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ATLASSIAN

# Go Beyond Lift-and-Shift

Turn Cloud Migrations into  
Cloud Transformations





# Table of Contents

Executive Summary	3
Introduction	4
The Benefits of Cloud Transformations	5
What Is a General Cloud Transformation?	10
Real Examples of Cloud Transformations	12
How to Go from Migration to Transformation	13
Cloud Transformation Tools and Resources	20
The Importance of Working With an Expert	22



# Executive Summary

Moving software to the cloud is becoming a normal part of doing business in today's on-demand global digital economy. But moving software to the cloud shouldn't just be about lifting it from on-premises servers and shifting it into a cloud provider's infrastructure. The cloud not only provides significant cost savings and other financial benefits but also unlocks new opportunities.

In this whitepaper, you will learn about the opportunities that come with a cloud transformation and why you should consider expanding the scope of your project to not only migrate software to the cloud but to go the extra mile and transform your business. Keep reading to learn five steps to transforming your business.



# Introduction

## A Successful Migration – Why Is It Important?

By 2025, 80% of enterprises<sup>1</sup> will have migrated fully away from on-premises data centers to cloud infrastructures. It is not an easy task to participate in a successful cloud migration. Even for the best prepared, cloud migrations are hard. Successful cloud migrations are ever harder.

More now than ever, enterprises across the globe are waving goodbye to cumbersome and time-consuming self-managed solutions. And it's evident why the shift is happening. It is the key to staying ahead of your competition, to constantly adapting to changes, and to being innovative, agile, and nimble. In order to meet ever-changing regulations, growing customer demands, and volatile market conditions – organizations need agility to quickly change gears as needed, and as often as needed.

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<sup>1</sup> Costello, Katie. "[The Everywhere Enterprise](#)." Gartner, 06 October 2020



# The Benefits of Cloud Transformations

56% of the world's largest companies (Global 500) reported<sup>2</sup> that a digital transformation was one of the reasons for migrating to the cloud. If you're in that list, it's time to congratulate yourself for being ahead of the curve. And if you still have your doubts...here are a few of the benefits of cloud transformations:

