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Maximising the benefits of public cloud investment
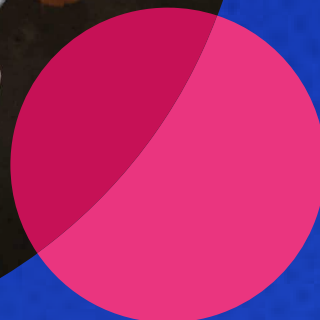
Research insights

Results from TRA and Datacom's annual public cloud survey

Case study

Going beyond the lift and shift with an established delivery operation

Cloud optimisation checklist

How can you drive better outcomes from your investment in public cloud?

Lifting and shifting application workloads is often the first step in a public cloud investment project – but it shouldn't be the last. Optimising investments means going beyond that initial technology upgrade and embracing the alternative approaches, features and tools that make the cloud so powerful.

In this ebook, we explore key insights from our annual public cloud research – conducted by Tech Research Asia (TRA) in partnership with Datacom and AWS – and we take a detailed look at an established delivery operation's migration story including the drivers behind their shift to public cloud, their focus on optimisation and the benefits this is delivering.

Research Insights

Every year, Datacom and TRA team up to research cloud and primary infrastructure development in Australian and New Zealand businesses. This year, our primary research programme surveyed 650 organisations across Australia and New Zealand, spanning multiple industries and company sizes.

Here are some of the key findings related to the public cloud:

The language of innovation

There is a clear trend towards investing in agile and scalable platforms, processes across the organisation, people and partners to pursue digital innovation. The core drivers behind this are to support greater business agility and deliver better customer experiences.

Some businesses are undertaking M&A activity or exploring the venture capital or startup route to mitigate the risk of disruption. Innovation is being viewed as both a short-term competitive necessity and a long-term driver of growth.

Technology priorities

IT management priorities have remained relatively stable over the past year, showing that multi-year initiatives continue to receive funding. The research highlighted an ongoing focus on modernisation as a path to operational excellence – in particular, the embrace of automation at all levels in all types of business.

42%
of Australian businesses described themselves as **innovators**, compared to 33% in 2021.

36%
of New Zealand businesses put themselves into the **early adopter** category, compared with 27% last year.

Cybersecurity was a key concern for business owners this year, driven in part by a number of high-profile data breaches and crippling denial of service attacks, rising to #1 in importance for both Australian and New Zealand organisations.

Location matters

In 2020 and 2021, workload location concerns centred around security and employee experience – due to COVID-19 and the increase of work-from-home policies. This year, drivers of cloud strategy have shifted to business continuity, application performance, growth and innovation for many organisations.

While 33% of organisations prioritise public cloud environments – up from 22% in 2020 – the research shows that there is still a place for on-premise infrastructure and private cloud technologies. Most businesses surveyed continue to operate multiple tech environments, with a 'workload by workload' playbook designed for flexibility and ease of use, whatever the physical location.

Workload platforms

Questions about workloads' locations revealed little forecasted movement over the next two years. This increase in stability, we believe, reflects an increasing acceptance of mixed work environments, with a reduced focus on bringing people back into the physical workspace. As the focus turns to new business initiatives, we will see a 'project by project' approach to placing new workloads.

New Zealand's cloud platform figures reflect a lack of public cloud availability compared to Australia. We anticipate increasing alignment in this area as hyper-scalers engage with NZ-based services.

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IT resourcing and skills

Our most recent data shows a slight softening of the anticipated additional budget being allocated across all resource types. We're also seeing two broad trends in IT resourcing:

1. Businesses that want someone to 'do the boring stuff' more cost-effectively are where automation can come in.

2. Those looking for specialist skills to drive innovation and leverage the benefits of cloud access and new technology

In a change from just a few years ago, people and skill sets are now seen as fundamental pillars of IT engagement in almost every organisation.

Top five in-demand skill sets:

1 Business analysts

2 Project Management

3 Digital transformation

4 Digital customer experience

5 Edge computing

We also see a strong focus on bolstering in-house capabilities complemented by external resources. There is always a need for a blend of internal and external resourcing, which continues to swing back and forth in terms of budget share. Competition for talent is playing a role in this shifting demand.

