

# Why are we moving to the cloud?



"Why are we moving to the cloud?" is a common question for organizations going through digital transformation. And it's one that everyone should have the same answer to if you want the project to succeed.

Your cloud implementation team should try to align business motivations to potential cloud benefits at all levels of the organization to ensure alignment with real business goals.

Your motivations will ultimately shape the way your transformation strategy progresses – and the conversations you'll need to have to make it a reality. For example:



## Responding to critical events

Start migration early in parallel with other strategic planning. Taking this approach requires a growth mindset and a willingness for iterative process improvement.

Strategies motivated by critical events – from a need to replace legacy systems or to meet changing regulatory requirements – can help businesses improve their agility and resilience, but only when they aren't applied reactively and without attention to the long-term.



## Migration as top priority

Migration-based motivations are among the most common, but not necessarily the most significant. They're generally best used as the impetus to transition to the achievement of more valuable goals.

Strategies with migration as a primary motivator can help organizations to successfully create business outcomes that achieve everything from a reduction in vendor and technical complexity to an improved ability to scale and increased business agility.



## Innovation as top priority

In the modern market, transformative products depend on data, and data organization and manipulation – along with improved insight and customer experience – relies on cloud power.

Innovation-driven transformation requires greater upfront investment strategy and planning early in the process to ensure your resources and migration are aligned to your innovation agenda. But it does keep IT goals aligned to organization goals, and can drive huge improvements in business agility and customer experience and engagement.

## What comes next?

For more information on the next steps in your cloud journey, check out our dedicated cloud migration resource [here](#).



For more information, go to:

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