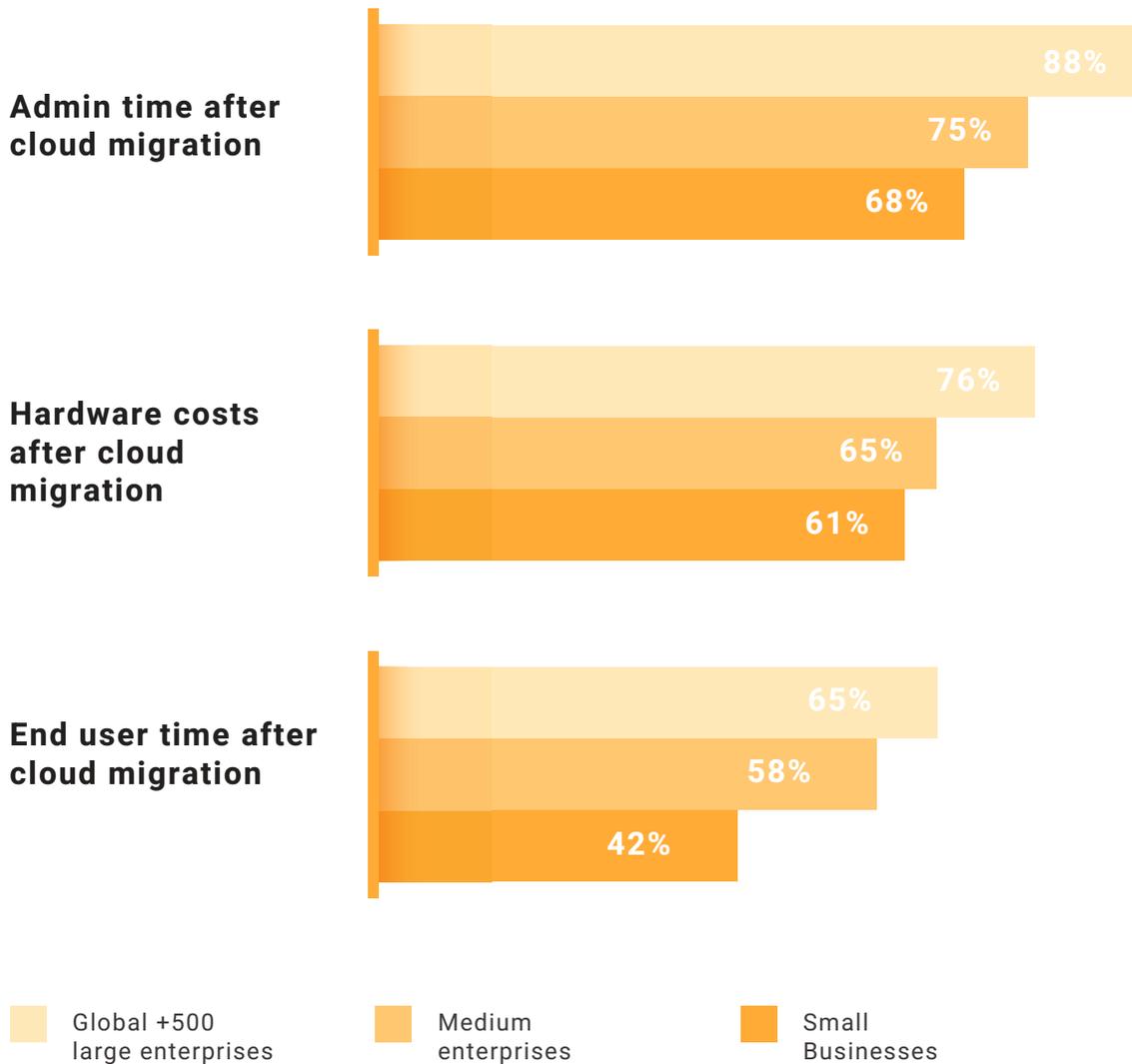
## Lower Total Cost of Ownership

65% of Global 500 companies and large enterprises save a minimum of 11% of end-user time after cloud transformation. That number really adds up, especially for larger businesses. 88% save at least 11% on admin time post-migration, and 76% save at least 11% on hardware costs.

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2 Holt, Alex. "[Biggest business technologies 2021: Cloud computing, automation, 5G.](#)" Fortune, 11 February 2021

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## Increased Data Security

Keeping data secure, whether it's a customer's or your own company's, is extremely vital for businesses and enterprises. While it may initially seem like moving data to the cloud is risky because you are moving it "offsite", the opposite is true.

Data stored in the cloud is actually more protected and safer than if it were stored on-premises instead of in the cloud. This is due to the additional layer of security and encryption that can come with moving your information to the cloud. The added security makes it more difficult (and very unlikely) for hackers to gain unauthorized access to private information. In the case of any issues, cloud patches all vulnerabilities automatically, as soon as they are detected.





## Increased Scalability and Resilience

Your products need to grow with you. So while your team scales, while the work scales, and while your responsibilities scale – your products should too. By migrating to the cloud, it becomes seamless and easier to scale when needed. The other benefits that come along with this include:

- Allowing teams to operate autonomously
- Capability to support various regions across the globe
- Enables app autonomy

Ultimately, teams can build a truly unique, seamless and customizable experience without ever having to compromise a certain part of the business. And the bonus? You won't be adding additional overhead.

