EBOOK

Simplify Data Migration with Pure Migration Services

Accelerate your time to benefit and reduce risk when migrating legacy data systems to Pure Storage®.

PURESTORAGE®

Table of Contents

Overcome Legacy Storage Migration Challenges 3

Benefits of Pure Migration Services 4

Industry Veterans Lead the Charge 5

- Specialized Tools for Your Unique Requirements 5

The Right Methodology 6

- Pure Migration Center of Excellence Team 6
- End-to-End Migration Governance 6
- Best-in-Class Standardized Migration Methodology 7

Customer Success 8

- Migrating 4,000 Storage Systems 8
- Migrating a Wide Variety of Legacy Systems 8
- Take Advantage of Pure Migration Services 9

Overcome Legacy Storage Migration Challenges

Reduce storage costs and increase service levels and IT agility by migrating your legacy storage solutions to a modern Pure Storage solution. And once your migration is complete, Pure's fully upgradable, expandable, and non-disruptive storage architecture means you'll never have to migrate again. You'll be able to upgrade your storage without downtime or data migrations.

If you're like many IT organizations, you may find the migration process itself challenging, as in-house IT staff are not typically experts in storage migrations. It may have been years since your last migration project, or you could be concerned that your migration to Pure will turn out to be more costly and complex than planned.

This e-book shows how Pure Data Migration Services provides the right experts, tested tools, and a best-in-class methodology to reduce the complexity, impact, and cost of legacy data migrations, all while accelerating your time-to-benefit.

Did You Know?

55%

In a recent survey, 55% of respondents reported concerns about going over budget as a key impediment to data modernization projects.*

44%

44% were reluctant to migrate due to lack of understanding of critical technologies.*

46%

Only 46% of data migration projects are delivered on time.**

*Source: Deloitte. 2019. Data Modernization & Cloud Migration Survey.
**Source: Experian. 2017. Data Migration Research Study.

Benefits of Pure Migration Services

By using migration services from Pure Professional Services, rather than performing your migration in-house, your organization can:

- **Reduce Complexity:** A single global team of migration architects guides the end-to-end migration process. Our team uses field-proven tools to get the job done and our services rely on standardized, repeatable migration methodologies and processes.
- **Minimize Business Impact:** Comprehensive discovery and planning processes minimize unplanned downtime. Event orchestration reduces cutover windows and eliminates unplanned outages. Closed-loop governance optimizes migration operations, minimizing project runtimes and reducing staff effort.
- **Optimize Costs:** Pure's end-to-end model reduces costs by eliminating the need for hand-offs between team members that can result in conflicting actions or missed steps. Our strong project planning anticipates roadblocks to reduce unplanned costs.
- **Provide Great Experience:** Pure's white-glove migration services include end-to-end migration governance from pre-sale through customer handoff to ensure a seamless experience. As experts in Pure technology, Pure Professional Services is an important contributor to Pure's superior Net Promoter Score.

Customer Satisfaction Scores

9.8 out of 10

Pure Professional Services has a customer satisfaction score of 9.8 out of 10.

83.5

Pure's latest Net Promoter Score of 83.5 puts Pure in the top 1% of B2B companies for six years in a row. The industry average is 24.

Source: Medallia

Industry Veterans Lead the Charge

The Pure Migration Center of Excellence was built by industry veterans with experience in both major legacy storage technologies and Pure technology. Because our experts have worked with these tools in a wide range of scenarios, they know how to perform your migration quickly, efficiently, and effectively, while minimizing risk. During your migration, expert migration architects track your project's progress from initial fact-finding to final delivery and handover.

Specialized Tools for Your Unique Requirements

Selecting the best tools for your unique migration requirements can be difficult and time-consuming. Many organizations do not budget for tools or complete the tool selection process until after completing the project plan, which can result in unexpected costs.

We've performed extensive lab testing to define a set of standard best-in-class migration tools for our migration engagements. We then select the right tools for you as part of our migration execution. Our in-depth understanding of how these tools operate behind the scenes helps us achieve efficiencies and better predict outcomes as we deliver on our promises.

The Pure Services Engineering Lab provides a demonstration service that shows how various tools address different scenarios when moving data in legacy systems to Pure. After the demonstration, you'll have confidence that Pure Professional Services has the experience, skills, methods, and tools necessary to conduct your migration process.

The Right Methodology

Pure Migration Services approach comprises three essential components:

- Our Migration Center of Excellence team
- End-to-end migration governance
- A best-in-class methodology

Pure Migration Center of Excellence Team

With experts from across engineering, portfolio management, project governance, and even sales, Pure's experienced, highly technical team members interact with you right from the start. These experts develop a project that's realistically scoped to meet your needs and schedule while minimizing surprises and unrealistic promises.

Once your migration engagement begins, the team oversees your migration process from project initiation to final delivery and handoff. Throughout the implementation, the Center of Excellence provides dedicated resources and follows standardized processes to provide visibility into all project details and ensure that the project proceeds smoothly.

Ensuring cross-project governance throughout your migration simplifies knowledge transfer among the experts responsible for different parts of the projects, eliminating the need for you to repeat the same information to different teams. You also gain the benefits of Pure technology much faster because of a streamlined implementation.

