment.

Reasons for Cloud Migration

Despite these motivations for choosing their first development platform, startups may not be developing their MVPs on the ideal cloud platform and may benefit from consolidating multicloud environments. As startups grow, they must scale their infrastructure to meet increasing product development needs while simplifying management and controlling costs.

Startups need to use a single cloud platform that meets the requirements of expanding product lines and development teams. To grow quickly and gain a competitive edge, startups should move workloads to a single cloud provider that enables them to scale, reduce costs, increase security, stay agile, and promote innovation.

2 Why Move to a Single Cloud Provider

When startups use a multicloud environment to run MVP development workloads, they ultimately face financial and management challenges due to infrastructure complexity. Over time, relying on multicloud environments increases overhead costs, including person hours, cloud resource expenses, and technical debt.

The complexity of multicloud environments makes product development infrastructure more difficult to manage and monitor. Startups that use multicloud environments depend upon multiple providers to provision, allocate, manage, and govern cloud resources. When they use multicloud environments, startups lose visibility into the information they need to develop quality products. Monitoring the health of applications and collecting data for analysis must be carried out across cloud instances in dispersed locations.

Benefits of a Single Cloud Provider

Startups should be capable of scaling their MVP development efforts and customer outreach without relying on multiple cloud providers. Working with a single cloud provider enables startups to improve user experience, performance, and cost outcomes. When startups rely on one cloud provider, they benefit from unified management, consolidated cloud services, faster workload handling, and centralized security.

To consolidate a multicloud environment, startups need to find a cloud provider that can deliver all the capabilities of multiple cloud instances through a single platform. The single cloud platform should allow startups to create, manage, and secure their infrastructure and applications.

3 What Startups Need to Look for in a Cloud Provider

Migrating cloud applications and workloads to a new cloud provider is a significant move. Startups must consider what they need from their cloud platform carefully before they choose a partner.

When looking for a cloud provider, startups should consider four key criteria:

Reach

Comprehensive Infrastructure

Migration Support

Security and Compliance

Broad Reach

As they grow, startups need to scale their reach strategically across broad geographical areas. A cloud provider should enable startups to scale their total addressable market (TAM) to promote and deliver their MVPs to customers.

Comprehensive and Performant Infrastructure

Startups must work with a cloud provider that can promise them a platform that delivers more services and better performance than other cloud providers. Startups require industry-leading functionality from their cloud platform. The cloud platform should provide purpose-built silicon for high performance computing (HPC), without requiring that the startup invest upfront in research and development or infrastructure.

Migration Experience and Support

Startups must work with a cloud provider that offers strategic and technical support for moving workloads hosted by other cloud providers. The cloud provider should enable the startup to migrate without experiencing excessive downtime.

Ideally, the cloud provider will offer programs that lower total cost of ownership (TCO) for cloud resources. Cloud providers that have broad experience and a community of partners help startups migrate and meet goals more quickly.

Security and Compliance Support

When startups migrate to a new cloud platform, they want to benefit from a strong security posture. The new cloud provider should be capable of meeting the strictest compliance and security standards.

After migrating to a new cloud platform, startups should be able to take advantage of direct support and tools for meeting compliance regulations, such as Payment Card Industry Data Security Standard (PCI DSS), Health Insurance Portability and Accountability Act (HIPAA), Federal Risk and Authorization Management Program (FedRAMP), General Data Protection Regulation (GDPR), and National Institute of Standards & Technology (NIST).

4 How to Plan a Cloud Migration for Startups

To successfully migrate to a new cloud platform, startups need to follow a plan. Startups should develwwop and carry out their migration plan with the help of their new cloud partner. The knowledgeable and experienced team at your cloud provider should use careful planning to accelerate and simplify your migration.

The ideal cloud migration planning framework consists of three steps:

1.

Inventory your cloud workloads and data

2.

Identify the project team and roles

3.

Leverage migration support programs

1.

Inventory your cloud workloads and data

Before moving to a new cloud platform, startups need to know what they are migrating. Taking an inventory of your current cloud compute and data storage workloads is the best place to start your migration plan. This inventory enables your startup to make migration planning decisions based on data that informs your business case.

An inventory will provide you with the information needed to calculate current and projected cloud costs with your old cloud provider, compare them to projected costs for your new provider, and choose migration project options. Your new cloud provider should work with you to discuss and document your existing applications.

