



# TDS modernizes TransitionManager for continuous migration/transformation

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## Introduction

Transitional Data Services (TDS) has made some important additions to its TransitionManager for business process automation and third-party tool integration, and has modernized its license model to enable customers to purchase only the capabilities they require. TransitionManager is a platform that orchestrates project planning, collaboration, and management of cloud and datacenter migrations and recovery events. It's aimed at taking the complexity, cost, disruption and, moreover, the risk out of IT transformations. The key is that it was designed to enable IT and business to work together to transform IT and align IT with strategic business goals. It supports migration between physical, virtual and cloud environments, and abstracts data for resiliency and ad hoc recovery planning when a server is, for example, being migrated to cloud.

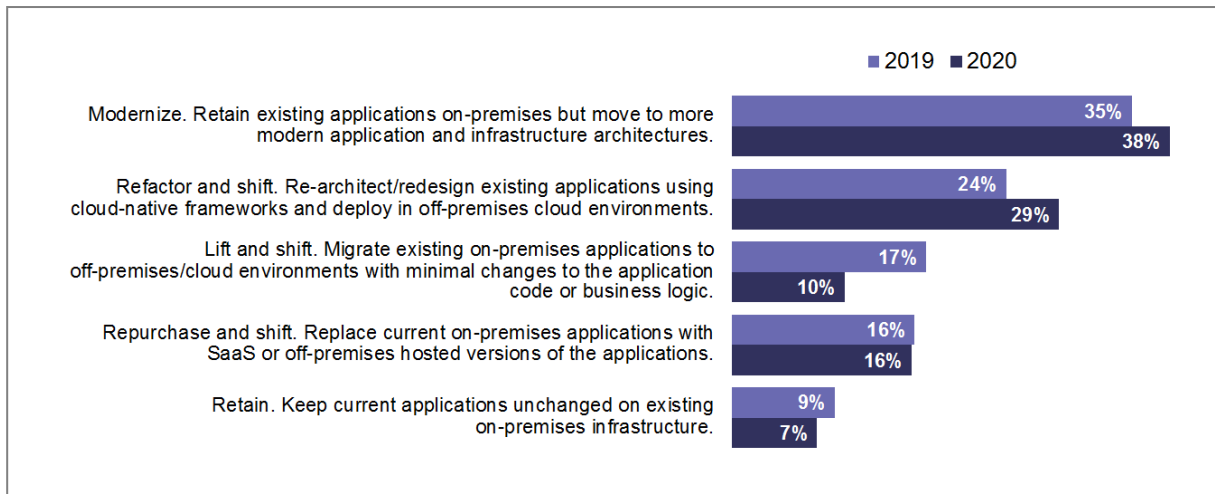
## The 451 Take

Making changes in IT to deliver on transformation goals is hard, risky and disruptive. Projects span multiple teams, tools and processes that were not designed to work together. Moreover, enterprises are often awash in conflicting and siloed data and don't know how or where to begin. They will require a range of approaches (see figure below). This is TDS' wheelhouse, and to intersect the opportunity, it has repriced TransitionManager to make it attractive for continuous transformations rather than only individual migrations, and it has added new capabilities in its rules engine and desktop console. Importantly, it has also codified best practices it believes can help support organizational change aggregated from SME experiences.

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## Technology

### Transformation Will Require a Range of Approaches



Source: 451 Research's Voice of the Enterprise: Digital Pulse, Workloads & Key Projects 2019 and 2020

Q: Which of the following best describes your organization's approach to mission-critical legacy applications and workloads going forward?

Base: All respondents 2019 (n=881); 2020 (n=496)

TransitionManager has three modules of functionality:

*Insight provides access to a consolidated view of data:*

- It integrates with many types of data sources – CMDBs, file systems, DCIM, ITSM tools.
- Insight captures the key data needed and normalizes the data so it's actionable.
- It consolidates it into a single source.
- It identifies and maps the application-to-application and application-to-infrastructure dependencies.

*Orchestrate enables projects across IT and business:*

- Provides access to a consistent view of data across silos – it's not licensed by user, so everyone can use TransitionManager.
- Orchestrate tracks IT and business facts for every application and asset – with one-click access to this data.
- It allows users to visually group assets, plan events, and see all asset relationships and dependencies, as well as identify conflicts.
- It generates runbooks dynamically to create the sequence of steps to execute, based on the internal understanding of applications and their dependencies.