End-to-End Migration Governance

Governance across the engagement ensures that the migration process is comprehensive, structured, repeatable, and easy to roll back if necessary. This minimizes risks and reduces the need for rework. This governance process is a closed loop. We evaluate lessons learned throughout your engagement and incorporate them into our methodology for continuous improvement. Our migration governance spans many areas, including:

- **Program Management Governance:** We manage stakeholders, project plans, status reports, risk tracking reports, milestone management, scheduling, and resources.
- **Process Governance:** This ensures operational consistency regardless of who performs a particular implementation step. We manage the overall project and assign dedicated resources to monitor individual activities and report back to the project management team. This provides comprehensive visibility with minimal disruption. If technical issues arise, relevant support teams work through them via escalation processes.
- **Standardized Deliverables:** We map out the necessary activities that need to occur both before the migration and on the day of the event. The aim is to ensure the process is repeatable—that no steps are missed and that each step is performed correctly—and to improve cross-team communications.
- **Event Management:** On the day of the event, our program managers follow documented change management processes and set up a communications bridge to coordinate tasks, track status in real time, and manage any issues that may arise.
- **Customer Acceptance.** We get your sign-off before closing out the event.

Best-in-Class Standardized Migration Methodology

Our teams follow a best-in-class, five-step migration methodology (Figure 1).

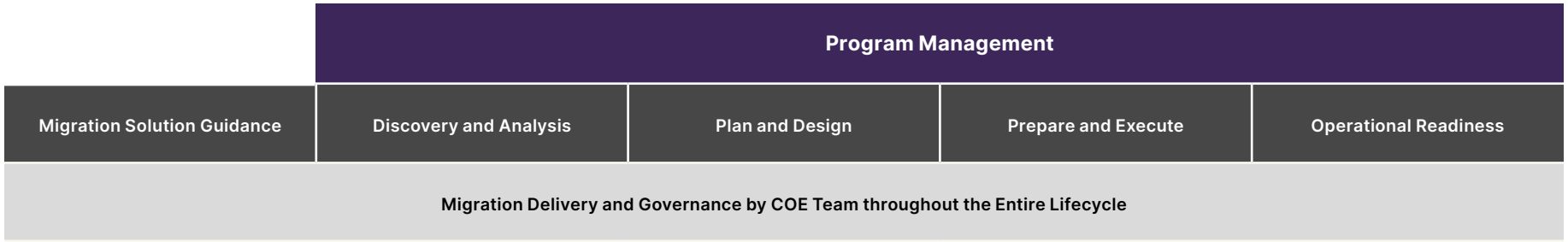

Figure 1: Key components of the Pure Migration Services' methodology

- **Migration Solution Guidance:** We gather information about your business goals, migration challenges, and how Pure can provide a solution. The result is a vision for your migration project. Because implementation experts drive this conversation, we provide a realistic, pragmatic, and honest evaluation of what you can accomplish with your migration.
- **Discovery and Analysis:** Once you move forward with the engagement, you are assigned a program manager to oversee the process and create your implementation plan. We start by performing deep-dive discovery into all the components in your environment and documenting the details and dependencies in your existing systems so we can customize the migration solution to your business needs.
- **Plan and Design:** We create a set of plans that outline how we will move from your legacy environment to Pure. We start by creating "From-To" architecture documents to map out the high-level building blocks of the migration. We then develop detailed T-minus schedules, runbooks, and event workbooks. Once you sign off on these plans, the stage is set for the actual data migration.
- **Prepare and Execute:** This is when the action begins. First, we deploy all necessary hardware and software. Then we run a pilot project to make sure everyone is comfortable with the process and that it works as designed—and if not, perform any necessary course corrections. We then use our repeatable migration approach to perform the migration and report progress to you.
- **Operational Readiness:** We help you transition smoothly to the freshly migrated data. You will receive customized documentation and a complete knowledge-transfer session so you'll be comfortable operating your new environment. After your project is complete, our account team will stay in contact to help you ensure that your environment remains relevant.

Customer Success

Organizations spanning a wide range of industries, goals, and objectives have successfully partnered with Pure Migration Services to bring their legacy storage over to Pure.

Migrating 4,000 Storage Systems

A major network provider had decided to replace 4,000 legacy storage system servers with Pure storage systems. Not only did this project face all the usual challenges associated with legacy data migrations, but also the scale of the project meant the company needed to perform the migration over several years. This meant the company required a scalable, repeatable process.

In collaboration with experts on the network provider's team, Pure developed runbooks, processes, and cross-organization communication channels for the project. Within 18 months, the team had migrated more than 3,000 servers with no downtime. The provider is on track to migrate the rest of the servers within the expected time frame. The company benefited from Pure's scalable tools, methods, and procedures for a large, multiyear project across major enterprises.

Migrating a Wide Variety of Legacy Systems

A global system integrator (GSI) needed to ensure that every one of its clients is supported with a successful migration from their existing legacy data system to their newly purchased data systems. Each project faces a wide variety of challenges. Clients come from various industries, have complex host environments, and employ a wide variety of legacy systems. To ensure its customers get the best results when migrating from legacy data systems to new technologies, this GSI puts all its professional services providers through a rigorous certification process.

The Pure Professional Services Migration team completed the GSI certification and is qualified to migrate to Pure storage products from any legacy system anywhere in the world. During these projects, the Pure Migration team demonstrated the ability to manage complex and varied migrations projects for all types of this solution provider's customers. The team is now successfully migrating many multi-petabyte systems to Pure every year.

Optimize Your Environment

As we plan your storage migration, we often uncover opportunities to optimize your environment. For example, legacy systems can have many connected storage objects. With Pure, you can consolidate those objects into a single managed entity, greatly simplifying storage asset management overhead.

Take Advantage of Pure Migration Services

Once installed, Pure Storage solutions reduce storage costs, increase storage performance, and enhance IT agility. And, once on Pure, you'll also never have to migrate again. But if you're like many organizations, you may not have the specialized, in-house expertise necessary for a smooth and cost-effective legacy migration. With Pure Data Migration Services, you get the right experts, tools, and methodology to reduce the complexity, impact, and cost of your legacy data migrations while speeding your time-to-benefit.

Additional Resources:

- Learn more about Pure Storage Professional Services.
- Connect with Pure Migration Center of Excellence to investigate your options.

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