

BUSINESS PROPOSAL

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# Enterprise Cloud Migration Project Proposal

Transforming Infrastructure for the Digital Future

**\$2.4M**

Total Project Value

**24 Wks**

Project Duration

**40%**

Cost Reduction

**99.9%**

Uptime SLA

Prepared by

CloudShift Technologies/Name Corporation

Prepared for

Name Corporation

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1.0 — Final Draft

# 01 EXECUTIVE SUMMARY

**\$2.4M**

Total Project Value

**40%**

Infra Cost Reduction

**18-Month**

Payback Period

**320%**

3-Year ROI

## 1.1 Overview of the Cloud Migration Initiative

Acme Corporation is undertaking a strategic initiative to migrate its entire on-premises IT infrastructure to a modern, cloud-native architecture hosted on Amazon Web Services (AWS). This proposal outlines a comprehensive 24-week engagement managed by CloudShift Technologies, covering every phase from initial assessment through post-migration optimisation.

The migration encompasses 47 business-critical applications, approximately 850 TB of structured and unstructured data, and the full network perimeter, including firewalls, load balancers, and VPN endpoints. The initiative is sponsored by the Chief Technology Officer and has full executive alignment across Finance, Operations, and Information Security.

## 1.2 Key Benefits & Strategic Value Proposition

- **Operational Agility:** Elastic scaling enables Acme to respond to market demand in minutes rather than months, eliminating capital expenditure cycles for hardware procurement.
- **Cost Efficiency:** Transitioning from CapEx to OpEx removes \$3.8M in deferred hardware refresh liabilities and yields a projected 40% reduction in total infrastructure spend.
- **Enhanced Security Posture:** AWS shared-responsibility model, native encryption-at-rest and in-transit, and AWS Security Hub provide enterprise-grade security at a fraction of on-premises cost.
- **Innovation Velocity:** Access to 200+ managed AWS services — including AI/ML, analytics, and serverless compute — accelerates feature development and time-to-market.
- **Business Continuity:** Multi-AZ and multi-region resilience delivers 99.99% availability SLAs, eliminating single points of failure present in the current data-centre topology.
- **Sustainability:** AWS carbon efficiency programmes reduce Acme's Scope 2 emissions footprint by an estimated 72% compared to self-managed data-centre operations.

## 1.3 High-Level Cost Savings & ROI Expectations

The financial case is compelling across all measurement horizons. On a three-year TCO basis, migrating to AWS is projected to save Acme Corporation **\$4.7 million** compared with continuing to operate and refresh the existing on-premises environment.

Metric	Year 1	Year 2	Year 3
Annual Cloud Infrastructure Cost	\$980K	\$860K	\$790K
Annual On-Prem Equivalent Cost	\$1.65M	\$1.72M	\$1.80M
<b>Annual Net Savings</b>	<b>\$670K</b>	<b>\$860K</b>	<b>\$1.01M</b>

Cumulative Savings	\$670K	\$1.53M	\$2.54M
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### 1.4 Critical Success Factors

- **Executive Sponsorship:** Active and visible support from the CTO and CFO throughout the programme lifecycle.
- **Dedicated Migration Team:** Ring-fenced cross-functional team including application owners, DBA leads, network engineers, and security architects.
- **Robust Governance:** Weekly steering committee cadence with clear RACI, escalation paths, and change-management authority.
- **Application Rationalisation:** Pre-migration inventory and dependency mapping completed before any workload is moved.
- **Training & Enablement:** Minimum 80% of Acme operations staff AWS Certified prior to go-live to ensure operational self-sufficiency.
- **Phased Risk Management:** Each phase has defined entry/exit criteria, rollback procedures, and a signed-off test plan.

## 02 PROJECT OVERVIEW

### 2.1 Current Infrastructure Assessment

The existing Acme data-centre environment, co-located at two facilities in Dallas and Chicago, was assessed over a six-week discovery period using AWS Application Discovery Service and third-party tooling. Key findings are summarised below.

