AWS re:Invent

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TRV303

Travel and hospitality cloud migration approaches that work

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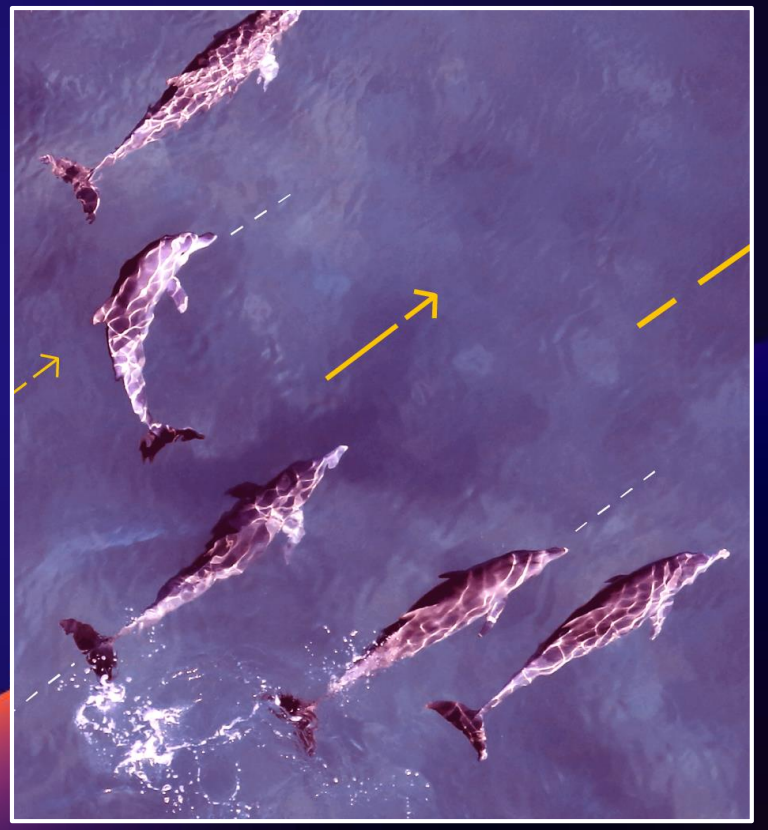
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Agenda

1. Why migrate to the cloud
2. Common migration challenges
3. A proven, successful migration path

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Why migrate and modernize?



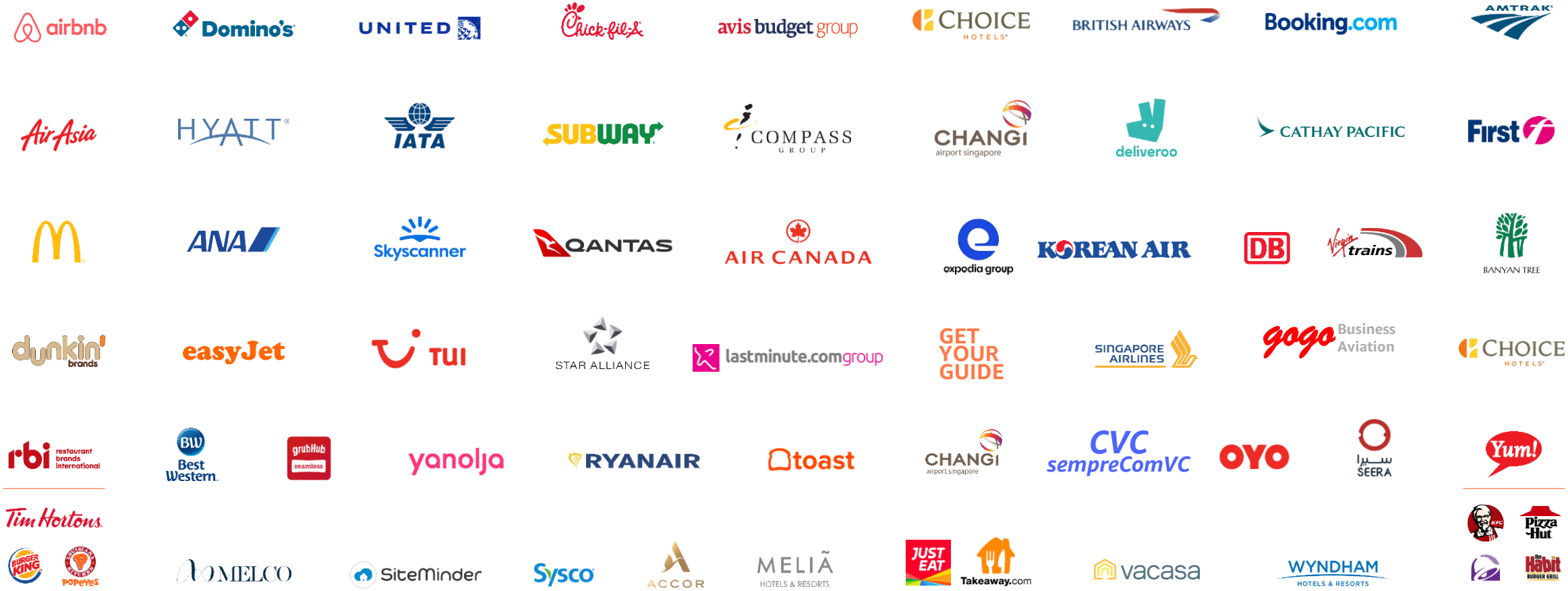
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There are many different business drivers



