



4 tips for successful Data Migration





Any data management system is only as good as the data you put into it, which is why data migration is such a crucial part of every data strategy.

Data Migration is the process in which data is transferred from your current platform(s) to a new 'target' platform. Although often thought of as a simple move from A to B, there is plenty to consider before undertaking a data migration. The process needs to ensure that you get your data to your new target system without having to compromise on its quality, consistency, or validity. At the same time, your migration won't be successful if you treat it simply as copying files from one location to another, you need to look at what you want that data to accomplish in its new location.

We have a saying at Amplifi... 'If you put garbage in, you're going to get garbage out'. Put simply, if you want the best possible migration to your target system and for it to be successful long term, it's important that you get each stage of your data migration right and ensure the quality of the data you're transferring during that migration.

In this guide, we'll talk through some tips on how to ensure your data migration is successful...



Lee Morgan
Data Quality & Migration Practice Lead, Amplifi



Understand what you're working with from the outset

Having a holistic view of your data from Day 1 is essential to ensuring that your migration is successful, so that there is no stone left unturned.

There's a lot to consider, and it isn't as simple as it might first seem when wanting to move from A (being your Source systems) to B (being your Target system).

It's essential to fully understand your incoming data sources, as often data can be held in multiple locations, such as a current PIM or MDM system, Excel Sheets, a Legacy System that has been in place for years, or from a whole host of siloes across departments in your organisation. Every business' data sources are different, which means that every data migration will have different things to consider. Understanding and being able to visualise all the data you need to migrate will allow you to work in the most effective and efficient way.

Also, data is often not the only thing needing to be migrated. Other items such as assets, images and even metadata are often overlooked. As the number of individual pieces of data, or objects, increase, the complexity also increases. Understanding the volume of data you'll be migrating will be critical to calculating the effort and time that will be needed for your migration project, and allow you to have a clear view of what you have to work with.



Be rigorous with Data Quality and Data Cleansing checks

A data migration gives you the perfect opportunity to give your data a spring clean, but it is also essential for a successful migration to your target system.

By having a full picture of all your data that you're due to migrate, it will allow you to clearly see what data you don't want to be migrating, such as outdated and old data that is no longer accurate or relevant.

Your Data Cleansing will also mean you can make sure your data is complete, accurate and reliable. This can be done by organising and correcting messy data that you don't want to be moving across to your target system without first fixing through rigorous data quality checks. That might just be as simple as changing a date format from DDMMYY to DDMMYYYY, or correcting data that is in the wrong place, missing information, spelt wrong or entered into a field incorrectly etc. The list goes on... but by cleansing the data thoroughly, you will ensure that when it is transferred into your shiny new system, it will be in the best shape to offer you accurate data-driven insights.



Have the best hands on deck

Your data migration will be hard work from the outset, so it's crucial you have the right people, with the correct level of expertise and experience to help you transform your data to be able to successfully migrate.

The complexity of your data migration will be made easier by your access to data professionals who have the skills and ability to guide your new data model – whether these be your own internal employees, or an external data consultancy like Amplifi - you will need people who are able to sort your data correctly, and understand the complexity of your migration needs. As a change in the system landscape is usually part of a wider program of work, having experts who are able to capture and translate those requirements can drastically improve the success of your new system.



4 Understand your 'why'

A data migration won't be successful if you treat it simply as copying files from one location to another, you need to look at what you want that data to accomplish in its new location.

In a successful migration, your new target system should be defined and mapped to achieve your business' needs, so you have the right data in the right place to allow your organisation to operate to its best ability. This should also consider the future objectives and requirements of your business. You don't want to be locked in with processes or functionalities that aren't agile enough to grow with your organisation.

That's why a robust data migration strategy should always assess and consider the outcomes you want to achieve with your new technology, not just act as a move from A to B. With thorough planning at every stage of your migration, you should end up with a complete source of data that captures all the necessary components of the previous sources of data, ready to be accessed by the right people, in the right place, at the right time, to guide the data-driven insights to meet your business objectives.



How can Amplifi help?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspect of data, we also understand the positive impact good data management has on businesses.

Good data underpins the success of any data management initiative. What you put in will always affect the results you get out.

Our team has the experience and expertise to help organisations like yours to get real, tangible results due to the impactful decisions they can make with data.

We also provide the full suite of data management services including advisory, delivery and support services for Master Data Management (MDM), Product Information Management (PIM), Data Quality, Data Governance and Data Integration.

Amplifi have worked with many organisations to ensure their data management is world class

Gartner®

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally

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Have you got Data Migration challenges that mean you can't get the most out of your data? To find out how Amplifi can help, please contact us:

+44 (0) 1926 911820
hello@amplifiuk.com



www.amplifiuk.com

