

E-book

Why Modernisation and Optimisation Must Be Central to Your Google Cloud Migration



Modernise and optimise to enable differentiation to compete in an ever-changing marketplace

Your organisation needs to differentiate itself from the competition. And for many organisations, that differentiation is most easily achieved when data and applications are modernised, integrated and optimised within a modern cloud environment. In this e-book, we'll explore how cloud modernisation helps you move beyond the barriers of legacy IT and opens the door to innovation and differentiation in highly competitive markets.

Legacy applications are barriers to innovation

Many organisations experience a state of paralysis brought about by the legacy applications and outdated data management systems that make up their IT infrastructure. In addition to creating barriers to innovation, these legacy systems reduce a company's ability to achieve the scale and speed to market needed to meet modern customer expectations.

In the current economy, most IT budgets remain flat, and if they're growing, that growth is usually modest. As a result, more and more companies are grappling with aging, complex systems that are costly to maintain and too inflexible to support new business initiatives. Business leaders and IT decision makers are often forced to use their budgets to address the high maintenance requirements of legacy systems instead of investing their budgets in innovative new products and services.

In addition, new businesses born in the cloud are challenging the old business models. Scale is no longer a competitive advantage; it's the norm. Many organisations are very aware of this threat coming from digital disruption. What organisations want to know is how to best respond to this threat. How can they survive and thrive in this new cloud era?



Why cloud modernisation? And why now?

While organisations hesitate to make investments in cloud infrastructure, applications and data, the true cost of maintaining and operating legacy technology can be much greater.

By holding onto this technical debt, organisations are increasing their operational costs and creating high levels of inefficiency. And with each passing year, as the in-house expertise related to these systems dwindles due to natural employee turnover, these legacy IT portfolios fall even further behind in their ability to support the products, solutions and responsiveness required to remain competitive. Cloud modernisation should be a focus of every business, and if you look closely at those companies who stand out as leaders in their industry, you'll see that just about all of them share this focus.

Cloud modernisation refers to the process of transforming and updating legacy IT systems and applications to cloud-based solutions with the aim of improving the efficiency, scalability and agility of the organisation. It involves migrating data, applications and infrastructure from on-premises systems or traditional data centres to the cloud, adopting cloud-native technologies and practices, and optimising the use of cloud services to meet the changing needs of the business.

There is a broad range of needs driving cloud modernisation efforts. Most IT leaders want to reduce costs through better use of resources. Others want to improve customer satisfaction or need to respond to competitive pressure. And many want to utilize data-driven insights to improve customer engagement and increase revenue.

Why modernise workloads on public cloud?

For many businesses, infrastructure modernisation is the foundation for digital transformation.

As customers look to modernise infrastructure so they can control costs while driving innovation, migration to public cloud services can play an integral part in this transformation. Gartner forecasts worldwide end-user spending on public cloud services to grow 20.7% to total \$591.8 billion in 2023, up from \$490.3 billion in 2022.¹

The public cloud is also increasingly well-suited for global companies that need to quickly unlock the potential of their data or better manage an ecosystem that's impacted by unpredictable or irregular customer demand. For these organisations, the public cloud can offer significant financial savings by allowing a company to move away from high fixed costs and, instead, pay only for the cloud resources they consume. In short, the public cloud changes the economics of technology investment.

Why modernise on Google Cloud?

Google Cloud's modernisation solutions help you innovate quickly while optimising costs. Google also delivers a consistent development and operations experience, along with industry-leading tools. All of these combine to free up time that your engineers can use to focus on roadmap priorities that drive business outcomes like competitive advantage, growth and increased profitability.

Your ability to accelerate processes with Google Cloud can result in significant savings across development, operations and infrastructure. And your new data analytics capabilities can create a competitive advantage by driving product innovation and leading-edge customer experiences.

Google Cloud, managed by Rackspace Technology, can help you run at a reduced TCO, and with greater efficiency and reliability in a future-ready environment.

Google Cloud migration

Boozt Fashion

Industry: Retail

Boozt Fashion is a Nordic technology company selling fashion and beauty online. With 1.4 million active customers, it aims to become the region's leading fashion provider, targeting the modern family that values convenience.

We managed a **40%** hike in customer visits, equating to around 50,000 new customers, without a minute of downtime or any performance issues.

Read the full customer story [here](#)

BMG

Industry: Media & entertainment

BMG is a pioneering international music company that houses both the publishing and recording elements of the music industry under one roof.

BMG achieved **7%** net savings by running workloads in Google Cloud, compared to on-premises.

Read the full customer story [here](#)

1. Gartner, "Forecast: Public Cloud Services, Worldwide, 2020-2026, 3Q22 Update," September 28, 2022

How do applications factor into modernisation?

It's impossible to discuss modernisation without addressing the size and breadth of your application portfolio. In our experience, it's very common to find hundreds of different applications in use across an enterprise. Further complicating things is the fact that many organisations are actually maintaining multiple versions of the same core business systems, often because they were built at different times or obtained through mergers and acquisitions.

