

E-book

Empower Innovation with OpenText on Microsoft Azure

As organizations around the world continue to progress digitally, the ability to fully leverage the power of business information is essential to building a lasting competitive advantage. Migrating business-critical applications to the cloud and facilitating remote collaboration capabilities that are secure and scalable will be key drivers of productivity and innovation. Yet many enterprises remain reluctant to move to the cloud and continue to run key workloads on-premises, chewing up valuable resources.

This ebook will walk you through prevailing objections inhibiting broader cloud adoption and how to overcome them. You can then investigate the most effective ways to position your organization for success with OpenText on Microsoft Azure before, during, and after your cloud migration. By reviewing this ebook, you will gain clarity on how you can benefit from moving your OpenText information management (IM) workloads to Azure as a fully managed service.

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Common roadblocks to cloud adoption

The COVID-19 pandemic served as a wake-up call for organizations around the world. To remain resilient against future disruptions, enterprises now recognize that they must adapt to the digital world or risk getting left behind by more agile competitors. Organizations that lack the resolve to minimize future disruptions will be in danger of losing employees and customers to competitors with superior digital abilities.

Luis Benito, IoT Global and Strategic Partners Solution Specialist at Microsoft explains how [85%](#) of business leaders believe that, without digital services, they'll become irrelevant to society and employees.¹

Top priorities for enterprise leaders include maximizing employee efficiency, providing customers with seamless online experiences, and enhancing cybersecurity — all of which can be accomplished in the cloud.

Meanwhile, not all IT professionals are eager to embark on a cloud migration journey. Several prevailing concerns and misconceptions are preventing organizations from progressing alongside their competitors:

Resources

As is true with any large-scale data migration, moving information

from one place to another takes up time, energy, and a wide range of technical skills.

Many organizations worry that a lack of in-house resources and expertise will cause them to be stuck and unable to move beyond an on-prem environment.

The [Computing Research Association](#) found that [42%](#) of IT leaders are unwilling to digitize due to the sheer level of complexity involved in a cloud migration.² Additionally, [17%](#) of those surveyed stated that they lack the proper skills needed to migrate successfully.²

Security

With [cyberattacks on the rise](#), security threats are always looming over enterprises. Many IT leaders fear that a cloud migration would increase their vulnerabilities to potential attackers.

For instance, operating from a digital environment can introduce new risks related to employees' personal devices and cloud vendor access to data.

"Organizations have a lingering perception that migrating to the cloud will leave their data vulnerable, while remaining in an on-prem environment could be a safer, more familiar option," [reports](#) Forrester.³

Data

Many enterprise leaders face anxiety over potentially losing their data during the cloud migration process.

It isn't uncommon for organizations with a particularly large data footprint to choose not to modernize because they don't think a cloud migration is a safe way to move data.

In fact, [55%](#) of IT decision-makers perceive data loss as a major risk factor for migrating to the cloud.²

Companies that don't move sensitive data to the cloud in a manner that complies with government regulations could also face severe penalties like fines or lawsuits. Some business leaders believe that staying on top of these regulations can be challenging on an ongoing basis as data laws can differ between regions.

Fear of change

Change can be terrifying when you don't know what to expect or how to prepare for it. If new technology is not introduced effectively, there's a potential for company-wide confusion and downtime. For this reason, some IT professionals aren't willing to migrate to the cloud.

CHAPTER TWO

Debunking the misconceptions

Enterprise leaders are starting to realize that sticking with on-premises workloads for the sake of business continuity can be counterproductive.

Organizations that fail to move to the cloud aren't able to keep up with evolving expectations, which include:

- › Providing employees with remote work and collaboration opportunities
- › Automating low-value tasks to focus on high-value work
- › Delivering faster time to market for new business ideas
- › Reducing total cost of ownership around information workload management
- › Being flexible to scale software up or down to meet business needs

In a recent survey, Forrester reports that "nearly two-thirds (64%) of respondents whose organizations have their content exclusively on-prem said their content management strategies put them at a disadvantage to their competitors, and 51% say they're struggling to keep up with customer expectations for self-service to information."³

The reality is that many of the paralyzing fears that prevent companies from modernizing are centered around misconceptions. The following information will help you to repair your perception of cloud migration and overcome your migration concerns.

Overcoming resource deficiencies through outsourcing

Migrating to the cloud can be a demanding process for those without the proper resources. Even so, staff and skill-related

challenges don't need to be reasons why enterprises can't keep up with competitors and clients.

There's a simple solution for any organization that suffers from resource deficiencies: turn to third-party experts for assistance.

Enterprises can enlist seasoned professionals in the IT space to handle every step of a cloud migration, including ongoing support.