2.

Identify the project team and roles

To maintain a competitive advantage, startups must move and adapt quickly. By migrating to a new cloud platform, startups can expand their reach through brand and line extensions.

Typically, engineering teams are too focused on developing and maintaining MVPs to concentrate on pleasing customers. Developers may need to be involved in the migration process, but the less involved, the better aligned your resources will be.

Your new cloud provider can play a key role in accelerating the migration process and increasing return on investment (ROI). The teams at your new cloud provider involved in your migration plan are Solution Architects (SAs), Consulting Partners, and Support.

Solution Architects

SAs design and deliver solutions that solve complex business problems. As technical advisors, SAs use business context and best practices to guide startups through cloud migration.

Consulting Partners

Consulting Partners are experienced in migrating cloud-native workloads to the new platform. They can help your startup align technical and business objectives during migration.

Support

The Support team provides hands-on help with troubleshooting issues in your infrastructure, scaling to meet increasing service quotas, and training your teams on issues related to cloud implementation. Support is crucial if your startup is actively scaling.

3.

Leverage migration support programs

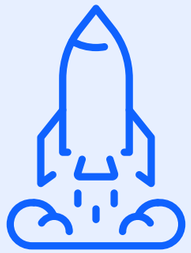
Your new cloud provider may offer migration incentive programs in addition to technical guidance. Startups that meet certain eligibility requirements may be qualified to join incentive programs that reduce TCO, such as partner funding and service and support credits. Incentives may offset the costs of running two platforms during migration.

5 Migration Project Roadmap for Startups

When migrating to a new cloud platform, startups should follow a project roadmap that includes specific components.

The three main milestones in the roadmap are:

Assess



Mobilize

Migrate and Modernize

Assess

At the beginning of the cloud migration journey, startups need to assess their cloud readiness, identify the desired business outcomes, and develop the business case for migration. Startups should assess their current on-premises and cloud resources so they can right-size their new cloud infrastructure and optimize costs for running applications on the new platform.

The assessment stage of the roadmap includes:

- Discovery of source assets
- Compute and storage inventory
- Utilization and invoice analysis

Mobilize

As part of the Mobilize stage of the roadmap, startups create a migration plan and refine their business case. This stage is the time to address gaps in readiness that were discovered during the Assess phase. To develop a strong migration plan, startups must gain a deeper understanding of the interdependencies between applications while evaluating migration strategies to find the right one.

The mobilize stage involves:

- Data collection
- Deep discovery tools

Migrate and Modernize

During the Migrate and Modernize phase, each application is designed, moved to the cloud, and validated.

The Migrate and Modernize stage may be scoped out in the following ways:

- Smaller scope with self-service tools
- Larger scope with partner services

6 How Startups Can Build an Infrastructure that Scales

Startups often experience rapid growth spurts that put increasing capacity and performance demands on their infrastructure. Traditional infrastructure has difficulty keeping up with escalating demands.

To develop more MVPs, turn these MVPs into full-featured products, and reach more customers, startups need to build an infrastructure that scales with their business growth. Migrating to the cloud allows startups to build an infrastructure that meets their scalability requirements, easing any growing pains.

Scaling with the Cloud

When startups develop customer service products, they need a secure, efficient, and scalable foundation for storing data. Migrating the data warehouse to the cloud increases the scalability of data storage while simplifying management, reducing costs, and increasing the availability of real-time data analytics.

The cloud enables startups to scale both infrastructure and performance by adjusting resources as needed. With cloud infrastructure, startups can manage and analyze large volumes of data to gain insights needed to develop new products.

As startups serve more customers, they need to scale their computing resources. The ideal cloud platform empowers startups with the high-performance computing (HPC) resources they need to carry out complex operations at scale. The ideal cloud provider will also allow startups to scale automatically to meet the requirements of spikes in workload traffic.

Don’t let the inability to scale stunt your startup’s growth. Find the right partner to help you migrate to a single cloud platform that grows with your company.

About TSL Marketing

TSL Marketing has been serving technology companies as a Growth Agency for 25 years. We have a long and successful record of helping leading IT service firms, managed security service providers, SaaS companies, and other technology providers grow by delivering a wide variety of inbound and outbound marketing services, including Lead Generation, Website Development, SEO, Digital Advertising, Content Creation, Telemarketing, and more.

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