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Journey to the Cloud Omnicom / Data Center Migration to Cloud

Mithun Dsouza / Torsten Behle | 11:15 AM – 12:00 PM



Torsten Behle
CIO EMEA Omnicom

Studied Physics and Philosophy
Worked as Global CIO for FCB, an IPG agency
Moved to Omnicom in 2020
Overseeing EMEA with 130+ offices and 21k EEs
Led the IT Alignment project in EMEA
Based in Hamburg, Germany
Passions
Piano and classical Music
Long Distance Open Water Swims
Saving the planet



Mithun Dsouza
Client Executive Unisys

Studied Computer Science
Worked as Delivery lead at Unisys supporting
Omnicom since 2018
Moved to Client Executive role in 2021
Based in London, United Kingdom
Passions
Playing guitar and singing in my local church
choir
Enjoying the art of cooking and baking



Omnicom Düsseldorf Data Centre Migration

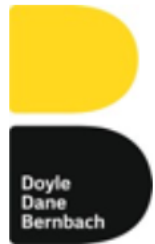
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Omnicom Group



Group of Companies



Communications Consultancy Network

Omnicom (www.omnicomgroup.com) is a leading global marketing and corporate communications company founded in 1986.

Omnicom's branded networks and numerous specialty firms offer services to over 5,000 clients in more than 70 countries in.

- Advertising
- Strategic media planning and buying
- Precision marketing
- Commerce and branding
- Experiential
- Customer relationship marketing (CRM)
- Public relations
- Healthcare marketing
- other specialty communications services

OMC is renowned for its creative excellence, evidenced by its consistent recognition at major industry awards like the Cannes Lions.

Omnicom (OMC) is a F500 global marketing communications company with >70K employees.

As a holding company, OMC controls >1000 independent agencies which are loosely organized by specialization and/or industry focus.



Omnicom & Unisys

Core Services Delivered Globally

- Endpoint Operations and Endpoint Security (>100K endpoints)
- Collaboration Services (O365) (>12K tickets/month)
- Cloud Engineering and Operations (Azure, AWS)(6K servers)
- Data Center and On-prem Infra Operations (3K servers)
- ServiceNow Development Services

Core Services Delivered in Selected Countries

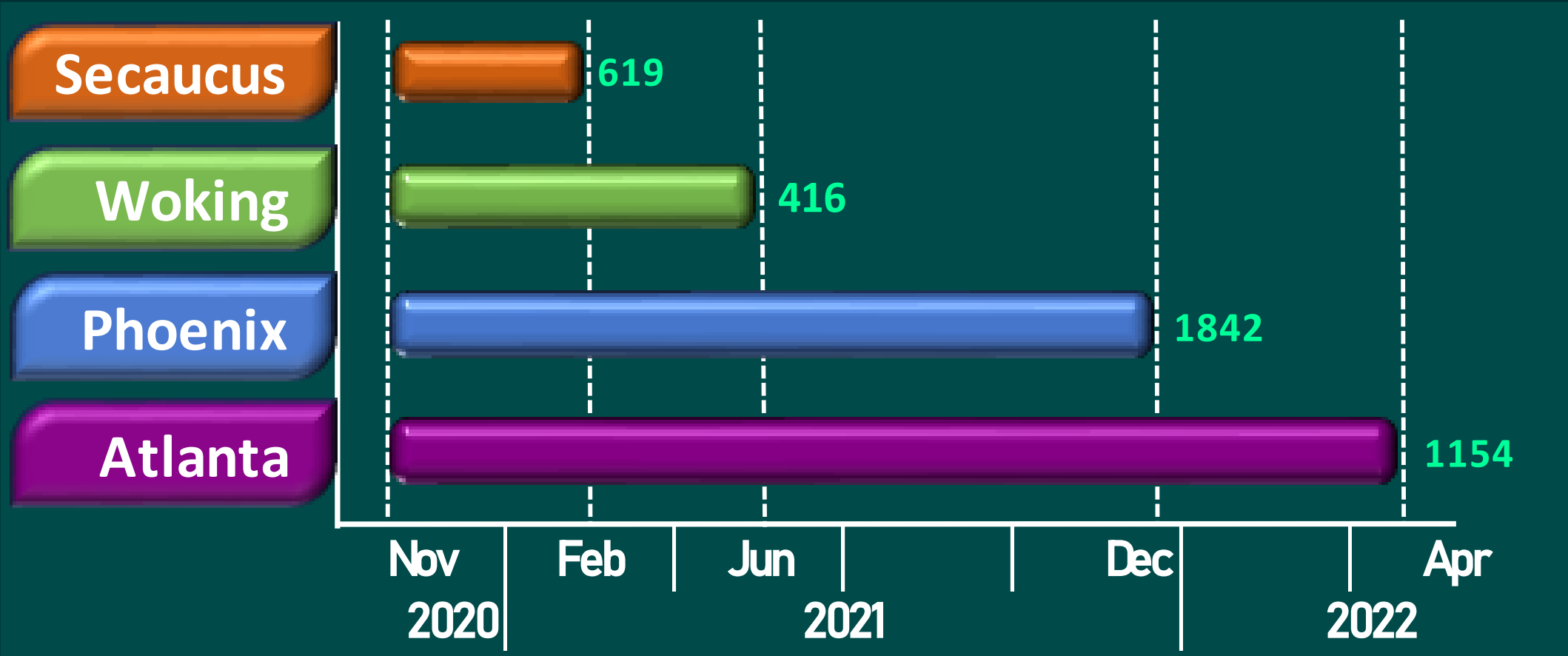
- Service Desk (22K contacts/month)
- Field Services
 - 47 sites primarily in the US, CA, UK and India