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AWS travel and hospitality customers



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Finnair



Finnair improved IT infrastructure, reduced provisioning time, and saved costs

Improved IT infrastructure availability and security

400 servers and 70 applications in **7 months**

Double digit **TCO reduction**

Agile service delivery model

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Just Eat Takeaway

Just Eat Takeaway migrated their call center, front-end applications, and data warehouse to AWS, allowing them to consolidate their analytics and serve a 50% load increase



>580k
Restaurants
as of June 30, 2021

98m
Consumers
as of June 30, 2021

>1,110m
Orders
last 12 months

25
Countries

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Cathay Pacific Airways



Cathay Pacific Airways modernizes PROS on AWS, increasing performance by 20%

Challenge

Running its passenger revenue optimization system (PROS) on premises provided sub-optimal compute power and created a heavy maintenance burden on Cathay Pacific, which needed to process bookings with efficiency and stability

Solution

By migrating the management of PROS to the cloud using Amazon Relational Database Service (Amazon RDS) for Oracle, Cathay Pacific was able to support more advanced analytics modules and improve its compute capacity and performance

Result

- Improved security posture through automated security patching
- Increased performance by 20%
- Enabled a focus on innovation, which led to new features of PROS

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Skyscanner

Skyscanner leveraged MAP to accelerate the migration of their entire infrastructure operation into the cloud

Whereas launching a service formerly took Skyscanner 6 to 7 weeks, on AWS it takes as little as 15 minutes. Skyscanner has thousands of services running on AWS (versus a few hundred using the previous data center), which enables them to offer travelers more products and features. Migrating to AWS has enabled Skyscanner to focus on innovation rather than on managing IT infrastructure.



Increased agility and scalability



Migrated thousands of VMs and thousands of microservices, closing 5 data centers in 3 years



Reduced costs up to 70% due to platform optimization

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Star Alliance



Star Alliance goes all-in on AWS

Challenge

Star Alliance, the world's largest airline alliance, wanted to cut costs due to the impact of COVID-19

