

Case Study: Turning cloud migration pains into customer gains

Client:

A global B2B SaaS powerhouse with a team of 6,000 talented individuals and a remarkable annual revenue of \$2 billion.

Problem:

When a client struggled to manage and resource cloud migrations, we dove into the operations and analytics of the internal and customer-facing processes involved.

Background:

Our client is transitioning from on-premise to cloud-based subscriptions faster than anticipated, affecting approximately 90% of their customer base. They are currently facing three critical challenges:

- Predicting timing, magnitude, and complexity of upcoming migrations, which poses a high risk for predicting supply and demand
- Needed visibility into the potential and actual risks of in-flight migrations to mitigate migration-related issues and proactively avoid negative impacts on customers
- Challenges in understanding metric baselines due to fragmented, untrustworthy, and inaccessible data about ongoing and completed migrations.

Summary:

- Our team of experts consulted with stakeholders to identify the key hurdles that needed to be overcome. It was imperative to have access to accurate information regarding the timing, scale, and complexity of upcoming migrations in order to achieve success.
- We discovered that due to the lack of transparency in migration details, it was challenging to anticipate the internal personnel required to engage stakeholders before possible issues could adversely impact clients.
- Additionally, the data available did not include essential metrics baselines, resulting in teams being unable to be held accountable for significant milestones, and breakdowns in the process were difficult to pinpoint. We faced a supply chain problem where employees were tracking different data points, and there was no singular source of truth.

About Acorn Analytics, Inc.

Overview:

The Acorn team has had the honor of working with organizations ranging from 1 employee to 100,000 on our quest to help the world better leverage technology and be more data driven in how it operates. We have converted petabytes of raw data into billions of dollars of value, impacting over a hundred million lives across the globe.

Founded: 2016

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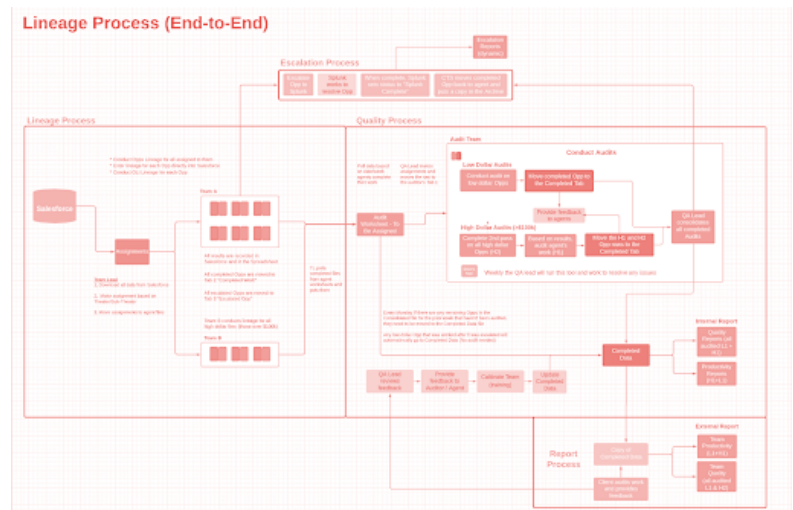
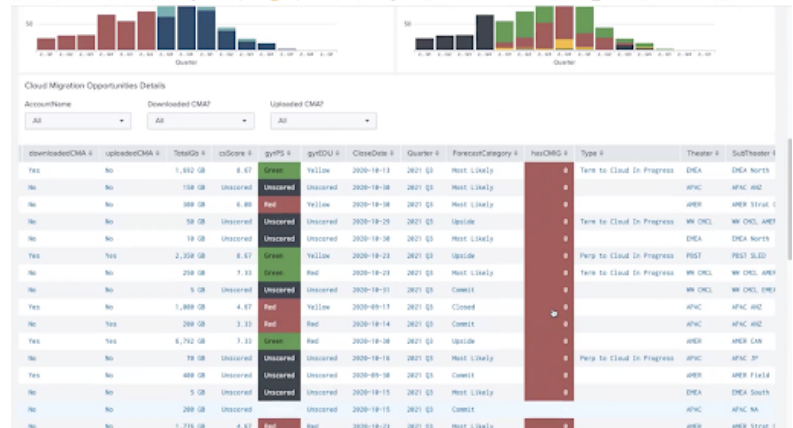
Our Solutions:

Our crack team developed dashboards to monitor the migration process and data-based milestones to track progress and manage client communications.

Our team worked with internal stakeholders to develop a migration metrics tracking system to provide visibility into upcoming, in-progress, and completed migrations. We designed cross-functional dashboards to assist in the various aspects of the migration journey within the technology platform specified by the client.

We added milestones to the migration scorecard, allowing leaders to track progress and inform customers appropriately. Training materials and documentation were also developed to support the rollout and ongoing maintenance.

We needed to create shared metrics baselines to improve customer migration success rates and hold internal teams accountable.



Outcome/Client Impact:

- Our streamlined solution enabled the client to flex operations as needed, align cross-functional teams throughout a migration, and mitigate the risk of customer churn. With our solution, the client could flex resources according to needs, proactively manage risk, and measure process compliance and performance.
- This not only led to internal accountability but also informed critical operations improvements.
- By streamlining the entire process, the leadership team aligned cross-functional teams and ensured a smoother experience for the client throughout the migration.

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