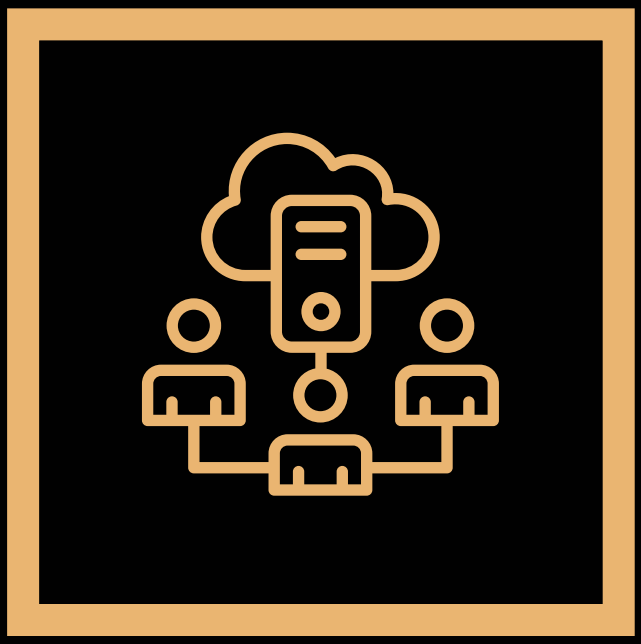


A Guide to Cloud Migration

A #ThinkBeyond Best Practice Series

PHOTON

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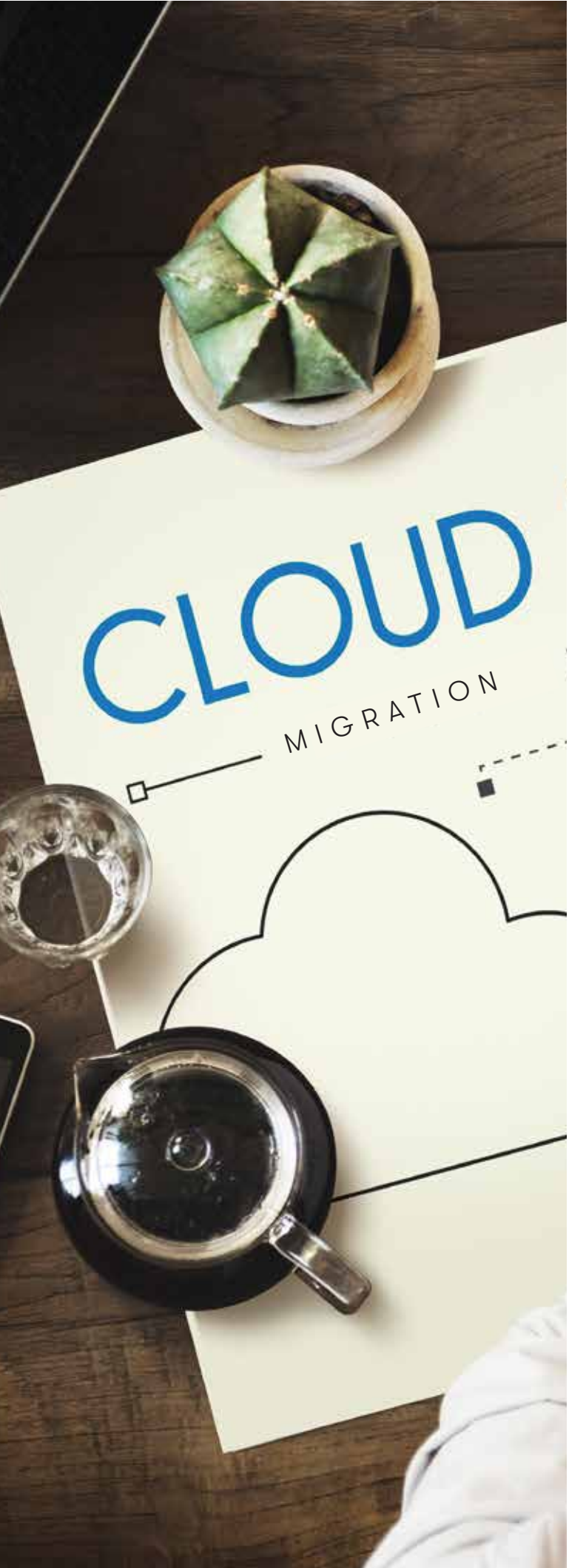


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What is a **cloud-first approach?**

The cloud has assumed a dominant role in today's digital business landscape. Enterprises are increasingly embracing a cloud-first strategy to enable agile application development, foster continual innovation, and gain flexibility in their operations to better meet business requirements as well as customer demands.