Solution

Star Alliance went all-in on AWS, closing down its only European data center

25%
TCO reduction

30%
reduction in server landscape

20%
reduction in response times

99.99%
availability

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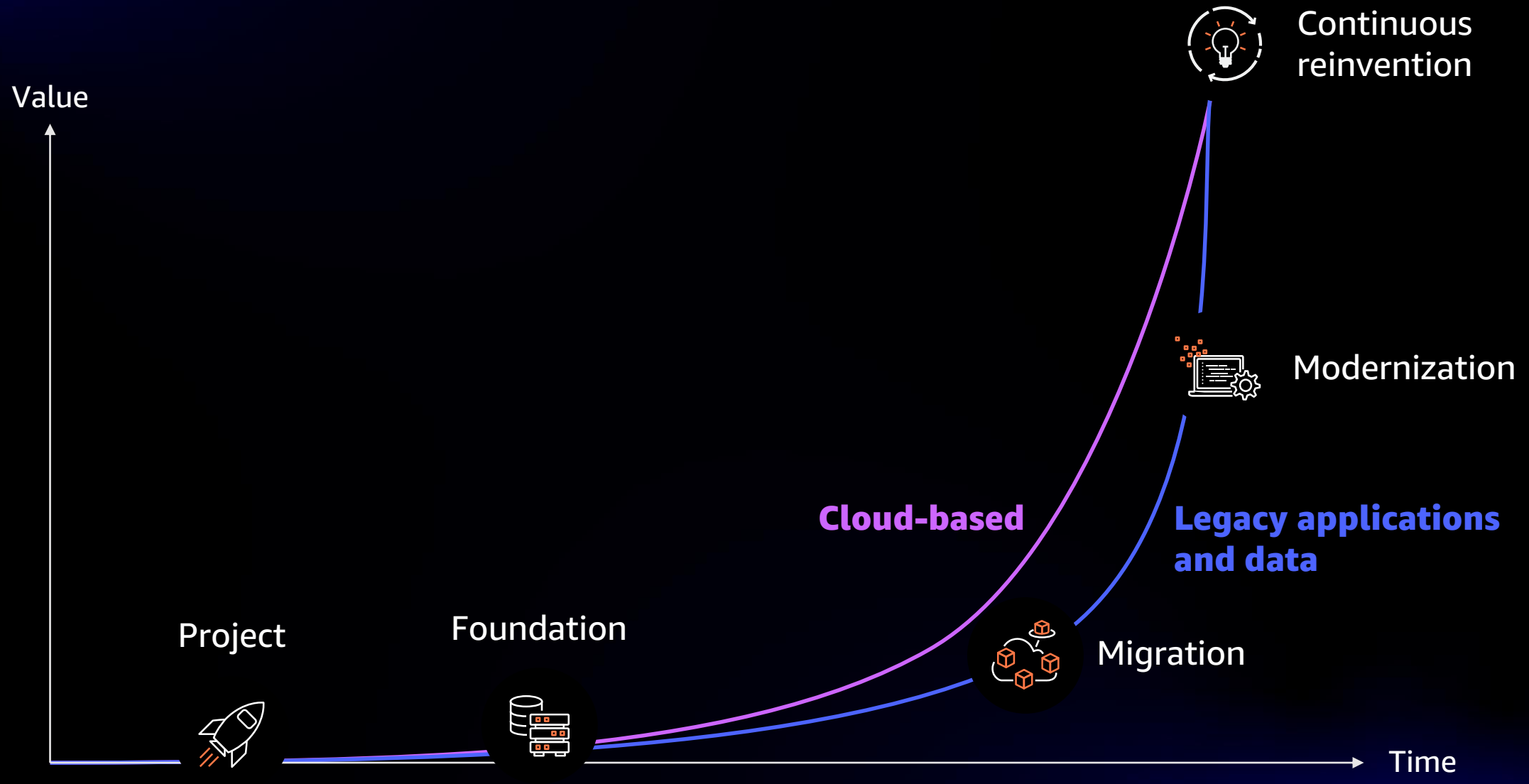
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Common migration challenges



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Application migration strategies



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Migration process

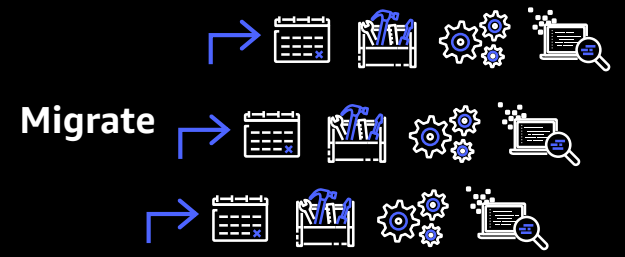
Assess

- Rapid discovery
- TCO calculation
- Briefings and workshops
- Immersion day

Mobilize

- Discovery and planning
- Landing Zone
- Skills/ Center of excellence
- Migration experience
- Business case
- Migration plan
- Operating model
- Security and compliance

Migrate and modernize



- Operate
- Modernize

Create a case for change

Mobilize through experiences

Accelerate migration at scale

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Deep dive into a migration success path

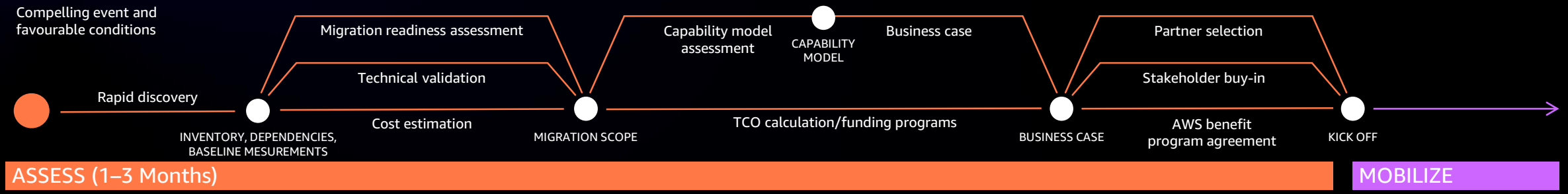


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A successful migration and modernization path