Before considering any application modernisation program, you must first start by evaluating your business goals, and then establishing how IT needs to align to support them. Next, you need to make sense of your IT landscape and rationalize your application portfolio to better understand which of your workloads are fine as-is, and which no longer add value or help to meet your business goals and require modernisation. Look at each application and evaluate it on its abilities, functionality, features and suitability to your business needs.

Make data the focus of your modernisation plans

For many organisations, data has been a secondary consideration in their application migration and modernisation plans. As a result, even though they're in the cloud, they can't tap into the fullest potential of their data because it's siloed across applications and workloads.

Today, we promote the idea of making every customer a data-led organisation. This means directing focus toward planning for how data must be accessed, managed and maintained in conjunction with your full application portfolio. A data-led organisation approaches modernisation with a focus on the value of its data from the outset of its planning, which can quickly open the door to broader discussions on data estate modernisations.

For some organisations, the data journey occurs separately from the application journey, which can help to accelerate the pace of data estate modernisation. But for others, the data and application journey needs to run in parallel, requiring the build-out of intelligent tools and processes that unleash the possibilities of digital innovation.

Data modernisation on Google Cloud

Eagle Eye

Industry: Retail/ ISV

Eagle Eye is pioneering real-time high street engagement with its digital marketing platform, which enables retailers and brands to use promotions, loyalty and rewards to establish relevant and meaningful connections with customers.

We improved its platform processing up to 3,000 API requests per second, scaling to manage a **556% increase** in the number of coupons redeemed.

Read the full customer story [here](#)

Building security and compliance into your cloud modernisation journey

Your applications and data are critical to your business and vital elements to revenue generation and customer interaction. As your organisation continues to transform through the development and deployment of a vast number of cloud native application and infrastructure services, how are you ensuring your applications are secure and compliant across the full software development lifecycle? You need the right tools, expertise and processes to automatically find, analyse and remediate security and compliance gaps in real-time as changes are detected in Infrastructure as Code (IaC) and deployed cloud native workloads.

And the need for security doesn't stop with application development. Once applications are in production, they become a top target for cyberattacks. Your web applications and data must meet compliance standards like PCI-DSS while offering protection against OWASP Top 10 Threats and DDoS attacks — all while optimising web and mobile delivery to your end users.

Cloud modernisation is complex

Almost every organisation faces challenges during IT modernisation efforts. Many struggle to find the balance between managing costs without sacrificing uptime and performance. Others find it difficult to adapt as cloud technologies evolve, while feeling pressured to deliver solutions faster. And perhaps the most common challenge is that the majority of organisations have a hard time finding expert resources with the skills required to both manage their application modernisation strategy while providing the ongoing support to help ensure that their workloads are expertly managed and optimised.

It's important to understand that cloud modernisation is not solely about ripping out and replacing your enterprise IT infrastructure. It's about fixing what doesn't work and updating those components to modern and efficient standards. Without this process, enterprises face huge costs on two fronts:

1. The costs of hiring, training and retention of the in-house staff required to keep these systems up and running
2. The costs of lost opportunity for growth with such a large percentage of the IT budget being spent on operation and maintenance

Cost optimisation goes hand-in-hand with modernisation

Cloud modernisation carries a large price tag up-front, but you have to look at the big picture. In the long run, cloud modernisation can generate large savings in labour and maintenance costs alone.

There are a couple of critical elements to keeping your modernisation process as cost efficient as possible. First, start with an assessment of your business needs rather than the technology you'd like to implement. Second, if you're constrained by your IT budget, realize that you don't have to do everything at once. You can map out an incremental approach to modernising your legacy IT systems. This approach has the added benefit of allowing you to demonstrate incremental improvements while executing successive steps as you're ready.

Common paths to cloud modernisation

There are several different approaches to cloud modernisation. Known collectively as the 7Rs of cloud modernization, these range from the simpler "lift-and-shift" approach to the more complex tasks of rebuilding or replacing your applications with a SaaS enterprise solution. Once you've established a deep understanding of both your IT landscape and your business goals, you're ready to choose the next path for each workload. Using the 7Rs, you can categorise what is in your environment, what the interdependencies are, and the technical complexities of migration.

From there, you can begin to create a plan for how you'll migrate each workload or set of workloads. Here's a quick summary of the 7Rs:

Rehost (also known as "lift-and-shift")
Quickly moving applications to the cloud without changing them

Re-platform (sometimes referred to as "lift-tinker-and-shift")
Making a few optimisations to applications — but without changing their core architecture

Refactor (also known as rearchitect)
Changing the way applications are architected and developed to take better advantage of the cloud, usually by employing cloud native features

Rebuild
Completely rebuilding an application as a cloud-native application to achieve the most substantial benefits of the cloud

Replace (casually known as "drop and shop")
Replacing your current environment by moving to a newer version of software or purchasing an entirely new solution

Retire
Identifying assets that are no longer useful and turning them off, strengthening your business case by focusing on more widely used resources

Retain
Leaving the application on-premises — for now, at least

A little outside expertise goes a long way

Just as you need to do a cost benefit analysis to determine if cloud modernisation is right for your organisation, you also need to weigh the benefits of using a partner to help you modernise versus doing it on your own.

