



Novuz Inc.

RESEARCH INSIGHTS

CONTINUOUS MODERNIZATION AS A PRODUCT

Productize to control costs, accuracy and T&M

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RESEARCH NOTE

Continuous Modernization as a Product (CMaaP):

Productize to control costs, accuracy and T&M

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Executive Summary

The Novuz approach transforms modernization from a services model to a productized platform that systematically interprets and transforms workflows, data and metadata. The productization approach enables enterprises to codify their data and cloud related experience and expertise in software.

Key points:

- Enterprise cloud modernization has always been T&M-based service offerings. They are highly variable, unpredictable, inconsistent and hence often unmanageable and go in completely different directions than what was originally planned for.
- Recent AI-ML techstacks and their application advancements have enabled great blue-ocean opportunities to codify the human expertise and experience in cloud and data modernization, into products and platforms.
- This productization approach offers unique benefits of shifting controls and visibility to the enterprises that have the data and cloud estates under modernization.

Recommended actions:

- Enterprise cloud and data leaders and teams should evaluate these AI-ML powered opportunities to gain back controls of their modernization initiatives.
- Plan to take ownership of the programs with the productized/ platformized approach, supported by initial training and need-based handholding e.g. from the product teams of Novuz.
- Empower your cloud and data estate owners with the LCNC functionalities of productized cloud modernization so that the knowledge transfer happens with ease, and the internal efforts ensure the enterprise cloud knowledge gets retained inside the organization.

Analysis

Service-Heavy, Labor-Intensive T&M Engagements create multiple leakages in cloud value stacks

Enterprise cloud modernization has historically been delivered as a service offering. It's mostly custom, iterative projects and people-driven. The cost and pricing models have been predominantly T&M based. Hence, they are highly variable and difficult to compare and benchmark.

The as-a-service cloud modernization that most of the service providers currently focus on accumulates multiple inefficiencies. These leakage points are not easily fixable in the end-users' cloud estate and data landscape. Both assets are becoming increasingly dynamic and critical for enterprise AI success.

The leaky cauldron of as-a-service modernization includes three major inefficiencies:

- **Heavy dependence on human expertise:** Skilled architects and tribal knowledge become bottlenecks. Variability in human skills and experience levels also become critical sources of risks of failures and wastage. Outcomes depend on individual skill levels causing inconsistent quality, longer timeline and higher cost
- **Low repeatability and consistency:** Knowledge/ experience/ learnings capture and codification opportunities are hardly utilized. Hence, too much "reinvent-the-wheel" efforts happen across teams and clients for every migration project.
- **Scaling constraints:** Limited throughput across parallel programs

The result: industry-wide inefficiencies*

- ~75% of cloud migrations go over budget (~14%)
- ~38% are delayed significantly
- \$100B+ in wasted spending globally

The industry's inefficiency is not due to complexity alone. It's due to how modernization is delivered. By productizing expertise, Novuz removes the fundamental constraint, human bandwidth and replaces it with software-driven scale, consistency, and speed.

Pivot to Cloud Modernization as a Product: Take ownership and control of your stacks the Novuz way

The Novuz approach transforms modernization from a services model to productized platform. It's a platform that systematically interprets and transforms workflows, data and metadata. The idea is to codify expertise in software. Productization enables three critical success levers of enterprise data and cloud modernization:

- Codified Expertise
- Deterministic outcome
- **Parallel Scalability:** Platform scales horizontally

Why Productize/ Platformize Cloud Modernization?

With the rapid maturity of AI and ML techstacks for knowledge and experience codifiability and automation, "Services as Software" is increasingly becoming the most technically feasible and cost-efficient way of cloud modernization.

The most well-known SaaS companies like ServiceNow are taking these opportunities into full stride and are even shifting their revenue and pricing models from per-seat basis to per-usage or consumption and value-based pricing models. They are becoming integrated end to end platform solutions for enterprises that can leverage intelligence across their workflows and workforce. The AI-ML use cases are maturing that way into self-augmenting and self-assuring business cases with deterministic ROI.

With the increasingly mature enterprise knowledge capture and codification opportunities unleashed by AI, complex programs like data and cloud modernization can exponentially scale in terms of lesser cost and higher speed and predictable accuracy and outcomes. These are highly skill-intensive and expensive resource-dependent programs that are often run in loops of recursive projects.

Every time there are major changes in the data or cloud stacks, it's yet another incremental leap of faith that the client organizations have to take. This T&M project approach creates great recursive revenue opportunities for service providers, but it keeps the enterprise clients in a perpetual loop of endless modernization projects.

The Productization opportunity breaks this ever-spiraling perpetual costs and efforts curve, by tooling the cloud modernization work for enterprise employees and partners who know the data and cloud estates inside out.

This approach enables the enterprise tech leaders to be in full control, ownership and visibility into the entire modernization process, every time a new requirement arises. It transfers the tools ownership to the enterprise leaders and teams, with the product teams working as partners and training the internal members in LCNC enablement.

Hence, the key outcomes that manifest directly in a client's data and cloud operations landscape are:

- **Speed:** Faster migrations through automation and parallel execution across programs
- **Cost Efficiency:** Reduced reliance on large service teams, Elimination of redundant effort
- **Reduced Risk:** Standardized, repeatable outputs, less human error
- **Scale:** From project-based delivery to platform-driven throughput

What's in it for Enterprise tech leaders

This productized cloud modernization approach is not just a tool improvement. It's a delivery model shift, in the following ways:

- From Services Business to Product Platform
- From Human Throughput to System Throughput
- From Artisanal Execution to Industrialized Modernization

It empowers the enterprise leaders and teams to gain full control and visibility into their data and cloud modernization project, while also transforming the recursive T&M based project costs into a product/ platform costing model.

The training and incremental engineering support from the platform/ product company like Novuz comes at a far lesser cost, due to extensive internal knowledge codification and enablement and the LCNC nature of the product.

Summary

What do you gain: Before vs After

Dimensions	Services Model	Productized Model
Execution	Manual	Automated, no T&M dependencies
Knowledge	Tribal	Codified, integrated, auto-updated
Scalability	Linear	Exponential, no service provider lock-in
Risk	High variability	Controlled, transparent
Speed	Human-limited	System-driven