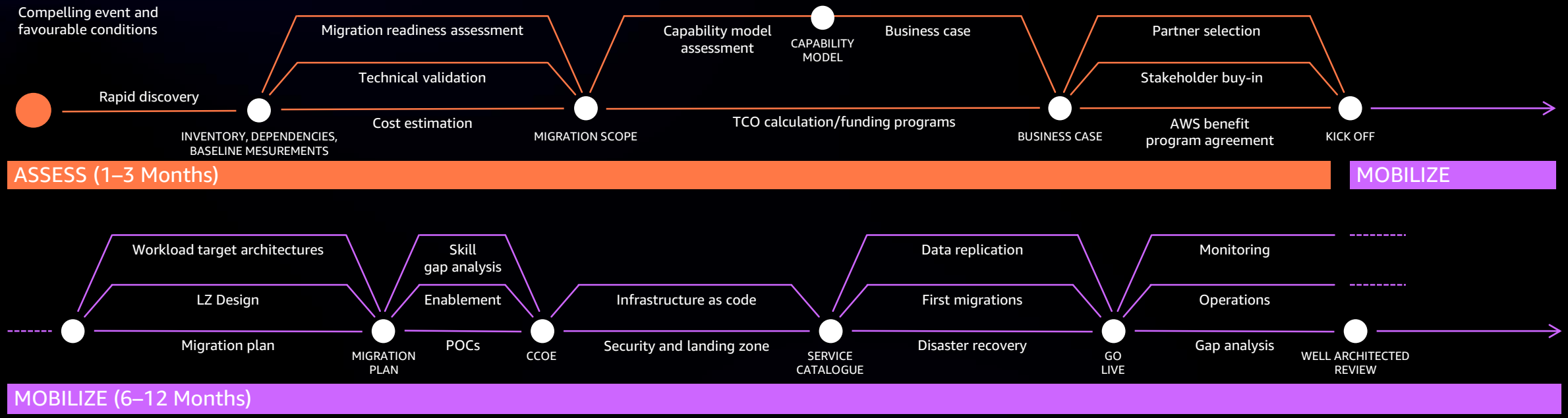
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A successful migration and modernization path



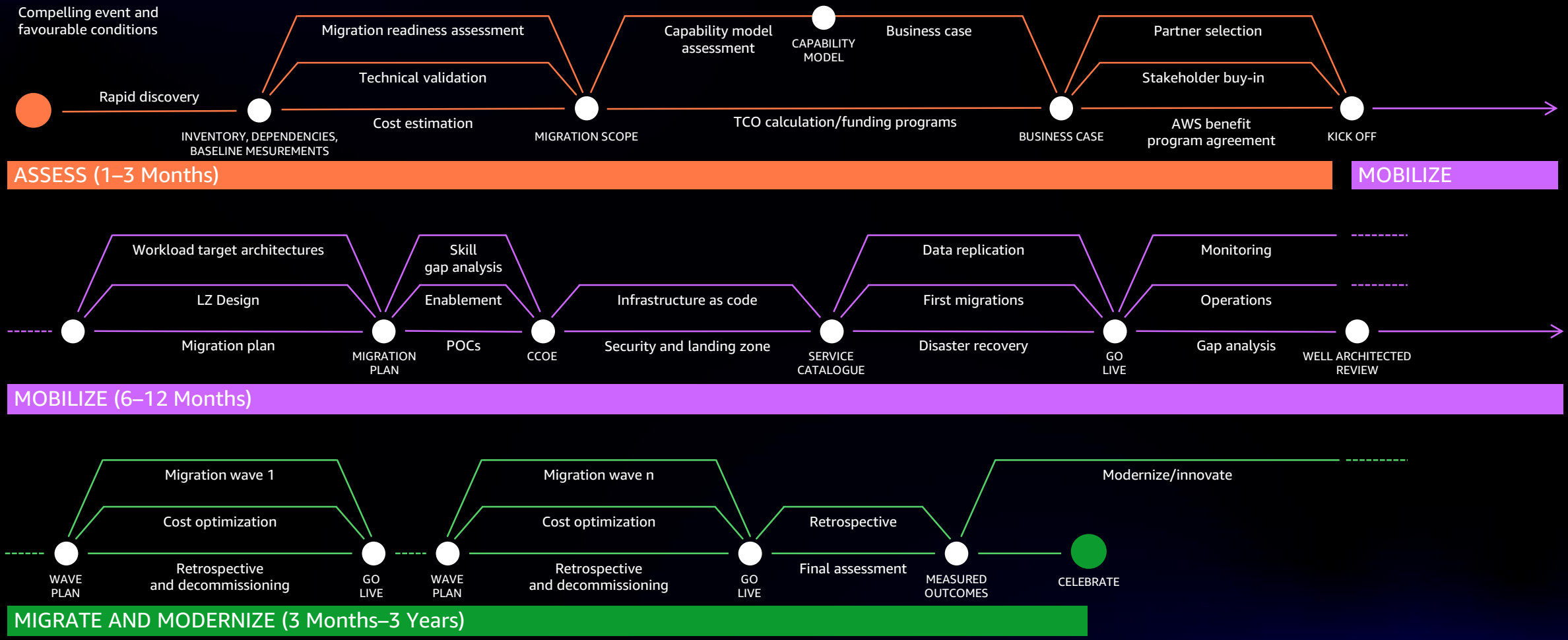
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A successful migration and modernization path



