

MODERNIZING WITHOUT COMPROMISE: PRIORITY'S MULTI-PRODUCT MIGRATION TO AWS CLOUD



ABOUT PRIORITY

Established in 1986, Priority is a leading provider of agile, open, and scalable cloud-based business management solutions, trusted by over 75,000 customers worldwide. Powered by AWS and recognized by Gartner and IDC for innovation, it delivers real-time access to critical business data, enabling organizations to boost efficiency, make informed decisions, and enhance customer experiences. Backed by investors including Blackstone, TA Associates, and Fortissimo Capital, Priority offers a modular ERP platform integrating financial management, CRM, and supply chain, along with specialized retail and hospitality solutions for inventory, customer engagement, reservations, and guest communications. With mobile-first capabilities and advanced technologies, it helps businesses stay agile, seize growth opportunities, and outperform competitors.

CHALLENGES

With the acquisition of five distinct companies, Priority inherited a set of successful on-premises products, each with a substantial existing customer base. The company faced the critical challenge of transforming these products into modern SaaS offerings while ensuring minimal disruption to customers and preserving product excellence.

This required a unified, cloud-first strategy supported by a scalable architecture, clear execution plans, and expert guidance.

KEY CHALLENGES INCLUDED:

- Designing cloud-native architectures for legacy applications
- Aligning multi-product migrations with business and technical priorities
- Securing migration funding and stakeholder buy-in
- Executing complex SaaS transitions on time and within budget

SOLUTION

To lead this multi-stream transformation, Priority partnered with Commit, an AWS Premier Partner. Commit delivered an end-to-end engagement, from architectural planning to execution support, backed by AWS's Migration Acceleration Program (MAP).

COMMIT PLAYED A PIVOTAL ROLE IN:

- Structuring the cloud migration roadmap for multiple business units
- Securing AWS funding and aligning the business case
- Deploying cross-functional cloud experts to design scalable, secure solutions
- Driving the migration and modernization of each product line with tight timelines and controlled budgets

With Commit's strategic and technical support, Priority was able to manage a complex transformation initiative across five product lines, all while maintaining business continuity.

RESULTS

- **Cloud-first SaaS Enablement:** Priority successfully transitioned key products from on-prem to SaaS, setting the foundation for scalable growth, operational efficiency, and accelerated time-to-market.
- **Streamlined Execution:** With Commit's support, migrations were completed within budget and timelines, reducing risk and ensuring a smooth transition for Priority's extensive customer base.
- **Access to AWS MAP Funding:** Commit helped Priority unlock AWS support through the MAP program, significantly offsetting the cost of migration and accelerating adoption.
- **Strategic Partnership:** The collaboration between Priority and Commit established a framework for future cloud initiatives, anchored in trust, agility, and shared success.



"Moving to the cloud is a complex journey. It requires a solid architectural foundation, a clear plan, and precise execution. Commit supported us end-to-end with a complete package: they helped us secure funding from AWS, provided a dedicated team of experts, and ensured we executed the migration on time and within budget."

Hemdat Cohen-Sharaga, Former VP R&D, Priority

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