Component	Current State	Count / Volume	Utilisation
Physical Servers	End-of-life rack hardware (avg. 7 yrs)	214 servers	28% avg.
Virtual Machines	VMware vSphere 6.7	512 VMs	35% avg.
Databases	Oracle, MSSQL, PostgreSQL	38 instances	42% avg.
Storage	SAN / NAS arrays	850 TB raw	61% used
Network Bandwidth	2 x 10 Gbps private WAN	20 Gbps	55% peak
Applications	Mixed (.NET, Java, Python, COTS)	47 applications	Varies

### 2.2 Cloud Migration Objectives & Goals

- Achieve 100% data-centre exit from both Dallas and Chicago co-location facilities within 24 weeks.
- Reduce total infrastructure operating costs by a minimum of 35% in year one, targeting 40% by year two through Reserved Instances and Savings Plans.
- Attain a target RTO of  $\leq 4$  hours and RPO of  $\leq 1$  hour for all Tier-1 applications.
- Eliminate all end-of-support operating system and middleware versions, migrating to fully supported, patched equivalents.
- Implement infrastructure-as-code (Terraform) for 100% of provisioned cloud resources, enabling repeatable, auditable deployments.
- Achieve AWS Well-Architected Framework compliance across all six pillars before production go-live.

### 2.3 Scope of Migration

The migration is divided into three workstream tracks running in parallel:

Track	Scope Items	Migration Strategy	Target Service
<b>Applications</b>	47 apps incl. ERP, CRM, HRMS, BI, DevOps toolchain	Rehost / Refactor / Replatform	EC2, ECS, Lambda, Elastic Beanstalk
<b>Data</b>	850 TB structured + unstructured, 38 DB instances	Rehost / Re-architect	RDS, Aurora, S3, Redshift, DynamoDB
<b>Infrastructure</b>	Networking, security, monitoring, CI/CD pipelines	Re-architect	VPC, Transit GW, WAF, CloudWatch, CodePipeline

### 2.4 Target Cloud Platform & Architecture

The target state is a **multi-account AWS Landing Zone** built on AWS Control Tower, providing organisational guardrails, centralised logging, and security baselines across Production, Non-Production, Shared Services, and Security & Audit accounts.

- **Compute:** EC2 Auto Scaling Groups for stateful workloads; ECS Fargate / Lambda for containerised and event-driven services; Graviton3 instance families for 30-40% compute cost reduction.
- **Networking:** Hub-and-spoke Transit Gateway topology with AWS Direct Connect (10 Gbps) from both data centres during transition; Route 53 for global DNS; CloudFront CDN for static asset delivery.
- **Data:** Amazon RDS Multi-AZ for OLTP; Amazon Aurora Serverless v2 for variable workloads; Amazon Redshift for analytics; S3 with Intelligent-Tiering for object storage.
- **Security:** AWS Security Hub, GuardDuty, Macie, Config Rules; CrowdStrike Falcon for endpoint; HashiCorp Vault for secrets management; MFA enforced via AWS IAM Identity Centre.
- **Observability:** Centralised CloudWatch + AWS X-Ray for distributed tracing; Grafana dashboards; PagerDuty integration for on-call alerting.

## 03 TIMELINE & MILESTONES

The 24-week programme is organised into five sequential phases. Each phase has formally defined entry criteria, exit criteria, milestone sign-offs, and a named deliverable package. The Gantt below provides a high-level view; detailed work breakdown structures are maintained in the project management platform (Jira / Confluence).

### Phase 1: Assessment & Planning

Weeks 1–4

#### Key Activities

- Application portfolio discovery and dependency mapping (47 applications)
- Infrastructure capacity and utilisation baselining
- Security and compliance gap assessment (PCI DSS, SOC 2)
- Cloud readiness scoring for all workloads (6R classification)
- Migration wave planning and prioritisation matrix
- Governance model, RACI, and project charter sign-off

#### Deliverables

- ✓ Application Discovery Report
- ✓ Migration Wave Plan v1.0
- ✓ Risk Register v1.0
- ✓ AWS Landing Zone Design Blueprint

### Phase 2: Design & Architecture

Weeks 5–8

#### Key Activities

- AWS Landing Zone build-out (Control Tower, IAM Identity Centre, SCPs)
- Network architecture design: VPC topology, Transit Gateway, Direct Connect
- Security architecture: GuardDuty, Security Hub, CloudTrail, KMS key strategy
- Database migration design and schema conversion assessment (SCT)
- CI/CD pipeline and infrastructure-as-code framework (Terraform modules)
- Disaster recovery and backup architecture design

