

When to Migrate From AWS to Google Cloud Platform

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By Vipin PG | Published January 16, 2023 | Updated January 16, 2023 | Format: Article | 4 min read

In brief

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Amazon Web Services (AWS) captured most of the market as a pioneer service, capitalizing on the first-mover advantage. However, the development of newer on-demand IT services, such as Google Cloud Platform (GCP), has posed a significant threat to AWS supremacy.

The big question then is why are businesses making this switch from AWS to GCP, and when should you make this switch as a business?

Six Reasons to Migrate From AWS to Google Cloud

There should be no conversation about when businesses should switch to Google Cloud if there is no good reason to do so. Google Cloud has, over the years, shown its mettle in the industry by offering what is arguably the best cloud computing service. Below are a few reasons you should consider switching to Google Cloud:

Security

Cybersecurity and data protection will always be good reasons to choose one IT service over the other. However, Google has a unique market advantage when it comes to security. With default end-to-end encryption services, Google is head above AWS, which does not offer data encryption as a default. Google's servers are also optimized for protecting users, in addition to the Cloud DLP tool that makes it easier for users to identify and manage sensitive information.

Artificial Intelligence

Google's AI unit, the Tensor Processing Unit (TPU), is a vital innovation that enables faster and more efficient training of machine learning models. Hence, users building for AI can do so immediately. On the other hand, there is no TPU equivalent in AWS. Aside from using AI to improve its services, Google Cloud is also the perfect platform for users building AI or machine learning systems.

Kubernetes

Just like Amazon capitalized on its first mover advantage to sweep up most of the market, Google Cloud is using its Kubernetes to satisfy its users. Kubernetes is an open-source platform for managing containerized workloads and services that facilitates declarative configuration and automation. Google Cloud users get access to new development and updates in Kubernetes immediately, while AWS users have to wait for rollouts.

Open Source System

Open-source systems are a crucial part of modern-day IT services. In the last decade, Google has developed over two thousand open-source projects. Although it also, AWS offers some open-source solutions, Google is the market leader when it comes to this.

Google's open-source stance can benefit its users in many ways, and there is a measurable way to assess just how beneficial Google Cloud can be to a competitor's user. For example, the Google Kubernetes Engine has a better update ability in the Google Cloud Platform than in AWS.

Affordable Pricing

Google Cloud offers an excellent pricing option that is much better than AWS. In addition, Google Cloud solutions are secure and attractive to Development and Operations teams yet offer budget-friendly pricing.

The platform offers many specialized discounts when your systems run for an extended period with no upfront costs. These can amount to a lot in business environments. Additionally, the problem of the hidden cost, which AWS is infamous for, does not apply to Google, which has a much simpler pricing model.

One good thing about Google Cloud is that it offers an excellent plan for businesses that can't afford the cost. The Google Cloud Platform free plan provides most essential functionalities, including 28 frontend instance hours and 9 backend instance hours per day on the Google App Engine. Also, it comes with 5GB of Regional Storage on Google Cloud Storage and 1GB of storage on Cloud Firestore, Google Cloud's NoSQL document database.

Ease of Use and Scalability

Google systems are known for their user-friendliness and ease of use. This is because Google pays attention to the user experience end of its products, which shows in its solutions. Also, Google's unique position in the IT market means that users get access to highly optimized versions of different tools.

Google Cloud is highly scalable and customizable and offers a dev-friendly interface that AWS seems to be struggling to compete with. Small and medium-scale enterprises can also easily leverage Google Cloud to eliminate costs and build Cloud AI systems that are well-suited for their needs.

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Clearly, from the above, the Google Cloud platform has given AWS a run for its money, so the question of why is very much answered. The question of when, however, requires closer scrutiny.

Undoubtedly, AWS is an efficient, highly customizable, and scalable service. But you know it's time to migrate when the available tools no longer match your needs.

Google Cloud offers highly intuitive and user-friendly tools as a part of its system. In addition, integration modules such as Kubernetes and Cloud Functions are also available, making Google Cloud the most dev-friendly tool.

If your business runs several complex systems at a time and the costs of maintaining an on-demand computing service that is supposed to help you cut costs are ramping up, then it might be time to move.

Conclusively, depending on whether Google Cloud is available in your region, you should move when the benefits and functionality you are getting from the AWS platform do not justify the costs.

One More Reason to Choose Google Cloud

Even when you realize it is time to migrate to Google Cloud, how to go about it might be an issue. Fortunately, Google Cloud migration services will make your transition to Google Cloud as seamless as possible.

Proper migration processes ensure full compliance and data governance; having experts familiar with migration in every IT environment will ensure you do not lose your data during the migration.

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