



## Oracle Intends to Accelerate Cloud Adoption by Launching Free Migration Services

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### IDC's Quick Take

Cloud services are enabling organizations to innovate faster, leading to more efficient operations, and reducing time to market for new products and services. Companies that survived the pandemic are looking at a reality where cash preservation and risk mitigation strategies trump all other IT investments. Cloud services are attractive but run counter to the organization's strategy to be risk averse. For those that lack the experience or skill sets required for migrating workloads to the cloud, it can be intimidating.

Oracle aims to overcome this challenge with Oracle Cloud Lift Services. This new program is available at no additional cost to both existing and new Oracle Cloud customers worldwide. The combination of business guidance, solution architecture, and hands-on help has the potential to remove the most common inhibitors to cloud adoption.

### Product Announcement Highlights

On March 31, 2021, Oracle [announced](#) Oracle Cloud Lift Services, which provides customers with guidance from cloud engineers on planning, architecting, prototyping, and managing cloud migrations. It consists of three main elements:

- **Dedicated engineering resources:** A comprehensive cloud solution includes infrastructure, software, processes, and people. As part of the Oracle Cloud Lift program, Oracle dedicates its top engineers to quickly migrate eligible customer workloads to Oracle Cloud, enabling customers to derive value from Oracle Cloud Infrastructure (OCI) investments.
- **Support from planning to go live:** A dedicated group of Oracle Cloud Infrastructure experts assist customers from inception to go-live activities, including assessment, designing, prototyping, migration, and management to accelerate time to value.
- **Program access that is included with tenancy:** The Oracle Cloud Lift program includes available services globally and is a part of the customer's tenancy on Oracle Cloud Infrastructure.

While POCs and other presales help are available from Oracle, Cloud Lift Services are postsales and part of the enterprise contract designed to de-risk migration and accelerate time to adoption. Migration and go-live support for eligible workloads means that Oracle experts can engage during and after the sales process to help get workloads into production faster.

### IDC's Point of View

In a market dominated by Amazon Web Services (AWS), Microsoft Azure, and Google Cloud, Oracle could be considered an underdog. However, it has been steadily gaining ground, leveraging its strong customer base in enterprise applications and databases as well as the Java developer community. Last year's launch of Dedicated Region Cloud@Customer and Autonomous Database demonstrates that

Oracle is not just trying to copy other cloud service providers' playbooks but investing in differentiated services.

Oracle Cloud Lift Services is targeted at two types of customers. First are those that are already using other cloud services and need help certifying and moving to Oracle Cloud Infrastructure more quickly. Second are those that have mission-critical applications with the intent of migrating to the cloud but perceive a business, technical, or operational risk, especially as it relates to the required skills needed to be successful.

Oracle identified six common scenarios:

- **Oracle packaged applications:** This mainly represents Oracle's portfolio of enterprise resource planning (ERP), enterprise performance management (EPM), supply chain and manufacturing (SCM), human capital management (HCM), and customer experience (CX) applications as well as industry solutions.
- **Custom applications built on Oracle databases:** The ubiquity of Oracle databases in enterprise environments means that there is a large volume of applications that are potential candidates to be moved to OCI.
- **Cloud-native applications:** This is Oracle's way of giving customers that have invested in cloud-native development either on-premises or in another cloud an easy on-ramp to OCI.
- **Performance-intensive computing workloads:** Whether for massive modeling and simulations (M&S), artificial intelligence (AI), or Big Data and analytics (BDA) use cases, performance-intensive computing benefits from the scale cloud platforms can offer.
- **Data lake use cases:** Oracle claims that traditional business intelligence workloads as well as modern analytics engines are one of its fastest-growing segments with traction in the financial services, automotive, and communications industries.
- **VMware-centric workloads:** Oracle enables customers to deploy VMware in the cloud just like they do on premises, supporting Layer 2 switching as a first-class construct.

Oracle Cloud Lift Services is not intended to offset all potential migration costs in moving to the cloud. Instead, it is a jump-start for a limited number of existing workloads. It does not include any new application development. Depending on the situation, the service is delivered with both Oracle and partner resources. It will be essential that Oracle communicate clearly what services it will provide and where the opportunity exists for its key partners.

Oracle Cloud Lift Services provides the necessary integration services that enterprise customers may need to help remove technical or operational barriers for moving to the Oracle Cloud more quickly and securely. While these services will ensure successful adoption of OCI and even allow enterprise IT teams to focus on more strategic initiatives within their organizations, it will still be essential for these services to be coupled with sound business, technical, and operational strategies that are traditionally delivered through consulting service engagements. Perhaps these services can be provided by Oracle Professional Services or through the expertise of their partners. Again, Oracle will need to clearly articulate where the company and its partners will play.

IDC believes this is a good move to both break the inertia that prevents some organizations from migrating to the cloud and facilitate a migration from another cloud provider. For small customers, it provides the necessary assistance to get started on OCI. For larger customers, the service offsets some

of the initial cost and reduces risk. In either case, Oracle wins as it grows its subscriber base and positions itself as a viable competitor to the larger cloud service providers.

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