Additional Services include

- Cloud Migration Services
- GRC Request Management
- IAM Request Management
- Synapse DB Management
- AV/Conference Room Management
- Network Support Staff Augmentation
- Data Migration Staff Augmentation
- Data Management and Deletion



Cloud Migration Program



Server Count for Data Centre Cloud Migrations



Düsseldorf Cloud Migration Project Overview

Omnicom has a 'Cloud First' strategy.



Third-party hosting charges are billed annually, starting in January each year.

UNISYS HAS MIGRATED TWO PRIMARY US DATA CENTRES PLUS TWO REGIONAL SITES TO THE CLOUD.

Düsseldorf Data Centre to be closed to remove 3rd party hosting costs and strategic alignment

Unisys worked closely with Torsten and the regional IT-Leads to Re-Assess, Re-Design, Prove, Implement and successfully Migrate all services to the Cloud.



Initial Migration

REHOST

664

Servers to be rehosted to the Cloud

Discovery & Assessment required

REPLATFORM

95

Servers including primary application and database servers

RETIRE

8

Servers including on-premise proxy servers

CLARIFY

16

Servers have insufficient data to be able to categorize them

OUT OF SCOPE

290

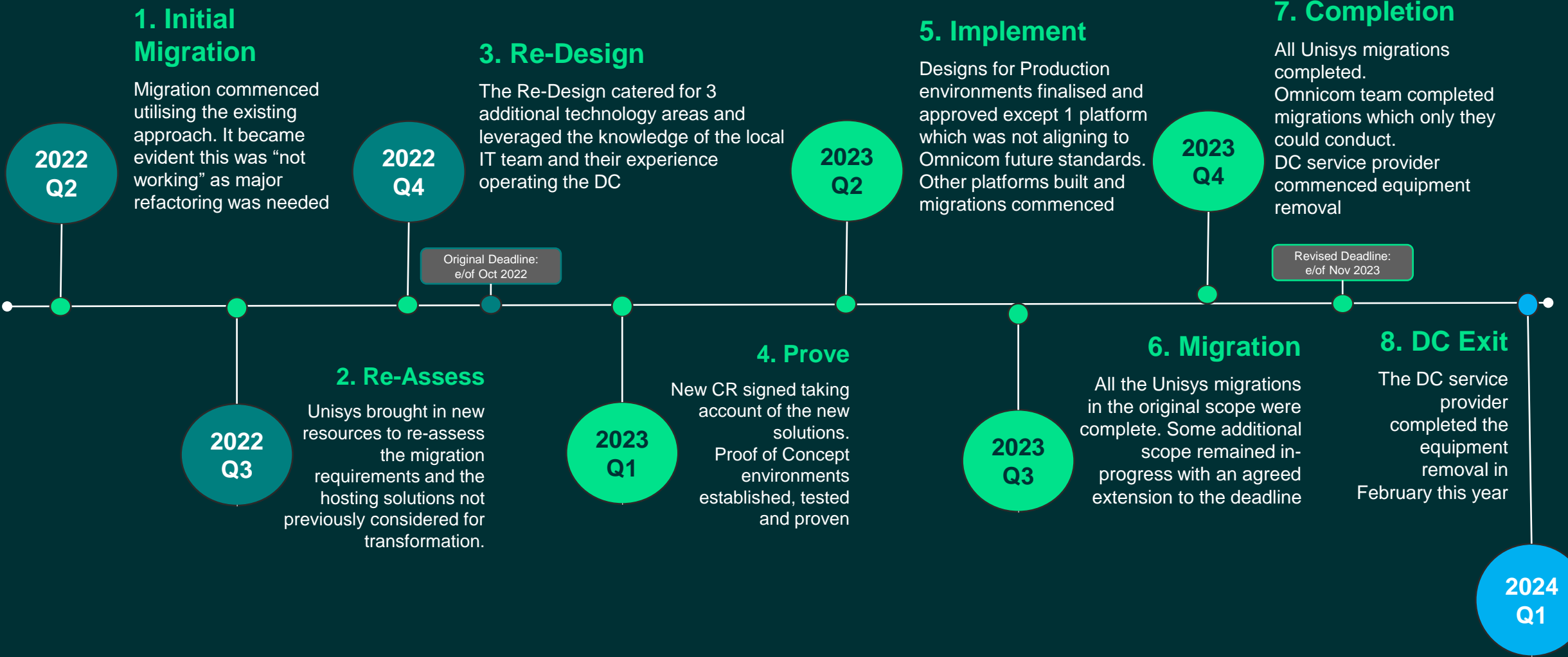
Servers which were noted as Offline or would be retired by Omnicom