#### Deliverables

- ✓ Approved Cloud Architecture Document (CAD)
- ✓ Terraform Module Library v1.0
- ✓ Security & Compliance Baseline Playbook
- ✓ DR / BCP Runbooks

### Phase 3: Migration Execution

Weeks 9–16

### Key Activities

- Wave 1 (Weeks 9-11): Dev/Test environments — 18 applications
- Wave 2 (Weeks 12-13): Non-critical production apps — 12 applications
- Wave 3 (Weeks 14-16): Business-critical production workloads — 17 applications
- Database migrations using AWS DMS with zero-downtime cut-over
- Data transfer via AWS DataSync and Snowball Edge (large datasets)
- Legacy system decommission tracking and co-location exit scheduling

### Deliverables

- ✓ Wave 1–3 Migration Completion Reports
- ✓ Data Migration Validation Certificates
- ✓ Decommission Register (updated weekly)
- ✓ Security Attestation post each wave

## Phase 4: Testing & Validation

**Weeks**  
**17–20**

### Key Activities

- Functional and regression testing for all 47 migrated applications
- Performance and load testing against pre-defined SLA thresholds
- Security penetration testing by independent third party
- Disaster recovery drill: full failover and failback test
- User acceptance testing (UAT) with business unit sign-off
- Operational readiness review (ORR) and runbook verification

### Deliverables

- ✓ Test Completion Report & Defect Closure Certificate
- ✓ Penetration Test Report & Remediation Sign-off
- ✓ DR Drill After-Action Report
- ✓ Operational Readiness Certificate

## Phase 5: Go-Live & Optimisation

**Weeks**  
**21–24**

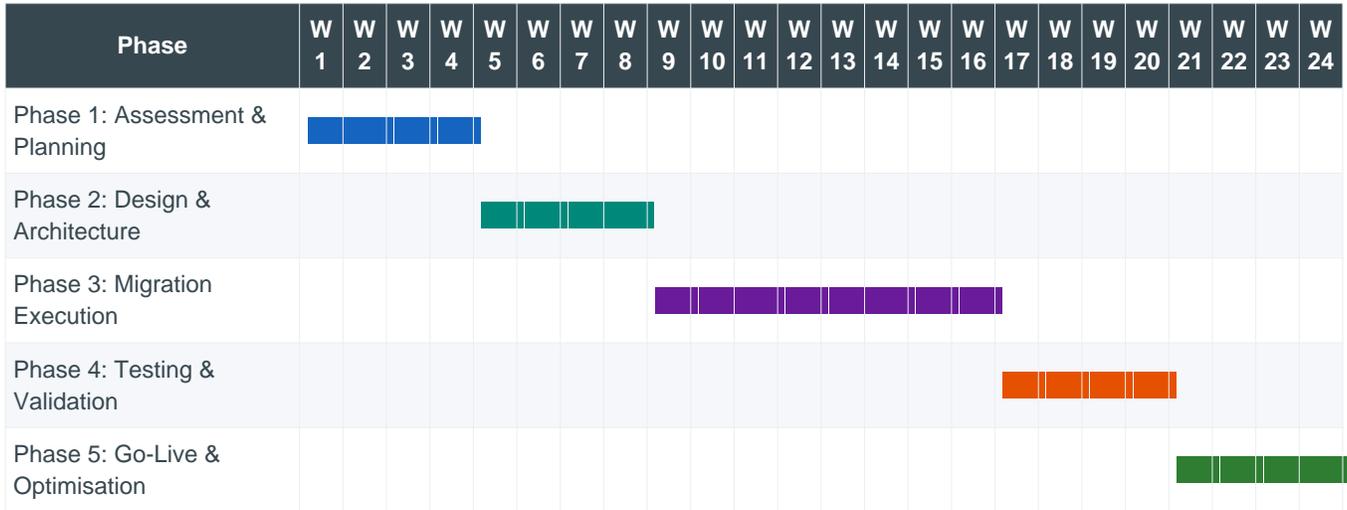
### Key Activities

- Production cut-over execution in approved maintenance windows
- Hypercare support (24/7 on-call) for 2 weeks post go-live
- AWS Cost Explorer and Compute Optimiser review — right-sizing pass
- Reserved Instance and Savings Plan purchasing optimisation
- Knowledge transfer to Acme Cloud Operations team
- Final data-centre decommission and contract termination

