

Embracing Cloud

(Migration from OnPrem to Cloud)

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Embracing Cloud

- “Digital Transformation” of an OnPrem Enterprise Product to cloud
- Product Lifecycle Management Platform for Retail, Fashion, Luxury and Consumer Goods
- Bring All Stakeholders onto a single hub for collaborative experience and idea sharing to make timely decisions for PLM (Product Life Cycle) applications
- Game changing and truly collaborative
- User Experience is the key
 1. For end users to use the various applications
 2. Internal operations
- Reduce time to market and increase revenue growth
- Touch over 850 brands

'R's of Embracing Cloud

1. **Rehost** in the cloud - "Lift and Shift"
 - OnPrem Java Platform Hosted in the Cloud
2. **Re-platform** - Tinker
 - Move from Windows to Linux
3. **Repurchase**
 - Licenses for Relational Database Systems, Image Processing libraries, etc.
4. **Refactor/Re-architect** components
 - Linux related changes
 - Dockerize components that were taken to both OnPrem & Cloud builds (bonus benefit)
 - Move to microservices
5. **Retain** the necessary components
 - Retain some services by choice for time to market reasons
6. **Retire** unnecessary components
 - Utilize cloud native services wherever possible
 - Stop corresponding services like Fmail services, etc.

Value Creation

- Expanded Market – Enterprise and SMB
- Containerize all software components for both OnPrem and Cloud
- Refactoring brought:
 - Multi-tenancy
 - Microservices
 - Addition of new services became faster and easier
 - New customer onboarding time reduced from 2-3 weeks to just 45 minutes
 - Got a little easier to maintain & manage backend platform
 - Process improvements
 - Automation – QA & DevOps
 - Bring Predictability to Releases

Timeline & Team

- Took us ~1 year
 - ~6 months for initial barebone cloud migration
 - Automated backend platform upgrade as a service
 - Add-on services (Reporting service, faster data transfer, etc.)
 - Started with 4 services; up to about 12 services today
 - Choice of tools (e.g. Terraform to manage infrastructure (nodes, load balancer, etc.)) to keep away from vendor lock-in
- Small team of 4-6 senior developers doing dev & QA
 - Scale team up & down depending on target milestones & budget
- UI/UX Fit & Finish

Migration Approach

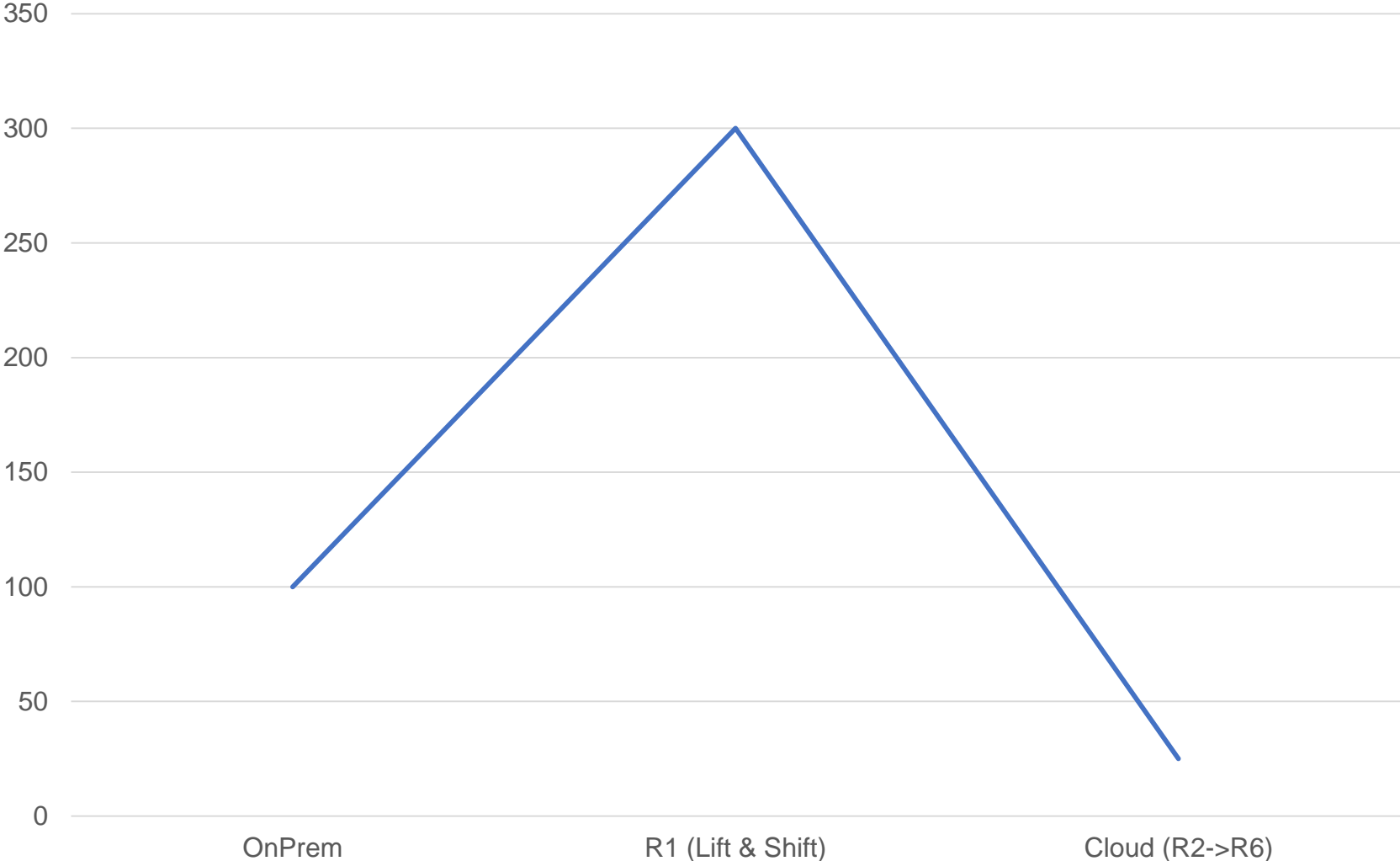
- Agile Approach
 - Milestone based
 - 2-week Sprint Cycles
 - Prioritized Backlog Grooming
 - Tight feedback loop from sprint retrospectives
 - Highly collaborative with all stakeholders in the loop

Cloud Choices – Then & Now

- AWS was the only choice at the start of this migration project
- But now we have more choices to offer to customers with similar/identical capabilities
- Six 'R's would not change in our approach
- Services listed and some variants are available on most cloud providers
- Limitation: Alibaba is the only choice for customer in China
- **Consumed Services**
- Maturity of services offered
 - Compute, Container, File System, RDBMS, Load Balancing, Pipeline building, Monitoring, Email services, Queue services, Organizations, etc.
- Rich Documentation
- Support in desired regions

Cost Saving

Hosting Cost Impact



Thank You



Advanced
Consulting
Partner

Spend & Save – for Medium-sized Deployment Hosting Cost

OnPrem cost

OnPrem data center hosting cost : \$X

After applying Lift & Shift

AWS hosting cost : ~3X

AWS Cost Applying 6 R's

AWS hosting Cost : 0.6X

Cloud Optimize Cost : 0.2X