Cloud migration brings cost savings and reputation gains to an established delivery operation

Shipping millions of items annually is hugely challenging. But it's a challenge a Datacom customer ably met by migrating to a modern public cloud infrastructure.

The goal was to move from a traditional delivery network to a highly responsive, eCommerce-enabled digital network that could operate at speed at a fraction of the cost of previous manual efforts. In addition, 200+ applications across the organisation, hosted on various platforms, all needed to migrate to the public cloud.

A lift and shift of the more straightforward applications, which was completed in just six months, provided immediate cost savings and productivity improvements. Then with the focus on more complex applications, Datacom devised governance structures to help the organisation rapidly deal with any roadblocks and ensure a seamless migration experience. The "one team" partnership is paying off.

Working with Datacom results in faster, more cost-efficient systems. Outstanding infrastructure keeps the organisation at the forefront of the delivery sector. And gains are passed on to customers.

Above all, migrating to the AWS Cloud under the expert guidance of Datacom is cementing the organisation's reputation for delivering excellence.

Datacom cloud readiness assessment

Allowing Datacom to assess your technology landscape and identify a strategy to achieve maximum value from your AWS Cloud adoption is the fast track to your success in the public cloud.

Within our Cloud Adoption Framework, we provide a migration readiness assessment and detailed plan to identify the right strategy to achieve maximum value from your cloud adoption.

We help you to plan for and visualise every aspect of your migration; from business case, skills, and costs to the landing zone, operating model, security and compliance – right through to your bespoke migration.

Cloud optimisation checklist

There are many opportunities to optimise the outcomes you achieve from investments in public cloud, but it requires pushing your thinking beyond the basics of cloud migration.

We encourage you and your team to spend time considering these questions and decide whether you are satisfied with your answers – or if you have work to do to optimise your investment in cloud.

If you need help understanding your options our Cloud Transformation team can work with you wherever you are on your journey – visit **Cloud Technology — End-To-End Capability Across Technologies | Datacom** for more information.

Answering these questions can help you drive better outcomes from your investment in public cloud.

- ☐ Do you have a dedicated emerging technology working group that reports to the highest levels of the organisation on the opportunities or threats that the new wave of tech represents?

- ☐ Is there clear business alignment and a clear owner for your cloud strategy at the executive level?

- ☐ Have you envisioned your project in advance - down to the finest detail – with the help of experts? Datacom's Cloud Assessment Framework can assist your business plan ahead to avoid unwelcome surprises.

- ☐ Is there clear governance for the strategy to enable change, remove blockers, and respond to changing priorities?

- ☐ Are there clear roles and responsibilities, and a plan to ensure BAU doesn't get in the way?

- ☐ Have you considered the change in operating models and processes required to successfully adopt and govern cloud?

- ☐ Is your organisation attempting a major shift to public cloud without prior experience or external support?

- ☐ Are you investing in enablement and talent to support your cloud and digital strategy?

- ☐ Have you revisited your talent recruitment and retention strategy in light of events around the world?

- ☐ Are you contracting with commercial flexibility to avoid technical debt, account for continuous delivery, and ensure systems are perpetually modernised?

- ☐ Are you driven by customer and employee experiences?

- ☐ Do you have predictability around your cloud and infrastructure investments?

- ☐ How much are you investing into innovation around data and digital services? Are your innovation efforts open and available to all your employees and partners to contribute to? Does it embrace:
  - ○ Design Thinking
  - ○ Micro-services
  - ○ Agile Methodologies
  - ○ Containerisation
  - ○ IoT
  - ○ AI and ML
  - ○ Software Defined Everything
  - ○ Cloud-native development

- ☐ What alternative approaches to lifting and shifting application workloads into a public cloud have you explored?

- ☐ Do you have a workload-by-workload playbook that embraces the right location and architecture based on the outcomes desired from each application workload? Is this from the edge to the cloud?

- ☐ Do you pursue security, compliance, ethics, and privacy by design and is it baked into your deployment process?

- ☐ Are you pursuing automation everywhere?

- ☐ How embedded is sustainable management – including environmental sustainability - in your operations?

- ☐ Are you truly ready for the day a security incident or outage hits?

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For more information, visit
www.datacom.com/rightcloud