### Deliverables

- ✓ Go-Live Completion Certificate
- ✓ Cloud Cost Optimisation Report
- ✓ Operations Handover Package
- ✓ Project Closure Report & Lessons Learned

## High-Level Gantt Overview



## 04 BUDGET BREAKDOWN

<b>\$2,400,000</b>	<b>\$960,000</b>	<b>\$850,000</b>	<b>\$280,000</b>
Total Project Budget	Cloud Infra (Year 1)	Migration Services	Contingency Reserve

### 4.1 Detailed Cost Breakdown by Category

Category / Line Item	One-Time Cost	Monthly (Recurring)	12-Month Total	% of Budget
<b>CLOUD INFRASTRUCTURE</b>				
Compute (EC2, ECS Fargate, Lambda)	—	\$28,000	\$336,000	14.0%
Storage (S3, EBS, EFS, Backup)	—	\$9,500	\$114,000	4.8%
Database (RDS, Aurora, Redshift)	—	\$14,200	\$170,400	7.1%
Networking (Direct Connect, Transit GW, CloudFront)	\$45,000	\$8,800	\$150,600	6.3%
Security & Compliance Services	—	\$3,500	\$42,000	1.8%
Monitoring & Observability	—	\$2,200	\$26,400	1.1%
<b>Sub-total — Cloud Infrastructure</b>	<b>\$45,000</b>	<b>\$66,200</b>	<b>\$839,400</b>	<b>35.0%</b>
<b>MIGRATION SERVICES &amp; TOOLS</b>				
AWS Migration Hub + Application Discovery Service	\$12,000	—	\$12,000	0.5%
AWS Database Migration Service (DMS)	\$18,000	—	\$18,000	0.8%
AWS Snowball Edge (data transfer — 2 devices)	\$28,000	—	\$28,000	1.2%
Third-party migration tooling (CloudEndure, Carbonite)	\$42,000	—	\$42,000	1.8%
Terraform / IaC toolchain licences	\$15,000	\$1,200	\$29,400	1.2%
<b>Sub-total — Migration Tools</b>	<b>\$115,000</b>	<b>\$1,200</b>	<b>\$129,400</b>	<b>5.4%</b>
<b>PROFESSIONAL SERVICES &amp; CONSULTING</b>				
Cloud Architects (2 FTEs x 24 wks)	\$384,000	—	\$384,000	16.0%
Migration Engineers (4 FTEs x 24 wks)	\$576,000	—	\$576,000	24.0%
Security Consultant (1 FTE x 12 wks)	\$96,000	—	\$96,000	4.0%
Project Management (1 FTE x 24 wks)	\$120,000	—	\$120,000	5.0%

3rd-Party Penetration Testing	\$35,000	—	\$35,000	1.5%
<b>Sub-total — Professional Services</b>	<b>\$1,211,000</b>	<b>—</b>	<b>\$1,211,000</b>	<b>50.5%</b>
<b>TRAINING &amp; CHANGE MANAGEMENT</b>				
AWS Certification Training (40 staff)	\$60,000	—	\$60,000	2.5%
Change Management & Communications	\$30,000	—	\$30,000	1.3%
Operations Runbook Development	\$20,000	—	\$20,000	0.8%
<b>Sub-total — Training</b>	<b>\$110,000</b>	<b>—</b>	<b>\$110,000</b>	<b>4.6%</b>
<b>CONTINGENCY RESERVE (12%)</b>				
Risk-weighted contingency @ 12% of base cost	\$277,613	—	\$277,613	11.6%
<b>TOTAL PROJECT BUDGET</b>	<b>\$1,758,613</b>	<b>\$67,400/mo</b>	<b>\$2,396,813</b>	<b>100%</b>

