



cloud bridge

MAP Service Description

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1 Overview

Moving business or specific workloads to AWS is no small feat. It involves juggling a unique blend of applications, safeguarding the data, minimising downtime and making sure costs stay in check; all whilst securing executive buy-in and ensuring that your team has the expertise to manage the new environment

As an AWS Migration Competency Partner, we've helped hundreds of businesses navigate such complexities, ensuring that an AWS migration delivers genuine business value.

1.1 What is MAP?

MAP is AWS' Migration Acceleration Programme that helps customers move to AWS faster and more safely by providing a proven migration framework, expert support and AWS funding to reduce upfront costs.

The MAP programme is a proven, structured approach aimed at removing unnecessary cost, risk and uncertainty that can often slow down or frustrate cloud migrations

Using a fully-qualified AWS partner throughout the stages of the MAP programme will provide expert guidance and specialised access to AWS funding which can be used to offset some or even all of the consultancy and migration costs.

1.2 How can we help?

- **Identify dependencies** - Help you untangle app dependencies to ensure seamless migrations.
- **Predictable pricing** - Determine accurate & predictable cloud costs e.g. storage, networking and licensing
- **Pay for what you need** - Right-size your infrastructure & licensing to ensure you aren't paying over the odds.
- **Prioritise** - Help prioritise apps for migration. Do it the right way, quickly & with confidence.
- **Financial support** - Premier Tier Partner-access to AWS funding incentives to offset migration costs.
- **Expertise** - Over 60 consultants with industry-leading AWS knowledge

1.3 What are the first steps?

1.3.1 Build a business case

From the outset we'll help you to build a compelling, fact-driven business case that clearly demonstrates the return on investment (ROI) that can be expected from migrating to AWS. This will help garner support from senior stakeholders and board members

1.3.2 Exploit the MAP Programme

The MAP programme comprises three phases and we'll prepare you for this tried and tested process providing you with clear advice and guidance in support of a robust structure for your migration.

1.3.3 Unlock AWS funding subsidies

Our considerable toolset expertise in the MAP programme allows us to accurately calculate the likely cost of operation in AWS and enable us to secure high-value AWS funding on your behalf to maximise benefits and make your migration journey more cost-effective.

1.4 Key benefits

- Reduced migration risk
- Lower up-front cost
- Clear migration roadmap
- Accelerated time to value
- AWS-backed best practices

1.5 MAP Phases



2 Assess Phase

Understanding readiness, risks and business drivers without committing to migration.

The Assess phase gives us a clear picture of where you stand and what you're aiming for. We'll look at your current setup and figure out how it translates to AWS, breaking down the costs and how we can make them leaner. It's about understanding what you've got, how it'll fit in the cloud, and what it'll cost to get there—and run there. We use some smart tools to estimate your total costs, aiming to save you money on everything from servers to software. By the end of this phase, you'll have a clear roadmap that's aligned with your goals, ensuring a smooth start to your cloud journey.

2.1 Key activities

- Migration Readiness Assessment (MRA)
- Application and infrastructure discovery
- Business case and high-level migration approach

2.2 Outcomes

- High-level assessment of the customer's estate
- Estimated likely cost to operate in AWS, once migrated
- Readiness assessment and scorecard
- Identified risks and potential gaps
- Solid business case and recommended migration approach to support confidence in making a migration decision
- *there is no commitment to migrate.*

3 Mobilise Phase

Building the foundation needed to migrate at scale safely and efficiently.

During the Mobilise phase, we roll up our sleeves and map out how we'll move your workloads to AWS. Think of it as setting up a base camp (your "landing zone") for your cloud journey.

We'll take what we learnt during the Assess phase, help plug any gaps and get everything (and everyone) cloud-ready.

We'll sketch out a more-detailed plan, including how we'll shift your applications using strategies like lift and shift, or tweaking things to fit better in the cloud.

Then, we lay it all out for you; the plan, the costs and the benefits to expect, with a straightforward, no-pressure quote. We will follow-up with a pilot or 'proof of concept' migration to validate the process and strategy.

3.1 Key activities

- Design and build a landing zone
- Prepare and execute a pilot migration plan
- Create a wave plan proposal for the wider migration
- Refine licensing and operating costs

3.2 Outcomes

- Secure landing zone and supporting infrastructure
- Wider migration and wave plan to support the Migrate phase
- Predictable deployment model
- Pilot workload running in AWS

4 Migrate & Modernise Phase

Execute migrations and improve workloads over time – move and improve

From start to finish, we will handle the heavy lifting—designing, migrating and making sure everything works just right. We've got all the tools needed to speed things up, keeping track of everything from cloud adoption plans to modernising – aligning your infrastructure with best practices and emerging tech. We'll now work in concert with you to migrate effectively and efficiently in predetermined waves.

4.1 Key activities

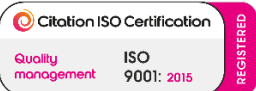
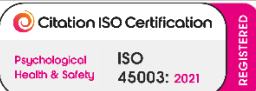
- Execute the migration wave plan
- Optimise cost, performance and security
- Modernise workloads, where beneficial
- Operational handover

4.2 Outcomes

- Optimised, secure environment
- Workloads running efficiently in AWS
- Ongoing improvement roadmap

5 Credentials & Capabilities

Cloud Bridge is committed to maintaining the highest standards in security, quality, and cloud expertise. Our credentials and capabilities reflect our dedication to delivering exceptional services and successful outcomes for our clients.

Credential/Capability	Purpose
	ISO 27001: Information Security Demonstrates our commitment to managing information security, ensuring data confidentiality, integrity, and availability. Protects your data from risks and enhances trust in our services.
	ISO 9001: Quality Management Ensures consistent delivery of high-quality services by implementing effective quality management systems. Reflects our focus on customer satisfaction and continuous improvement.
	ISO 45003: Psychological Health & Safety Emphasises our commitment to maintaining a supportive and psychologically safe working environment, ensuring the well-being of our employees and contributing to a positive organisational culture.
	Cyber Essentials Plus Provides assurance that we have implemented advanced measures to protect against common cyber threats, ensuring robust security and resilience in our operations.
	AWS Premier Partner Recognises our proven expertise and deep knowledge of AWS services, enabling us to deliver cloud solutions that are scalable, secure, and efficient.
	AWS Migration Competency Highlights our specialised skills in AWS migrations, ensuring seamless and cost-effective transitions to the cloud, with minimal disruption to your business operations.
	AWS Digital Workplace Services Competency Reflects our capability to deliver solutions that help organisations innovate their workplace by leveraging AWS services, improving collaboration and workflow efficiency.
	AWS Microsoft Workloads Services Competency Certifies our expertise in designing, migrating, and managing Microsoft Windows-based workloads on AWS, ensuring optimal performance and security.
	AWS SMB Competency Demonstrates our expertise in providing cloud solutions tailored to the unique needs of small and medium-sized businesses, enabling growth and innovation.
	AWS Rising Star EMEA 2023 Award Recognises our outstanding growth, innovation, and customer success in the EMEA region, affirming our position as a leading AWS partner.

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