Solution Overview

Application Modernization is the act of updating organizational processes, systems, and tools to the most current versions or best practices. In the context of cloud computing, modernization is the process of transitioning an organization's applications, processes, and data management to a cloud-first approach. The goal is to improve organizational and technological performance, enhance the quality of customer and employee experiences, and accelerate time to market for new offerings and updates.

Customer Pain Points Addressed

- Old Technologies
- Non-scalable
- High-maintenance cost
- Insecure
- Manual Maintenance
- Stagnation (Non-automated)

Target Audience

The target audience for application modernization encompasses companies of all sizes, particularly those with legacy systems, seeking to improve efficiency, scalability, and agility in a rapidly changing digital landscape.

- **Large Enterprises**
  These often have complex legacy systems and large IT budgets, driving the need for modernization to improve efficiency and competitiveness.

- **Small and Medium-Sized Enterprises (SMEs)**
  SMEs are increasingly adopting modernization solutions to improve operational agility and leverage cloud-based technologies, seeking a cost-effective and scalable solution.

- **Specific Industries**
  Certain industries, such as banking, healthcare, telecommunications, and retail, are experiencing a high demand for application modernization services.

- **IT and Telecom Sector**
  The IT and telecom sector is expected to hold a significant share of the global application modernization services market.

- **Internal Teams**
  Application modernization efforts are often driven by internal IT departments, backend developers, software architects, and IT decision-makers.

- **Organizations with Legacy Applications**
  Companies with outdated or legacy applications that are hindering innovation, scalability, and adaptation to changing business needs are prime candidates for modernization.

- **Organizations using Hybrid or Multicloud Architectures**
  Companies that currently use or plan to use hybrid cloud or multi-cloud architectures and containers or Kubernetes are also a target audience.

Why migrate and modernize with Azure

Transform your business with agility, resiliency, and cost optimization.

391 percent 3-year ROI by migrating and modernizing with Azure

Save up to 85 percent compared to pay-as-you-go rates when migrating Windows and SQL Server licenses with Azure Hybrid Benefit

Save up to 54 percent versus on-premises and up to 30 percent versus AWS by migrating ASP.NET apps to Azure.

Benefits

Accelerated Innovation and Time to Market
When organizations don't have to devote as much time and resources to maintaining apps and infrastructure, they can spend more time innovating. Cloud-based tools and services further help to streamline the development process, resulting in faster time to market.

Security and reliability
With a cloud-first approach, organizations can use built-in updating and security capabilities to help safeguard their workloads. Other built-in features can include task automation for critical tasks such as high availability, disaster recovery, backups, and performance monitoring.

Compantibility and agility
The advantage of modernizing apps isn't just that they'll be able to work with the most current technology—they'll keep working even as the technology evolves. This seamlessness allows for quick updates and changes to meet current and future business needs. It can also enable automatic scaling so that apps continue to work well when there are sudden increases in demand—and instantly reduce costs when there are sudden decreases in demand.

Efficiency
When done thoughtfully, it can be easier to modernize existing apps than to create new ones from scratch. That way, organizations can build on existing investments rather than sink time and money into something new. App modernization also helps to retain many current processes and maintain business continuity compared to plugging completely new apps into existing operations.

Prospect Qualification Questions

1. Do you have a plan for IT modernization, DevOps, or cloud initiatives?
2. What applications and hardware are you running in your current stack?
3. Is your IT hardware aging or due for a refresh? Do you have on-premise IT infrastructure?
4. Are you facing any information security or compliance requirements?
5. Is your IT staff stretched thin? Do they lack cloud computing skills?
6. Are you reaching the limits of your existing infrastructure? Do you face challenges to scale?
7. Do you have a backup and/or disaster recovery solution for your IT infrastructure & applications?

Additional Qualification Questions

Business & Strategic Goals
1. What are your main business objectives driving the need for application modernization?
2. Are you looking to improve performance, reduce costs, enhance security, or enable new features?
3. How does your current application landscape align with your digital transformation goals?
4. What challenges are you facing with your existing applications in terms of business growth and scalability?

Current Application Challenges
1. What specific pain points are you experiencing with your legacy applications?
2. Are you facing performance bottlenecks or downtime issues with your existing systems?
3. How do your current applications handle increasing user demand and data growth?
4. Are you struggling with technical debt, outdated technologies, or unsupported software?