



Cloud Advisory, Assessment and Migration Services

Market Analysis
Abstract

May 2018

By David McIntire
IT Services
Research Director
NelsonHall

64 pages

research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Cloud Advisory, Assessment and Migration Services" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the use of vendors for Cloud Advisory, Assessment and Migration Services
- Operational decision makers exploring the benefits and inhibitors of undergoing cloud advisory and migration initiatives
- Vendor marketing, sales and business managers developing strategies to target cloud advisory and migration opportunities
- Financial analysts and investors specializing in the IT services sector, including Cloud Advisory, Assessment and Migration Services.

Scope of the Report

This report analyzes the market for Cloud Advisory, Assessment and Migration Services. It addresses the following questions:

- What is the current and future market for Cloud Advisory, Assessment and Migration Services?
- What are the customer requirements Cloud Advisory, Assessment and Migration Services?
- What are the benefits/results which vendors have been able to achieve for their clients?
- What Cloud Advisory, Assessment and Migration Services are organizations buying from IT services vendors?
- What is the size and growth of the Cloud Advisory, Assessment and Migration Services market?
- Who are the leading vendors within Cloud Advisory, Assessment and Migration Services?
- What are the vendor selection criteria, challenges, and critical success factors for vendors targeting Cloud Advisory, Assessment and Migration Services?

Key Findings & Highlights

NelsonHall's market analysis of Cloud Advisory, Assessment and Migration Services consists of 64 pages (including detailed appendices).

Expanding the objectives and scope of cloud adoption is driving the rise in cloud advisory and migration services. Clients are increasingly looking to vendors to help shape the overall enterprise cloud migration and optimize the to-be environment based on the existing application landscape and business objectives.

As companies look to migrate an increasingly larger proportion of their application landscapes to the cloud, advisory and migration services look to grow more quickly than overall cloud services.

Seeking to understand the highest value and least risky migration approach, cloud advisory is the fastest growth service at 17.9% per annum through 2022.

In parallel with this changing focus, vendors are also seeing a changing profile in its buyers. Where early cloud migrations were driven by IT leadership looking for cost reduction, cloud migrations are increasingly driven by business-side buyers that are looking to cloud as a foundational element of a broader digital transformation that includes objectives around improving customer experience and increasing revenues.

While clients are increasingly looking to vendors to use advisory and cloud migration capabilities to support the foundational step in a broader digital transformation such as expanding use of analytics and incorporating IoT, the benefits quantified for completed cloud migrations are still primarily focused on reducing infrastructure and operational cost.

To deliver these services, IT service vendors are investing in building both advisory and migration capabilities. These investments are primarily focused in three main areas:

- Developing assets including assessment tools, migration blueprints and vertical-specific cloud offerings
- Building client-proximate cloud consulting capabilities to work with clients on developing a cloud strategy, migration plan and business case
- Remote migration factories that provide specific cloud application remediation and technical knowledge.



Contents

1. Changing Shape of Cloud Advisory, Assessment and Migration Services

2. Customer Requirements

3. Market Size and Forecast

4. Vendor Market Shares

5. Vendor Offerings and Targeting

6. Vendor Delivery

7. Challenges and Success Factors

Appendix 1: Vendor Investment Priorities

Appendix 2: Vendor Assessment and Migration Automation Tools

Appendix 3: Vendor Cloud Delivery Centers

Appendix 4: Glossary and Definitions

Report Length

64 pages

Report Author

David McIntire

david.mcintire@nelson-hall.com

Sales Contact

Guy Saunders

guy.saunders@nelson-hall.com