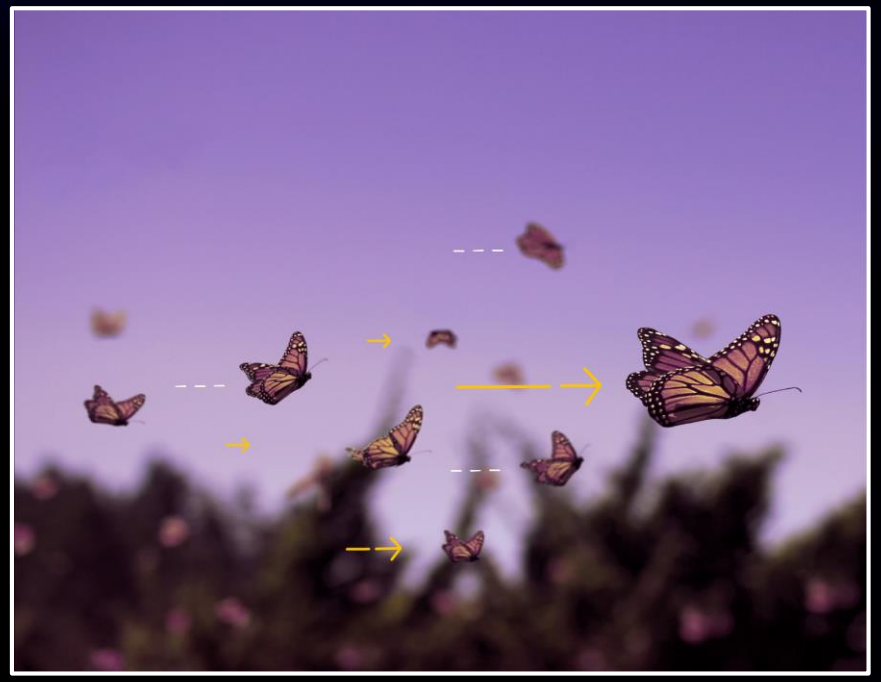
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A successful migration and modernization path



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Actionable takeaways



Build a business case with compelling events

- Look for compelling events and favorable background contexts
- Balance speed and agility with the proper level of preparedness
- Measure the pre-migration baseline and the post-migration impact

Leverage automated tools and proven processes

- Rapid discovery and total cost of ownership (TCO)
- Migration readiness assessment and customer journey maps

Engage soon with internal and external stakeholders

- AWS Migration Competency Partners with migration know-how
- AWS Travel and Hospitality Partners with industry expertise
- AWS Account Team and AWS Specialists

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Learn more

AWS Travel and Hospitality
https://aws.amazon.com/travel-and-hospitality/

Migrate with AWS
https://aws.amazon.com/cloud-migration/

AWS Partner Network
https://aws.amazon.com/partners/

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A special thank you

TO OUR AWS PARTNER NETWORK FOR THEIR CONTINUED SUPPORT OF OUR CUSTOMERS

</SOURCEFUSE>

Nordcloud
an IBM Company

To our partners SourceFuse and Nordcloud (an IBM company) for helping us prepare this talk, sharing lessons learned, and best practices that made their Travel and Hospitality Migration and Modernization project successful

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To our colleagues at AWS for providing insights and lessons learned on successful migrations in the Travel and Hospitality industry

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Thank you!

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