## 4.2 Monthly Project Cost Schedule

Month	Phase	Cloud Infra	Professional Svcs	Tools & Misc	Monthly Total	Cum. Total
1	Assessment	\$10,000	\$95,000	\$25,000	<b>\$130,000</b>	\$130,000
2	Assessment + Design	\$18,000	\$100,833	\$22,000	<b>\$140,833</b>	\$270,833
3	Design + Architecture	\$35,000	\$100,833	\$18,000	<b>\$153,833</b>	\$424,666
4	Migration Execution	\$55,000	\$100,833	\$15,000	<b>\$170,833</b>	\$595,499
5	Migration Execution	\$65,000	\$100,833	\$12,000	<b>\$177,833</b>	\$773,332
6	Testing & Validation	\$66,200	\$100,833	\$8,000	<b>\$175,033</b>	\$948,365
<b>Total (6-Mo)</b>	All Phases	<b>\$249,200</b>	<b>\$598,165</b>	<b>\$100,000</b>	<b>\$947,365</b>	

# 05 RISK MANAGEMENT

## 5.1 Risk Register — Top Identified Risks

ID	Risk Description	Likelihood	Impact	Rating	Mitigation Strategy	Owner
R-01	Data loss or corruption during large-scale database migration	Medium	High	HIGH	Full pre-migration backups; DMS continuous replication with validation checksums; staged cut-overs with rollback window	DBA Lead
R-02	Application compatibility issues post-migration (unsupported OS/middleware)	High	Medium	HIGH	Pre-migration compatibility assessment using AWS SCT; containerisation of legacy apps where feasible; extended UAT window	App Owners
R-03	Network performance degradation affecting end-user experience	Medium	Medium	MEDIUM	AWS Direct Connect provisioned in parallel; CloudFront CDN; performance baseline testing in Phase 4; gradual traffic cut-over	Network Arch.
R-04	Security breach or data exposure during transit	Low	Critical	HIGH	TLS 1.3 enforced for all data in transit; AWS KMS encryption at rest; VPC private subnets; zero-trust network architecture	CISO
R-05	Regulatory / compliance non-conformance (PCI DSS, SOC 2)	Low	High	MEDIUM	AWS Compliance programmes leveraged; third-party audit engaged in Phase 4; AWS Config rules enforce guardrails continuously	Compliance
R-06	Key staff attrition or knowledge loss mid-project	Medium	Medium	MEDIUM	All architecture decisions documented in Confluence; pair-working model; bench depth in CloudShift resource pool	PMO
R-07	Project scope creep extending timeline and budget	High	Medium	HIGH	Formal change control process; steering committee approval required for all scope changes; weekly budget variance reporting	Project Mgr
R-08	Third-party vendor delays (Direct Connect provisioning, licensing)	Medium	Low	LOW	Lead-time orders placed in Week 1; backup connectivity via VPN while Direct Connect is provisioned	Vendor Mgr

## 5.2 Business Continuity Planning

CloudShift Technologies has designed a comprehensive business continuity framework to ensure uninterrupted operations throughout the migration programme. The following safeguards are in place for all production workloads:

- **Parallel Run Period:** All Tier-1 applications will operate in parallel on both on-premises and AWS environments for a minimum of two weeks prior to final cut-over, eliminating rollback risk.
- **Automated Rollback:** Route 53 weighted routing policies allow instant traffic reversal to on-premises systems within 5 minutes in the event of a critical failure detected during cut-over.
- **Data Replication:** AWS DMS continuous replication ensures bi-directional data synchronisation during the parallel run, preventing any divergence between environments.

- **Cut-over Windows:** All production cut-overs are scheduled during low-traffic maintenance windows (Saturdays 01:00–05:00 local time) with on-call support teams on standby.
- **Incident Response:** A dedicated war-room with bridge-call capability is activated for each wave cut-over; escalation matrix defined with 15-minute response SLAs.
- **Data Centre Retention:** Both co-location facilities will be retained on a month-to-month contract extension until full validation is complete, providing a physical fallback.

## 06 SUCCESS METRICS

The success of the cloud migration programme will be measured against a balanced scorecard of quantitative KPIs spanning performance, cost, security, and delivery. Metrics will be reviewed at each phase gate and reported monthly to the steering committee.

