

All in on AWS

Avid's ambitious cloud adoption program is paying off—and they're just getting started

Objective

Create an AWS platform that drives innovation and business agility

Approach

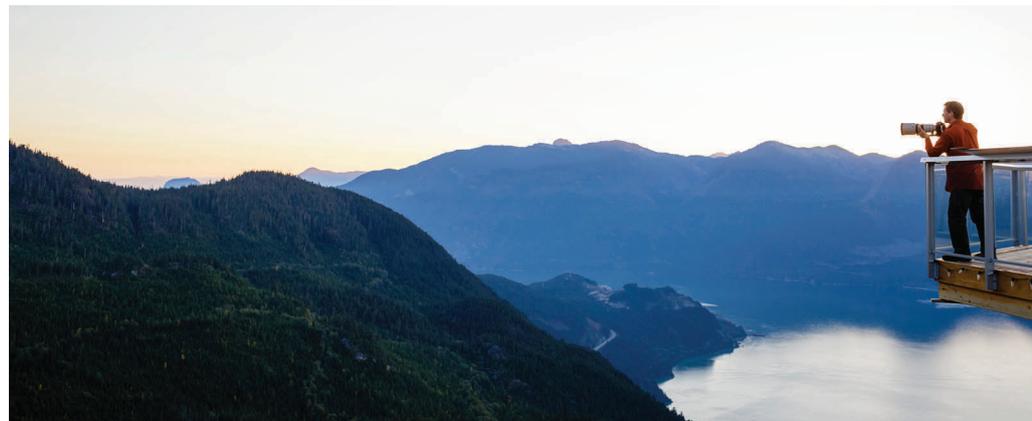
Leverage advisory and professional services for hybrid cloud to streamline cloud adoption

IT matters

- Applied a structured, prescriptive methodology for successful cloud adoption
- Automated the deployment of Avid's Virtual Private Clouds to AWS
- Reduced time to migrate workloads to AWS from 10 to two weeks

Business matters

- Demonstrated 50% savings in IT operations costs by moving to AWS
- Automated the deployment of Avid's Virtual Private Clouds to AWS
- Reduced time to migrate workloads to AWS from 10 to two weeks



The first thing you see when you step through the double doors of Avid's Burlington, Massachusetts headquarters is a row of glass pillars, each radiating a soft, golden glow. On top of each pillar sits an award—in total, two Oscars, a Grammy and 14 Emmys.

Avid is the world's leading provider of professional audio and video production technology. Their products are used to create award-winning films like *The Martian*, *Spectre*, and *Mission: Impossible*, and they are in the middle of an ambitious, multi-year IT modernization initiative. We sat down with Avid CIO Jonathan Thomas (JT) to discuss their cloud migration project.

As with nearly every enterprise cloud initiative, Avid's primary objectives were innovation and agility. AWS would enable JT's developers to build the next generation of Avid software more quickly, and in the highly competitive and rapidly changing media industry, speed is everything.

JT turned to **HPE Pointnext** to provide hybrid cloud consulting bolstered with expertise from (recently acquired) Cloud Technology Partners (CTP), a Premier AWS consulting partner, to streamline Avid's cloud adoption.



Case study

Avid

Industry

Media and
communications

“We needed to be more agile, accelerate adding value to the business and move more quickly. We couldn’t do that with the model and vendor we had in place.”

– Jonathan Thomas, CIO, Avid

Customer at a glance

Solution

- Cloud adoption of core IT operations to enable more agile and efficient innovation

HPE Pointnext services

- Advisory and professional services for hybrid cloud

A better approach to cloud

“As more and more companies turn to AWS to expand their cloud capabilities, it was clear we needed to develop a structured program that would safely accelerate enterprise cloud initiatives,” explains Bruce Coughlin, HPE Pointnext.

The Cloud Adoption Program (CAP) takes companies through 6 key tenets of cloud adoption starting with strategy and economics, all the way through portfolio assessments and migration, to DevOps and CloudOps. While companies may enter the Cloud Adoption Program at different points, the majority share a common set of requirements and objectives that CAP addresses in a structured, consistent manner.

Avid’s cloud adoption progressed in a similar fashion. In the strategy and economics phase, a TCO/ROI analysis demonstrated a strong business case for moving to AWS: Avid would reduce its IT data center operations expenses by 50%.

Moving through the Cloud Adoption Program, the Avid team completed portfolio assessments and automated the deployment of Avid’s Virtual Private Clouds before entering the application migration phase of the project.

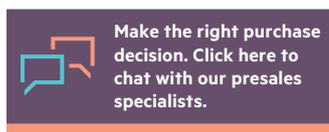
Workloads moved to AWS run the gamut from mission critical back office applications to customer facing, revenue generating web applications including: Cognos, Confluence, Ping, Sitecore, and Avid Licensing Applications. CloudEndure’s real-time, continuous block-level replication was used to reliably migrate the entire stack of both physical and virtual servers to AWS.

Avid’s Cloud Adoption Program migrated over 100 servers to AWS and implemented an AWS Storage Gateway/VTL for use of systems in Avid’s colocation facilities. To help accelerate the migration of workloads to AWS, AT&T NetBond MPLS services were used to provision AWS Direct Connect service in only 2 weeks, as opposed to the typical 10 weeks required to provision a dedicated circuit.

In the final stages of the project, the team optimized Avid’s deployment architecture for Sitecore, their new CMS, and implemented an AWS tagging scheme to facilitate the analysis and management of all AWS resources.

Avid’s all-in move to the cloud has delivered huge value in both operational cost savings and in promoting business agility. Quickly achieving these objectives, however, required a highly prescriptive approach to cloud.

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