## Additional Benefits of Scalability

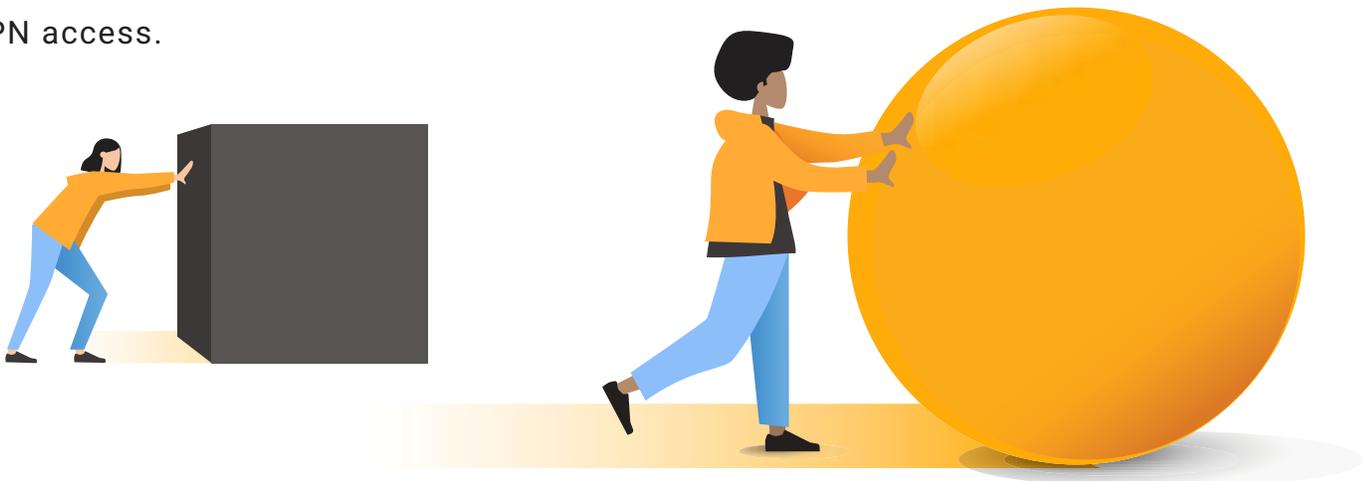
With a cloud transformation, processing power, data storage capacity and networking can all be scaled up easily. What makes the cloud so flexible, you may be asking? Unlike a physical machine that has limits set from earlier, a cloud architecture can be scaled up (or even down) quickly. For businesses of all sizes, other benefits of cloud scalability include:

- Disaster recovery
- Cost savings
- Ultimate flexibility
- Increased speed
- Convenience

## Operational Efficiency

Who doesn't want to increase operational efficiency? Behind the scenes, it means your employees are being productive, the work and processes are streamlined and your company is running smoothly like a well-oiled machine. Canva<sup>3</sup>, a popular graphic design platform with over 75 million users harnessed the power of cloud transformation to take their business to the next level. With the help of Jira Software Premium's automation capabilities, Canva is saving over 150 engineering hours monthly along with executing 500,000 global automation rules per month.

Additionally, another benefit from moving to the cloud that leads to operational efficiency is access. Cloud architecture facilitates ease of access for users into the system, without requiring VPN access.



3 ["How Atlassian's cloud products help Canva empower and scale."](#) Atlassian



It is important to note that there is a difference between a general cloud transformation and cloud transformation based on a migration. While the former is about infrastructure, the latter focuses more on improving the entire business by optimizing the use of the software, which is only available once it's in the cloud. Keep reading to learn more about the difference between these two terms.

## What Is a General Cloud Transformation?

Transformation in the dictionary is defined as a “thorough or dramatic change”. In this case, it is important to note that a cloud transformation goes well above a basic migration. While cloud migration and cloud transformation relate to each other, these two terms cannot be used interchangeably.



Cloud migration is the process of moving data that is currently located on a local server to the cloud. It is the first step needed to work towards a full cloud transformation. A cloud transformation on the other hand includes optimizing an organization's data management, security and analytics to fully transform a business.

A successful cloud transformation also involves:

- Rethinking processes
- Rethinking usage of the software across the organization
- Finding new ways to improve the business
- Increasing efficiency by collapsing processes
- Improving integration with other cloud based systems

## The Big Picture: Cloud Transformation

- **Cost savings** – Upfront investment versus long-term savings
- **Increased productivity** – Improving productivity by retooling processes with better integrations
- **Improved efficiency** – Improving how the business works by building optimized processes anchored by the cloud-based software features.



# Real Examples of Cloud Transformations

**1) Flo Health<sup>4</sup>:** With Atlassian cloud products, diverse departments at Flo Health integrated into one. This allowed employees to track performance, collaborate seamlessly and optimize their workflows. Internal teams improved deployment velocity by over 900%, cycle time by 88%, and mean time to resolution by 99%.

**2) VSCO<sup>5</sup>:** As VSCO's popularity grew rapidly to over two million members, so did the need to re-tool processes that were cumbersome with server-based software. With Atlassian tools, VSCO was able to easily onboard new employees, partition information as needed, and provide their employees with the ease they needed to focus on day-to-day duties.