DECOMM

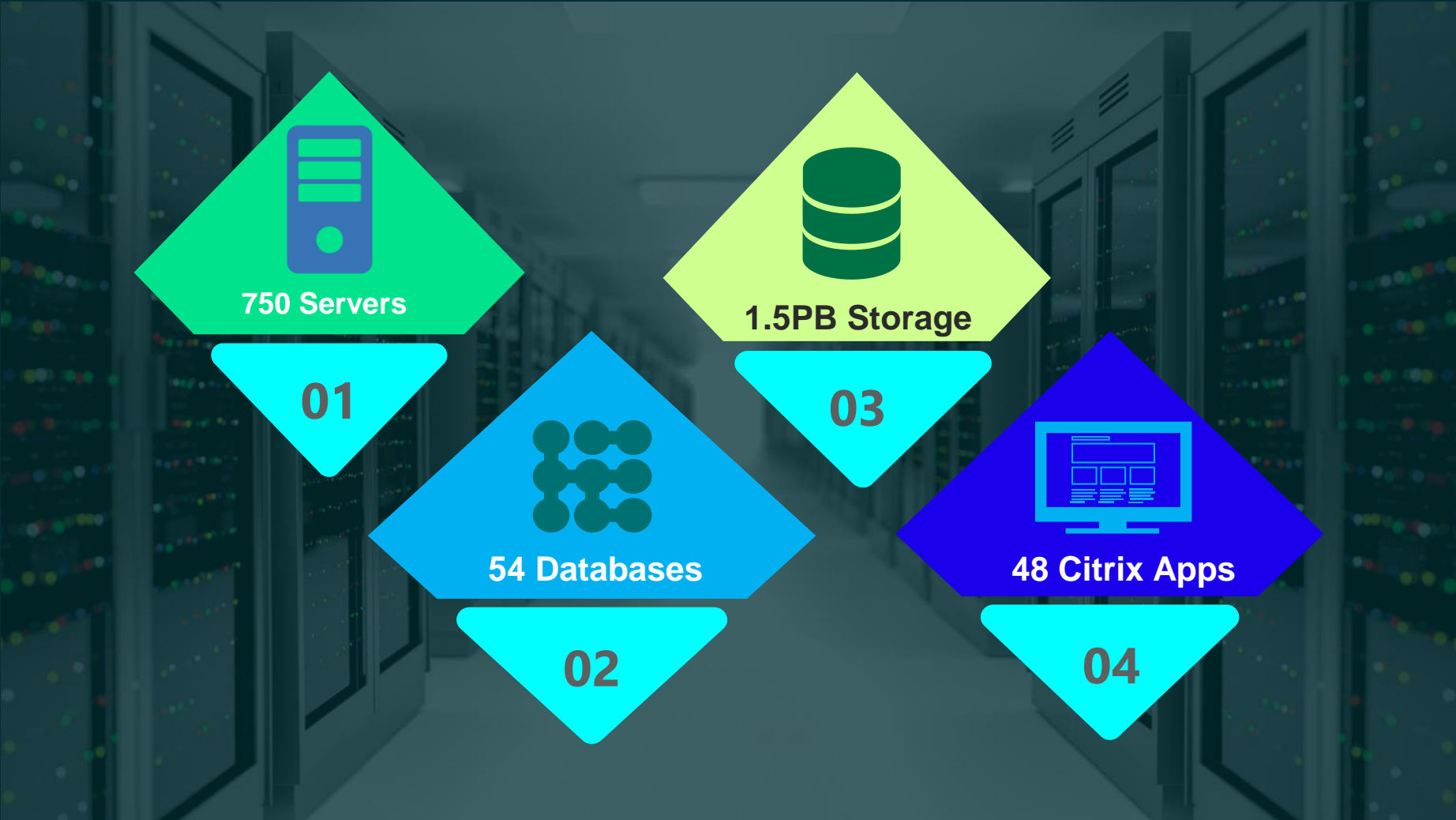
393

Servers that are expected to be decomm'd completely from the business

Responding to Change



Redefined Migration



Migration Outcome

NetApp to Cloud Nasuni

- 434TB migrated from NetApp to Cloud Nasuni, inc. TISAX data
- 1.1PB storage migrated to Cloud or retired
- Knowledge & Tools transferred to OMC IT in Germany for continued use



Citrix to AVD

- 48 Citrix hosted apps reduced to 15 AVD hosted apps
- Key business applications moved to AVD - DML & DAP TV
- Overcame inherent issues when relocating from LAN to Cloud based architecture



Database to Cloud











- 3 key Oracle hosts moved to Cloud, hosting 6 databases including DML, which had been a major hurdle
- Oracle d/b performance maintained or improved in Cloud compared to On-Prem
- 48 SQL databases moved to Cloud



Rehost / Replatform

- 732 servers in the Datacentre
- 163 servers migrated to Cloud
- 569 servers retired & decommissioned
- 20 servers migrated & 110 servers retired from other Germany sites

Challenges and Lessons Learned

	Assuming that Omnicom's strategy will not involve Rearchitecture.		The appropriate assessment is required at the start of each new migration to determine critical elements which must be taken care of during the migration
	Storage Made Easy (SME) migration tools did not work to transfer data to Cloud Nasuni		Unisys developed a migration solution utilising QUEST tools and passed on knowledge to OMC colleagues
	AVD Platform design did not align with changes being introduced to OMC standards which led to many weeks of delay		Continual engagement with all stakeholders when delivering in such a dynamic organisation, as previously agreed decisions can change rapidly
	Oracle databases running on high specification physical hardware in the DC		Detailed design of the Cloud servers, back-end storage & connectivity, plus rigorous testing. Resulted in equal or high performance than On-Premise
	Interdependencies with OMC or Agency led changes caused delays		Project milestone tracking and communication to all potential stakeholders even when the timescales seem to have a wide enough gap