And while there are multiple approaches to cloud modernisation, one thing that is constant is that most organisations can't do it by themselves. They simply don't have the in-house expertise, or the time and resources required to continue to operate the business while managing a cloud modernisation initiative. Most organisations will need a partner who can help them make that happen.

Rackspace Technology can be the partner that helps you continuously modernise your legacy infrastructure, applications and data. Whether you need help with an immediate project, or you're ready to move forward with a long-term plan for transformation, we're here to help ensure you are getting the most value from your applications, data and cloud.

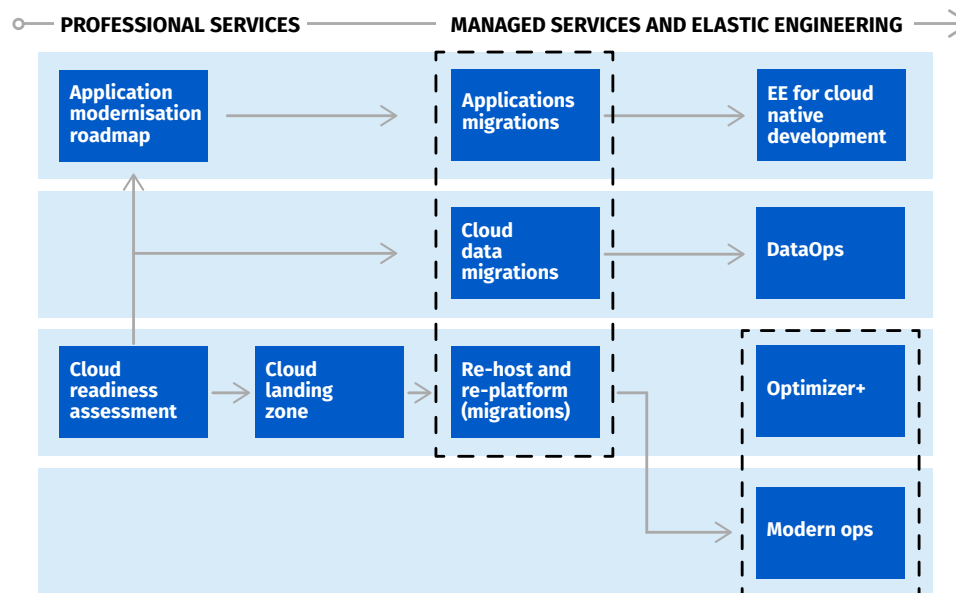
How Rackspace Technology accelerates cloud modernisation on Google Cloud

We understand that cloud modernisation is more than just the adaptation of technology to your environment. Cloud modernisation requires a comprehensive approach to data and application mapping that aligns to intended business outcomes and your IT environment, while accounting for talent capabilities and gaps.

With deep Google Cloud expertise, our 2,600+ certified Rackspace Technology migration and modernisation experts, architects and engineers can execute a migration of any size or complexity. This dedicated experience allows us to solve problems beyond moving workloads, while aligning operational processes and capabilities to your post-migration landscape — providing more value to your transformation and meeting you anywhere on your modernisation journey.

Through our customer-first, cloud-first approach to service delivery, we enable continuous modernisation across multicloud, data, applications and security, using leading technologies that are managed and optimised on Google Cloud to drive the best business outcomes for you. This helps you optimise costs, improve customer experiences and accelerate innovation to create market differentiation.

Migration to cloud





Industry Recognition

- Google Cloud First Premier Managed Services Partner
- Google Cloud Infrastructure Partner of the Year
- Cloud Migration Partner of the Year



Three Google Cloud Specialisations

- Infrastructure
- Cloud Migration
- SAP on Google Cloud



Eight Google Cloud Expertise Designations

- SAP
- SAP on Google Cloud
- Google Cloud Databases
- Modernize Legacy Apps
- App Development and Monitoring
- Google cloud Compute
- VM migration

Apply Now - Rackspace Technology Migration workshop for Google Cloud

Discover how you can transform your business towards an agile, resilient, and sustainable organisation by migrating to Google Cloud. Solution Architects from Rackspace Technology will provide an overview of the core services and concepts of Google Cloud, including expert insights into the realities of cloud adoption from past projects. This will enable you to make informed decisions about a migration to Google Cloud:

www.rackspace.com/lp/migration-google-cloud-workshop

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimising returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative cloud capabilities to help customers build new revenue streams, increase efficiency and create incredible experiences. Recognised as a best place to work, year after year, by Fortune, Forbes, Great Places to Work and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is underpinned by an obsession with our customers' success — our Fanatical Experience® — so they can work faster, smarter and stay ahead of what's next.

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