

AWS trusts Cloudsoft as an Advanced Consulting Partner to work with their customers to deliver successful business outcomes on the cloud.

Cloudsoft's engineering and operations team extends and complements the customer's own staff to create a new cloud-native capability. This more than just delivering on a project: it's often broader than that to enable the customer's core team agile and DevOps skills by working closely together through pairing and workshops. that to enable the customer's core team agile and DevOps skills by working closely together through pairing and workshops.

Cloudsoft has successfully delivered a wide variety of cloud-based solutions from helping high-growth, cloud-native lean start-ups build their apps in a **Well-Architected** way on AWS, all the way up to global-sized businesses that need resilient applications on cloud and need to integrate the cloud with their non-cloud systems through API integration.

This briefly explains the key reasons that customers work with Cloudsoft for successful outcomes on AWS:

- Getting the people mix correct for cloud
- There's compression algorithm for

experience

- Data-driven cloud and software development
- Bringing it all together with Build and Migrate

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Getting the people mix correct for cloud

At the heart of every cloud solution there is a people challenge.

This is repeatedly stated by attendees and speakers and customers at AWS events. At **AWS Transformation Day 2018**, **Miriam McLemore** -- previously Coca Cola CIO, now Enterprise Strategist at AWS -- said, “Cloud is an organizational challenge”. Whether a non-cloud enterprise with cloud ambitions but with no certified AWS staff, or any start-up in an incubator, people are crucial to successful cloud programs, but they are also the hardest to get right. What’s the correct mix? There is a spectrum between “do it yourself cloud” and “complete functional outsourcing” and in between these two is the Cloudsoft sweetspot of a collaborative partnership with customers, building together.

Do-it-yourself cloud has the people challenge of finding, attracting, affording and retaining talent which extract precious costs and time from the finite budget of cloud transformation. The alternative of completely outsourcing to a large provider with all the inherent costs and risks on the other is often only available to large enterprises who have the big budgets. Somewhere in between there is a sweet-spot that balances a customer owning the core of their solution and partnering to supplement gaps in knowledge, experience and skills.

The Cloudsoft approach to partnering is backed up by the findings of the DevOps/DORA research team, as reported in their book **Accelerate**, who found that *complete* functional outsourcing was bad for organizations, but complementing the customer’s team and “helping to do good work” was a successful approach.

Cloudsoft engagements begin with the C-Suite because cloud programs are invariably business transformation sponsored by the management team. Delivery kicks off with an Inception with Engineering, Operations and Product/Project leaders and their staff. Typically, Cloudsoft provides extra bandwidth to Get Stuff Done if the customer team isn’t yet skilled up. Over time, the customer becomes more skilled as Cloudsoft engineers and operations staff peer with customer staff to share practices and learning and develop joint capabilities.

There's no compression algorithm for experience

Andy Jassy, CEO of AWS, regularly says at AWS conferences, "There's no compression algorithm for experience".

As a decade-old cloud-native software development company that's worked with start-ups and global enterprises on gnarly issues solved with software and development practices, Cloudsoft has significant experience as well as a getting-stuff-done and solving-problems-the-correct-way mentality.

Cloudsoft engineering experience is focused around application development, automation and AWS. This is so much part of Cloudsoft DNA that they have a productised software version of it with Cloudsoft AMP, which models and manages applications across multiple platforms. It's this discipline of letting the cloud and software do the heavy lifting, instead of manual changes, that makes a positive difference to customer cloud program outcomes.

For example, if a Cloudsoft engineer builds or changes something, they will automate it -- in AWS usually with CloudFormation - - so the customer does not incur technical debt and has a self-documenting system.

Data-driven cloud and software development

There are four key metrics in Accelerate/DORA that separate the high-performing IT organizations from everyone else

CHANGE FREQUENCY LEAD TIME CHANGE FAILURE RATE MEAN TIME TO RESTORE

There are three ways that Cloudsoft help customers improve these

metrics.

1. Cloudsoft are **AWS Well-Architected Framework** practitioners are use the five pillars both at the start and during programs. This is an assessment and data-driven framework that improves things like Reliability, which directly improves the Mean Time To Restore.
2. Applying software engineering and DevOps practices, using story points and single backlog through to building a Continuous Integration and Continuous Development pipeline - all using data to drive iterative improvement with downward- pressure on risk by making smaller batch-size changes at a higher frequency with shorter lead time and lower change failure rate..
3. Where appropriate, use Cloudsoft AMP software with its application blueprinting and in-life-management sensors-and- effectors to wrap autonomics around an application, further improving the four key metrics.

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Summary: bringing it all together with Build and Migrate

Cloudsoft has the mix of people, software and cloud engineering skills that are ideal for a customer that wants a trusted, thinking partner to work with them to build their cloud solution.

Understanding the customer's unique starting point and constraints is the key to understanding the initial cloud journey. For example, in larger organizations, using a framework like the **AWS Cloud Adoption Framework** helps produce an objective analysis to guide work.

The key activities that Cloudsoft engages with is Build and Migrate: creating the conditions and the capabilities to get customer solutions running in the cloud. Whether that's migrating legacy systems and replatforming them on AWS, or

building new applications and weaving together AWS managed services.

There is no one-size-fits all, off-the-peg answer to building on AWS. The only common theme is that a customer needs a partner that is sensitive and aware of their unique needs and that can adapt and customize their approach to work with them well.

To find out more about how Cloudsoft please contact us at
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