### 6.1 Performance Benchmarks

KPI / Metric	Baseline (Current)	Target	Measurement Method	Review Cadence
<b>Application Response Time (P95)</b>	1,850 ms	<b>&lt; 800 ms</b>	AWS X-Ray + CloudWatch Synthetics canaries	Daily
<b>System Availability / Uptime</b>	99.5% (on-prem)	<b>99.99%</b>	CloudWatch alarms + AWS Health Dashboard	Real-time
<b>RTO (Recovery Time Objective)</b>	~24 hours	<b>&lt;= 4 hours</b>	DR drills in Phase 4; monthly game-day exercises	Quarterly drill
<b>RPO (Recovery Point Objective)</b>	~8 hours	<b>&lt;= 1 hour</b>	AWS Backup audit reports; DMS lag metrics	Continuous
<b>Deployment Frequency (CI/CD)</b>	2x per month	<b>10x per month</b>	CodePipeline execution metrics in CloudWatch	Monthly
<b>Mean Time to Recovery (MTTR)</b>	6.5 hours	<b>&lt; 30 minutes</b>	PagerDuty incident analytics	Monthly

### 6.2 Cost Optimisation Targets

KPI / Metric	Baseline (Current)	Target	Measurement Method	Review Cadence
<b>Total Infrastructure Cost Reduction</b>	\$1.65M / year	<b>&lt; \$990K / year</b>	AWS Cost Explorer monthly reports; tagging strategy	Monthly
<b>Reserved Instance Coverage</b>	0%	<b>&gt; 70% of steady-state</b>	AWS Cost Explorer RI utilisation report	Quarterly
<b>Compute Rightsizing Savings</b>	N/A (new)	<b>&gt; \$120K / year</b>	AWS Compute Optimiser recommendations actioned	Monthly
<b>Storage Tiering Savings</b>	N/A (flat SAN cost)	<b>&gt; \$40K / year</b>	S3 Intelligent-Tiering analytics	Monthly
<b>Cloud Unit Cost (per active user)</b>	\$142 / user / month	<b>&lt; \$90 / user</b>	FinOps dashboard (Grafana + Cost Explorer)	Monthly

<b>Idle / Waste Resource Spend</b>	N/A	<b>&lt; 3% of total bill</b>	AWS Trusted Advisor + cloud waste tooling	Weekly
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### 6.3 Timeline Adherence & Delivery Quality

KPI / Metric	Baseline (Current)	Target	Measurement Method	Review Cadence
<b>Phase Milestone On-Time Delivery</b>	N/A	<b>100% on schedule</b>	Jira sprint velocity; weekly PMO status report	Weekly
<b>Migration Wave Success Rate</b>	N/A	<b>&gt; 98% apps no rollback</b>	Wave completion reports; rollback incident log	Per wave
<b>Defect Escape Rate (to Production)</b>	N/A	<b>&lt; 2% of migrated apps</b>	Post-go-live incident tickets tagged migration	Daily / 4-wk post
<b>Staff AWS Certification Rate</b>	0%	<b>&gt; 80% of ops team certified</b>	AWS Training & Certification portal reports	End of Phase 5
<b>Budget Variance</b>	N/A	<b>+/-5% of approved budget</b>	Monthly EVM (Earned Value Management) report	Monthly
<b>Stakeholder Satisfaction (NPS)</b>	N/A (baseline survey)	<b>&gt;= 40 NPS</b>	Post-phase survey distributed to all stakeholders	Per phase

# PROPOSAL ACCEPTANCE & NEXT STEPS

CloudShift Technologies is committed to delivering this cloud migration programme with the highest standards of technical excellence, security rigour, and project governance. We look forward to partnering with Acme Corporation on this transformational journey.

## Proposed Next Steps

- **Week of Acceptance:** Formal programme kick-off meeting with all stakeholders; workstream leads assigned; Jira project space provisioned.
- **Week 1:** Discovery tooling deployed across all on-premises environments; AWS account structure provisioning initiated.
- **Week 2:** Project governance framework established; risk register baselined; first steering committee meeting conducted.

## Document Approval & Sign-Off

Role	Name	Organisation	Signature	Date
Project Sponsor	_____	Acme Corporation	_____	_____
CTO / Technical Authority	_____	Acme Corporation	_____	_____
Programme Director	_____	CloudShift Technologies	_____	_____
Commercial Approver	_____	CloudShift Technologies	_____	_____

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