

# Migrate data & workloads to the cloud

The cloud is transforming IT — improving performance, adding new capabilities, and driving down costs. Yet for enterprises with decades of investment in legacy IT, migration can be difficult. Google Cloud offers custom programs and professional services to jumpstart your cloud migration — so you can focus on your applications and data and let Google manage the underlying infrastructure.

## Industry-leading price and performance

Google Cloud Platform's innovative features help you quickly realize the cost, agility, and performance benefits of the cloud. Automatic sustained-use discounts, list price differences, and rightsizing recommendations can save you up to 60% on average when compared with many other cloud providers. Fast VM boot times with per-second billing help eliminate over- and under-provisioning so workloads can scale up and down seamlessly. Custom machine types let you tailor usage to suit your needs and can yield up to 50% cost savings compared with rigid, predefined machine types. Our global network delivers ultra-low-latency data transfer.

After you migrate to GCP, you can selectively replatform onto a growing ecosystem of modern services: big data analytics, AI/machine learning, developer tools, managed databases, and more.

## Enterprise-grade security

Google's end-to-end model is designed to provide security across the information processing lifecycle, with highly secure deployment of services, protected storage for business-critical assets, highly secure communications between services, and a higher level of security and privacy in communication with customers over the internet.

## Partner Ecosystem



redhat.

Pivotal



NUTANIX

## Product and Services

- Apigee
- Cloud Sprint
- Istio
- Kubernetes Engine
- Open Service Broker

## Learn More

- [Migration Solutions](https://cloud.google.com/migrate)  
cloud.google.com/migrate
- [Partners](https://cloud.google.com/partners)  
cloud.google.com/partners
- [Security](https://google.com/cloud/security)  
google.com/cloud/security
- [Consulting](https://google.com/cloud/consulting)  
google.com/cloud/consulting

“ Our technology strategy boils down to how fast we can empower our engineers to focus on building high-quality, innovative productivity tools. By moving to Google Cloud Platform and using Datadog to improve application monitoring, [we], can quickly launch new services and features that will help us succeed in a changing market. ”

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