A cloud-first approach uses the public or private cloud—rather than relying on traditional IT infrastructure—to improve collaboration among teams within the organization, boost productivity, scale and centralize applications, and deliver robust and personalized customer experiences.

The cloud's benefits are moving beyond the primary function of hosting data and saving costs. In the present day, digitally-driven enterprises are continually disrupting and leveraging cloud technology in unprecedented ways—be it to power advanced big data analytics or to enable, at scale, AI-powered smart intelligence.



$1.3 trillion

in IT spending will be affected by the shift to cloud by 2022[1]

94%

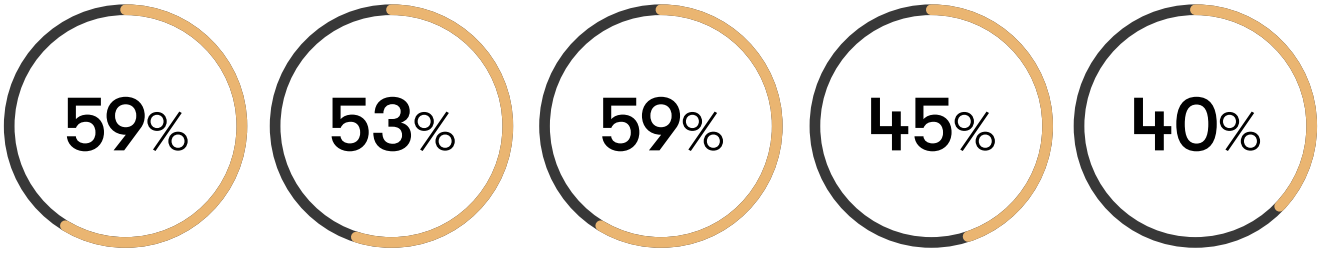
of enterprises use some form of the cloud[2]

Why cloud migration is key to accelerating **digital transformation**

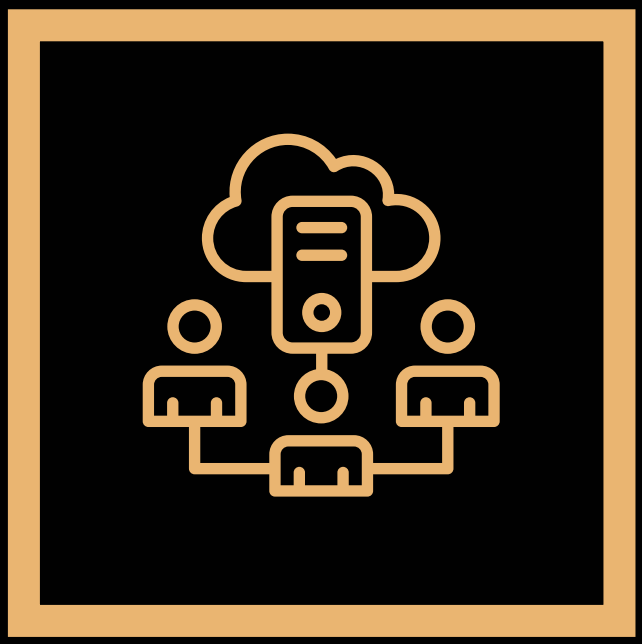
There is a strong correlation between the cloud and digital transformation. In order to progress in the digital transformation journey, enterprises must leverage disruptive technologies such as artificial intelligence (AI), Internet-of-Things (IoT), big data analytics, augmented or virtual reality (AR/VR), and machine learning. However, these technologies need heavy computing power, speedy data, ample storage, and a robust infrastructure. Cloud technology delivers on these requirements, thereby facilitating the digital transformation of the enterprise. The Cloud Industry Forum has reported that **80% of enterprises consider the cloud important to their digital transformation strategy.**[3]

As also noted by Photon's CTO and Co-Founder, Mukund Balasubramanian, **"Robust cloud migration strategies allow for the disruption of business models, streamlining of operations, and innovation of services at a rapid pace. The cloud is key to transforming customer experiences and excelling as a fast-paced, digitally-enabled enterprise."**

Top Five **Digital Technologies** Already Implemented



Source: '2018 State of Digital Business Transformation' by IDG



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