Teamwork between the Omnicom and Unisys technical colleagues was paramount to overcoming the challenges and recovering from the lessons learnt

Business Outcome

Düsseldorf Data Center



- Higher costs
- Legacy environment with minimal Vendor support
- Multiple security vulnerabilities.
- More Infrastructure, more Servers, more Complexity
- Prospective technology refresh & investment costs
- Increased overheads such as Vendor Management
- Less time to focus on improving client experience

Cloud



VS

- Reduced ongoing Annual costs by 10%
- Aligned with OMC Cloud strategy
- Adoption of common platforms.
- Conformance to Security standards
- Minimal impact/outage to Agencies and their clients
- Application support continues with the existing IT team
- Scalable environment with more focus on client experience and innovation.

Omnicom FinOps

2023 Achievements:

- Attained a 15% reduction in overall cloud expenses.
- Decreased average compute cost per hour by 28%.
- Implemented Apptio Cloudability for enhanced reporting and transparency.
- Fully allocated Shared RI/SP purchases for chargeback via ProsperOPs and Spot.
- Instituted policies to eliminate unused cloud resources and outdated snapshots.
- Enabled Intelligent Tiering on AWS S3 buckets for cost-effective storage.

2024 RoadMap:

- Aim to achieve 17% reduction of the overall cloud spend of the 2023 cloud spend.
- Automate tasks for ongoing cost optimization.
- Successfully deploy the Apptio Total Cost platform with advanced cloud cost management capabilities.
- Establish sustainability reporting to track progress and impact.
- Actively purchase GCP committed use discounts to optimize costs.
- Develop and distribute Omnicom's first FinOps Newsletter to enhance financial operations awareness.



Omnicom DevSecOps Achievements



Unisys has revolutionized AWS post-provisioning by automating 95% of tasks on Linux platforms, slashing completion times from 2 hours to 15 minutes.



AWS IAM key rotations are automated, sending direct notifications to account owners for action, thereby securing 800 accounts monthly with minimal manual intervention.



Achieved a 70% automation rate for AVD tasks, transforming a multi-day process into a 15-minute operation.



Implemented an automation system for cost optimization in AWS accounts, ensuring efficient management and deletion of unused Elastic IPs, leading to substantial cost savings.



What's next @Omnicom



Intelligent Operations

- Data Migration and Management
- Movement to a Single consolidated AD environment



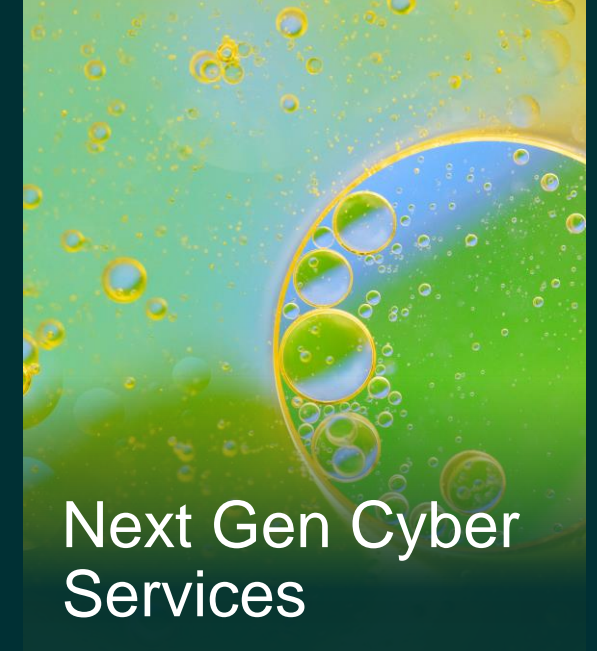
Digital Agility as a Service

- Cloud request optimization using SNOW Catalogue and Terraform Cloud
- Moving all the remaining on-premise servers to Cloud
- Application Modernization



AI Enablement

AI tool to enable finance policy and compliance understanding to distributed finance departments



Next Gen Cyber Services

Management and support of security tool stack (Gytpol, Qualys, Netskope, S1, Fireeye, Delenia, Devo)