



CLOUD PRACTITIONERS

REAL WORLD CLOUD MIGRATION

with Martin Richards

AGENDA

- Use case
- The Technology
- The Team
- Appetite for risk and Cost
- Summary

A large red parallelogram is centered horizontally, tilted slightly upwards to the right. Four thin red lines extend from the corners of this parallelogram towards the corners of the image, creating a sense of depth or perspective.

USE CASE

ORIGINATION AS A USE CASE

BUSINESS OBJECTIVES

Replace several end of life on prem playout systems across Europe with one platform

- Consistent development across European teams
- Consolidation of support
- Simplify operations

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TECHNOLOGY OBJECTIVES

Push the boundaries of what was possible.

- Disaster recovery built in as standard
- No more heavy lifting on upgrades
- Scalable

REIMAGINE HOW YOU WORK

Don't just rebuild what you
had on prem in the cloud



A red trapezoidal banner with a slight 3D effect, featuring four thin red lines extending from its corners. The banner is centered horizontally and contains the text "THE TECHNOLOGY" in white, uppercase, sans-serif font.

THE TECHNOLOGY

INFRASTRUCTURE

THINGS TO THINK ABOUT

- Exploit as much cloud SaaS as you can
- Build to automate IaC
- Build for spikes in demand
- Understand how much resource you will need at that spike as the cloud isn't infinite



SOFTWARE

THINGS TO THINK ABOUT

- All your software products to be API first
- Ideally CPU only to keep you flexible
- Build with security, data and observability at its core.
- Flexible Licensing models
- Build vs Buy
 - Core products buy
 - Integration with backends build

LINEAR SERVICES ARE DIFFERENT

Things to think about

- Linear feeds are still very on-prem centric
- Cloud to Ground and vice versa introduces more delay and expense
- JPEG XS – Expensive on bandwidth and instance size, still not universally accepted, but low latency
- Low latency Monitoring feeds are a must



A red trapezoidal banner with a slight 3D effect, featuring four thin red lines extending diagonally from its corners. The text "THE TEAM" is centered in white, bold, uppercase letters.

THE TEAM

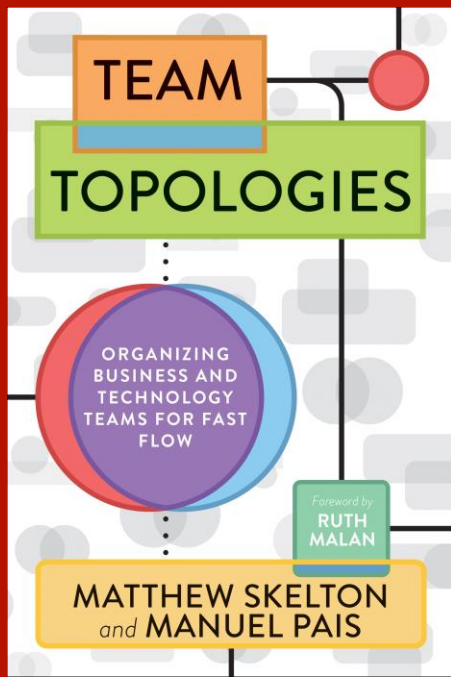
ENGAGEMENT OF YOUR CURRENT TEAM

Not just moving to cloud, you will be moving your whole department to software

- Don't lose your broadcast knowledge
- You need a mix of skillsets
- Feedback loops
- Become product focused with roadmaps



THE NEW TEAM



- Devops with a pinch of salt
- Jira and iterative development
- Read 'team topologies'
- Use a mix of Enabling teams and trational training
- Mix it up your existing teams

APPETITE FOR RISK AND FINANCE



APPETITE FOR RISK

YOU CAN HAVE IT CHEAP

- Think about regions vs availability zones
- Hybrid workflow to reduce cloud costs and change your redundancy model
- Built in DR

BUT YOU WANT IT RELIABLE

- You can change as you go along, maybe one size doesn't fit all your services
- FAST required a slightly different redundancy model to a sports channel
- Make sure all of your stakeholders and leadership understand the decisions you are making.

FINANCE

- Use all of the cost savings you can from your cloud supplier
- Don't forget to factor in your non-prod and dev environment costs
- Be across it, understand what everything is
- Tagging policy from the beginning and make it consistent
- Show everyone in the team what it costs, don't keep it to senior leadership



SUMMARY & TAKEAWAYS

CLOUD IS VIABLE

It's not just a tech refresh, it's a new way of working

Make sure your workflows are appropriate – Do your research

Make sure everyone in the company understand what you are doing

More expensive than you expect – Go in with your eyes open

THANK YOU

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