**3) Nextiva<sup>6</sup>:** By moving to Atlassian cloud, Nextiva has freed up their time so that they can focus on improving their own software instead of constantly worrying about on-premise infrastructure. They have also been able to boost efficiency and save up to \$100,000 per year.

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4 ["Flo improves wellbeing worldwide through collaboration."](#) Atlassian

5 ["Picture-perfect solutions for transparency, time savings, and teamwork."](#) Atlassian

6 ["One platform, zero friction: Nextiva case study."](#) Atlassian



# How to Go from Migration to Transformation

Whether you have already migrated to the cloud, or are in the process of doing so – the sooner you turn that migration into a transformation, the sooner you'll realize the benefits. The following steps can be taken to do that.

## **Fit4Cloud Assessment**

- a. Upgrade Requirements
- b. Atlassian Software Environment Analysis
- c. Environment Analysis
- d. Cloud Product Recommendation
- e. Migration Viability

## **Discovery & Recommendation**

- a. Project Kickoff
- b. Current State Review
- c. Future State Definition
- d. Solution Recommendation

## **Implementation & Launch**

- a. Prepare
- b. Test
- c. Launch

## **Future State Rollout**

- a. Post-Live Support
- b. Cloud Transformation Training
- c. Retrospectives

## **Change Management**

- a. Enterprise Support
- b. Customer Success
- c. Continuous Innovation

## Document the Future State

In order to change a migration into a transformation, a business must first identify what the ideal future state should be. Ask yourself:

How would the application be used ideally?

Which departments would employ it?

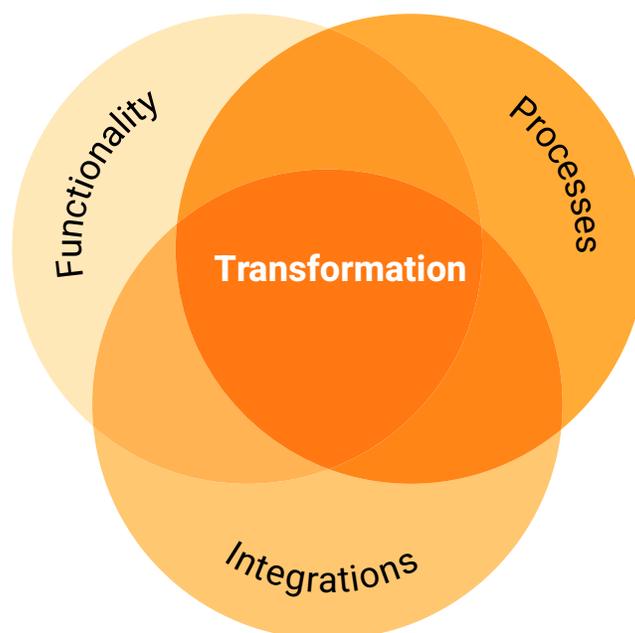
How would they employ it?

What integrations would be needed to support the above use cases?

What partners and vendors could participate in the transformed future state?

How easily could you share and collaborate on projects using the cloud?

This requires building use cases which clearly identify what's needed (functionality from within the software and functionality enabled through integration with external systems) and how people will use it (processes). These two combined will help document the future state.



## Identify the Gap(s)

Once the future state has been documented, identify what gaps exist in your organization. Sit down with your team and conduct a thorough analysis. Find out what is currently available that meets the functionality and process needs. Once that is determined, document what is missing from the future state.



## Create a Map

To visualize the step above and ensure nothing is missed, create a map and consider the following questions:

<p><b>Priority</b></p>	<p><b>Impact</b></p>
<p>Does this change need to happen with the migration? Can it be introduced in a future version?</p>	<p>Does this change need to happen with the migration? Can it be introduced in a future version?</p>
<p><b>Cost</b></p>	<p><b>Time</b></p>
<p>Will the modification increase the overall cost of the migration past the budget? For example, if it requires additional software to be created (such as APIs)?</p>	<p>How long will the change take to implement? Is it something that can be done with just a few configuration settings or will it require more extensive work?</p>

To make this step easier, score each element on a numerical scale of 1 to 10. One being the lowest score, while 10 is the highest. Out of a total 40 points, you will get a number for each feature that you are considering. If your number is high, then you know what changes are needed in the initial migration. The general idea is to calculate the difference between all items so that decisions can be made about which part of the transformation should be embraced at which time.