For example, OpenText customers can rely on a team of information management (IM) experts, who lead every aspect of workload migrations to the cloud. As a result, they are able to transfer the burden of digitizing to OpenText professionals, who will migrate and manage business applications in the cloud with ease.

The initial resource investment it takes to move to the cloud can also result in significant time savings for IT staff down the road. Transitioning to enhanced applications and automated processes are a few of the many cloud-based advantages that can help cut down on resources in the long run.

Facing cybersecurity on the cloud

Operating your business in the remote realm doesn't mean that your private information is at more risk. Not when [71%](#) of enterprises using a cloud claim to have better security through their cloud solutions than they had on-prem.³

Cloud providers like Microsoft Azure protect information through a large number of data centers and AI-based algorithms, backed by the expertise of an army of security professionals. All protective systems are updated continuously to optimize security capabilities as well. Together, these

cloud-specific security features outperform those adopted by on-prem enterprises, which are often pieced together from different vendors and fail to protect against every security threat.

Decoding data hesitations

For organizations that are overwhelmed by the volume of their data and information workloads, a cloud environment can simplify data management. Those who fear losing data during or after a migration can also receive additional information protection with the right cloud provider.

With OpenText™ Migrate (formerly known as Carbonite® Migrate), data migration is simplified, enabling IT teams to move any workload over any distance to any cloud, including Microsoft Azure, with minimal risk and near-zero downtime.

There are several tools on Azure that can help IT leaders manage their data seamlessly in a safe and compliant way. Azure customers can access everything from [Compliance Manager](#), which allows companies to monitor their regulatory compliance, to [Azure Information Protection](#), which enables enterprises to classify and protect data according to its priority.

Microsoft Executive Digital Advisor Gerardo Amaya states how its cloud platform can be leveraged to "[build] custom apps and workflows in hours — not months — that connect to your existing data and systems to solve problems."

Shaping perceptions on change

In the context of cloud migration, some business leaders are wary of how staff and processes will be affected by enterprise-wide changes.

However, enterprises that can ride the ripples of change by digitizing will be able to scale their infrastructure as needed, collaborate effortlessly, and manage company information from a secure environment.

"With our new "norm" change is all around us and resiliency is our critical path to success," states Juhli Hunt, Strategic Cloud Programs Director for Microsoft Azure at OpenText. "The time to migrate to modernize is no longer a business strategy; it is a necessity for business survival and continuity."

CHAPTER THREE

The better way forward

[91%](#) of enterprise leaders agree that organizations will become more innovative and efficient by migrating business processes and information to the digital world.²

In other words, becoming agile to adapt as needed is essential to an organization's well-being. Enterprises can kick-start this transformation in the cloud.

Reaping the rewards of a cloud environment

An increasing number of organizations have now adopted a secure cloud work environment to resolve specific IT challenges, keep up with their respective industries, and ultimately, enable future success.

[64%](#) of business leaders even believe that they could become nonexistent if they fail to digitize.²

Moving from an on-premises environment to a secure cloud allows businesses to grow, create flexible workspaces, reduce expenses, and grant access to the most updated versions of applications.

Additionally, recent research from Forrester has found that modernization drives measurable ROI. Forrester highlights that enterprises that have spent three years on the Azure cloud have cut infrastructure costs down by [90%](#).³

[According to the report](#), the average cloud customer "experienced benefits of \$13.1 million over three years versus costs of \$2.3 million, adding up to a net present value (NPV) of \$10.8 million and an ROI of 478%."³

While migrating to a cloud environment is a step in the right direction for enterprises, businesses must put the proper strategies in place for a smooth transformation.

Leveraging a dependable adoption framework

An effective cloud migration strategy requires expert-level technical guidance before, during, and after a digital transformation.

OpenText offers enterprises the necessary knowledge and insight to manage a successful cloud migration.

At OpenText, technology leaders support client cloud migrations with the Microsoft Cloud Adoption Framework for Azure.

This framework acts as a model for cloud migration set by experienced IT veterans and migrated customers.

Customers learn how to overcome common roadblocks and make the most of their resources in the following modules of the framework:

- › **Define** your strategy
- › **Plan** how cloud migration will align with business goals
- › **Prepare** staff, processes, and technology for transition
- › **Migrate** your information workloads to the cloud with ease
- › **Innovate** solutions to enhance your cloud or hybrid cloud workspace
- › **Govern** compliance and safety over your cloud environment and information workloads
- › **Manage** day-to-day operations within the cloud

By leveraging the Microsoft Cloud Adoption Framework, organizations are able to accelerate their journey to a secure cloud and ensure that their business is future-ready.

Breaking barriers with OpenText on Microsoft Azure

OpenText on Microsoft Azure prioritizes information security and enables enterprises to scale their software according to their unique business needs. Using available APIs, clients are able to access a variety of business-enhancing services, such as artificial intelligence, machine learning, and business intelligence tools.