*Accelerate processes to execute migrations at scale:*

- Adds functionality to runbooks with the inclusion of tasks that trigger actions on other tools, such as transport or testing. Automated setup and configuration for transport tools and migrate assets at scale.
- Eliminates error-prone, manual processes – such as copying and pasting 20+ fields from a spreadsheet to instruct a transport tool.

## Rules engine

TransitionManager has a new rules engine that enables repeatable business processes based on expert business rules created by SMEs and other business leaders. It drives decision-based logic with rules defining complex processes. Multiple rules can be used together to create higher levels of decision-making. Data is transformed into usable formats and verified, while mismatched data is identified and corrected. The idea is that it emulates the experience of a consultant and makes a repeatable, programable process, eliminating mundane and time-consuming tasks. Rules can be used individually or together to obtain the maximum synergy possible in garnering results. TDS says that because rules are derived from inputs from SMEs, the knowledge base is backed by actual experience. As the business evolves, changes can be applied to the rules so that they always reflect current strategic goals and enable accurate decision-making.

## TM Accelerate

A new TransitionManager Accelerate console is an application that automates, integrates and streamlines the use of third-party tools. It is installed on the desktop (to avoid customers having to punch out through the firewall to a cloud-based console) and automatically retrieves asset information and transformation plans from systems of record via API for analysis and transformation planning. It invokes APIs from leading execution tools (such as VMware HCX and vRealize Network Insight) to automate application and service movements called for in the transformation plans and workflows. It acts as a single-pane-of-glass automation portal – where previously, an admin would be required for each console, with the additional risk of cut-and-paste errors – and provides audit trails for automated activities.

## Key partners

IBM has standardized TransitionManager globally for its cloud migrations and has built TM into its standard process for planning and migration services. TDS is used as the global migration center and a core component of VMware's delivery capability for large enterprises. TransitionManager is certified in the Amazon Marketplace and used by AWS to pursue enterprise opportunities.

## Business model

The 20-year-old, 100-person company claims to have migrated 400,000+ apps and 1.5 million+ workloads across hybrid IT environments. It specializes in scalability for large, complex digital transformations and migrations of 100,000+ workloads at a time. TDS counts hundreds of customers – financial services, healthcare and manufacturing are its key markets. It uses partners outside of North America. Revenue is split between software sales and services projects – services engagements are bigger than software. Its pandemic experience was that customers initially paused deployments and then realized that their now home-working staff would be needed to complete projects. TDS says that its 2020 ended up better than it had originally expected. It notes organizations with fewer than 500 servers can typically undertake migrations and transformation planning using whiteboards and Excel. Thereafter, software is needed to coordinate these projects, TDS believes. It has some customers at under 100,000 servers (and can jump-start offerings in the tens of thousands); however, most customers are much bigger.

To increase its suitability for ongoing and long-term transformations, TDS has changed its license model, enabling customers to purchase only those tools they need – Insight (discovery and analysis) and Orchestrate and Accelerate (migration, execution). If a customer is migrating 20% of workloads in a year, it can now license for that amount, rather than for 100% of its servers.

## Competition

The major vendors have built or bought substantial migration capabilities, often giving them away for free to encourage onboarding to their clouds and systems. There are many tools available, and TransitionManager integrates with all of them: VMware HCX; AWS CloudEndure and TSO Logic; Azure Migrate; Deloitte ATA Data; VMware HCX; IBM Cloud Migration; and Micro Focus Platespin. Many are both partners and competitors of TDS. Independent migration vendors include RiverMeadow Software, CloudSphere, Cloudreach and Virtamove.

### SWOT Analysis

Strengths	Weaknesses
TDS has made important changes and additions to its offering to make it more attractive for modern transformation requirements – not only for migration, but also for continuous operations.	It's not all about technology, and projects often stall because of the amount of change required and the disruption it brings, which is largely out of the control of suppliers.
Opportunities	Threats
To access the benefits of cloud, traditional enterprises must embrace fundamental structural change – overcoming not only key obstacles of technology debt and legacy infrastructures, but also cultural and organizational inertia. Organizations will seek partners that can assist with these aspects of transformation, as well as the technology.	Today's migrations remain complex, costly and disruptive, and the revenue opportunity for this activity hasn't materialized as fast as participants and investors had hoped. However, with hyperscalers having issued what is effectively a 'call to arms' for organizations to accelerate their conversion to cloud in order to realize its fullest benefits, the time for innovation is now. The question is how TDS can take advantage of this wave now that the major players have fully baked offerings here.

Source: 451 Research, LLC