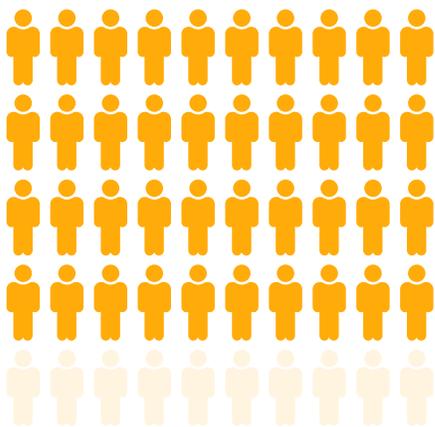
Aspect	Score
Priority	10
Impact	9
Cost	10
Time	7
<b>Total</b>	<b>36</b>

## Implement and Test

This is a vital step to ensure all functional and non-functional requirements are being met. Think of testing as the last step in the migration to verify that everything looks good. Once the map has been created and testing is successful, the implementation can happen whenever you feel ready to leap to the next chapter of your organization's success.

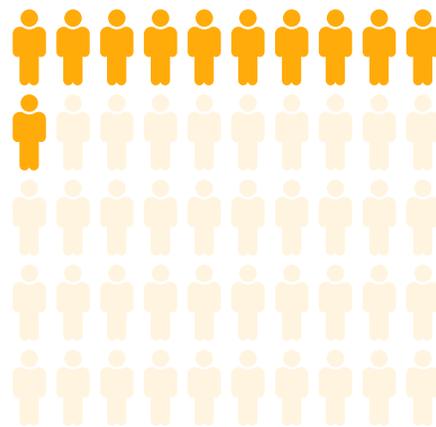
## Educate and Train

Some companies do steps one through four and think that's enough to be successful, but they're wrong. Two of the biggest reasons that cloud projects fail include lack of adoption and lack of buy-in.



**83%**

Senior executives reported their biggest challenge was getting their employees to effectively use the software systems installed.



**22%**

Senior executives reported their problems related to a successful software implementation came down to user adoption or people-related issues.

A few reasons cloud projects fail include:

Lack of Adoption	Lack of Buy-in
No training on the new version	Employees weren't involved in the planning process
New version is harder to use than the old version	Employees were not told ahead of time about the changes

The best way to combat this is with on-going training and continuous improvements to maintain your ideal state. Your employees are your biggest asset, and the way they use the cloud will affect how successful your transformation will be. A mindset of constant innovation and adjusting the future state based on new technologies, approaches and integrations are key to on-going success. For the greatest opportunity of success, work with a company that will help you grow, and grow with you.

# Cloud Transformation Tools and Resources

If you're ready to increase your company's competitive advantage, partnering with ServiceRocket as your Atlassian Migration Partner is the next step for your success. We are here to help, and take your company's innovation and efficiency to a higher level.



Scale Faster and More Affordably



Increase Profits and Lower Costs



Improve Speed and Performance



Increase Team Productivity



Stay Secure as you Scale



Future-proof Against Competitive Forces

Visit our [Migration Hub](#) to learn how to move beyond a simple lift and shift migration to a true cloud transformation.

## Free Resources

- **Jira Cloud Migration Assistant:** Assess and evaluate your apps and get insights into the progress of your migrations.
- **Confluence Cloud Migration Assistant:** Develop a migration strategy and assess your on-premise app usage.
- **Free Migration Trials:** Test cloud features, run your migration and create a proof of concept with a free trial (for up to 12 months).

To see how your business can benefit from partnering with ServiceRocket and to take your business to the next level, contact us at [sales@servicerocket.com](mailto:sales@servicerocket.com) or visit our website at [atlassian.servicerocket.com](https://atlassian.servicerocket.com)

# The Importance of Working with an Expert

While you are busy building an empire, it is easy to get sidetracked with important functions that are outside your core business. Engaging with an experienced partner that has helped other companies with cloud transformations will make the process simpler and easier to navigate.

**ServiceRocket** has a proven track record of helping customers successfully move to cloud and transform their business. With more than 20 years of Atlassian expertise, our team will partner with you every step of the way to ensure you reach each important milestone and gain peace of mind.

**We're ready when you are.**

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