Customers who migrate to Azure can also take advantage of Microsoft's [easy-to-integrate applications](#), such as Office 365 and Microsoft Teams.

As distinguished leaders in cloud migration, technology experts from OpenText and Azure will guide customers toward a successful digitization — every step of the way.

Investing in cloud managed services

Organizations that are planning to move some, or all of their applications to the cloud can bolster their digital transformation with managed services. With more than 6000 certified cloud professionals and 3000 information management (IM) experts, the OpenText team brings years of experience to support your cloud journey.

OpenText Cloud Managed Services delivers any-to-any integration between the IM solution and other enterprise applications

and systems. It manages the full solution stack with a single point of accountability for every facet of the cloud journey allowing in-house IT to focus more on the core competencies of the business.

Cloud Managed Services helps organizations run on the existing version of their OT solutions and also help with upgrading to the most current version. OpenText supports the deployment, integration, ongoing management and optimization of Information Management applications and infrastructure as well as delivering cost efficiencies, scalability, security and flexibility, all under a single SLA.

A typical organization can reduce operating costs by 30 percent by adopting this approach. Moving to the cloud removes much of the capital investment involved in supporting IM applications on-premises. In addition, cloud managed services eliminate many of the direct costs associated with system and application management and support.

Extending beyond the incident response capabilities of OpenText's 24x7 global support team, Cloud Managed Services includes comprehensive processes to proactively detect and escalate performance incidents and service disruptions, saving customers time and stress.

Key benefits of OpenText's Enterprise Managed Services include:

› Cost reduction

Save up to 30% with flexible deployments, standardized processes, and best practices.

› Business agility

Increase innovation through the rapid development and deployment of new business solutions.

› Workforce optimization

Free internal IT staff from routine management and maintenance tasks to focus on higher-value activities.

› Enterprise integration

Integrate IM with any other enterprise applications to facilitate the fast and effective flow of information and increase collaboration with customers, suppliers, and partners.

› Productivity

Give users permanent access to the features and functionality of the latest IM versions — patched and upgraded automatically.

› Continuity

Ensure 24x7 continuity of mission-critical operations, backed by a service-level agreement with system availability of up to 99.9%.

› Risk

Reduce risk through operations that are certified down to the individual application level.

› Compliance

Meet government, industry, and corporate standards.

› Accountability

Have a single point of accountability (service manager) who understands the technical infrastructure and the business context.

Customers are able to tap into the full power of OpenText's Cloud Managed Services across private, public, and hybrid clouds, and are fully protected by advanced backup and recovery processes.

Recommended Cloud Migration Methods

Enterprise leaders who want to invest in OpenText Enterprise Managed Services on Azure can choose between two key migration strategies.

The first option offers customers access to the latest OpenText software as they transition to the cloud in a single step. Customers would continue to operate on-premises as their work environment gets replicated with the updated OpenText software on Azure.

This migration would conclude either with a quick or gradual switchover to the cloud, depending on customer needs and defined levels of risk.

Alternatively, customers can opt for the two-step "lift and shift" migration method, which moves customers to the cloud without any software upgrades or interruptions. This method ensures that there is zero downtime during the transition. Then, the migration to current software can take place once they're on the cloud.

"Once you're sitting on Azure, the migration strategy is even simpler," says Karl Spangler, Senior Director of Strategic Cloud Programs at OpenText. "This strategy reduces the technical requirements for network connectivity — the speed at which the data is migrated."

For whichever migration strategy customers select, the burden of cloud migration can be offloaded to seasoned professionals through OpenText's Enterprise Cloud Managed Services.

CHAPTER FIVE

Embracing a cloud-powered future

No matter what concerns are holding enterprises back from digitizing, the future of work is rooted within the cloud. Organizations that remain on the sidelines risk being left behind by their cloud-based competitors.

Instead, with the proper migration partner and a secure cloud platform in place, enterprises can digitize with ease.

Taking hold of this opportunity to modernize will position your business for improved scalability, collaboration, and security moving forward.

To find out how OpenText and Microsoft can assist with your migration, get in touch with your account executive now to request a no-cost migration assessment.

About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organisation on the planet to achieve more.

About OpenText

OpenText, The Information Company™, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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Resources

¹ Webinar

[Understanding the Value of IoT, Analytics, and Business Intelligence](#)

² Blogs

[Fear of Cloud Migration Is Holding Back Some IT Leaders](#)

[Cloud Adoption Held Back by Data Loss and Compliance Fears](#)

[The Value of Digital Transformation to Creating New Revenue Streams](#)

³ Special Reports

[Hybrid Cloud Enables Agile Content Management and Collaboration](#)

[The Total Economic Impact™ Of Microsoft Azure IaaS](#)

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