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## PRESS RELEASE

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### ***Osterman States Cloud Migration Is Not as Simple as It Seems*** *New Osterman Research Tackles Key Cloud Migration Issues*

New York, NY – (January 16, 2018) – Trusted Data Solutions (TDS), the global leader in legacy data and voice management and transformation, has upended traditional “lift and shift” thinking about the cloud, noting that while leading cloud infrastructure providers offer lower costs and greater efficiencies than on-premises solutions, not everything should be migrated to the cloud. This flies in the face of the recommendations from large cloud players and provides a calm voice of reason and expertise to those in charge of managing and migrating legacy data. The advice is part of a new report and whitepaper introduced today [“\*Migrating to the Cloud? It’s Not as Simple as it Seems\*,”](#) authored by Osterman Research and sponsored by TDS. IT and business managers interested in learning more are encouraged to download a complimentary copy the report here: <http://bit.ly/2VVn6tR>.

The report dives into a question companies increasingly are asking as they consider migrating to the cloud: “Where do I begin?” It outlines key issues, addressing questions like what to migrate, how to migrate, when to migrate, etc. The report aims to educate readers and help them make better decisions when they migrate.

*“The report is a true eye-opener and must-read for anyone currently migrating or considering migrating to the cloud to store and support their data archives,” said Marcella P. Arthur, global vice president of marketing and channel operations, at TDS. “While we support companies undergoing digital transformation, it is critical that they understand the implications of data and archive migrations and seek support from industry analysts and expert migration partners. We are excited to partner with Osterman Research to share insights with those who might be facing the issue.”*

As a respected market research company, Osterman Research has conducted in-depth research on many topics, providing benchmarking information for decision makers and influencers in the technology sector.

One such issue in the report is the idea that “everything must go” when it comes to data repositories. Report author, noted industry authority, and president of Osterman Research, Michael Osterman notes quite the opposite:

*“When organizations migrate key services to the cloud, particularly those associated with enormous data repositories like email or file stores, there is a mindset that everything needs to be migrated to the cloud. Many are of the opinion that migrating services to the cloud means moving all of their data to the cloud, and that doing so will be simple and painless,” says Osterman. “In most cases, they are wrong on both counts.”*

Receive your complimentary copy of the whitepaper “Cloud Migration Is Not as Simple as It Seems” here: <http://bit.ly/2VVn6tR>.

### **About Trusted Data Solutions**

For more than two decades, Trusted Data Solutions (TDS), the foremost expert in legacy data, tape, email and voice, has set the standard for compliance while transforming the management and accessibility of legacy data and voice logger system electronically stored information. Their leadership in backup tape restoration, email migration, and voice logging retrieval and restoration services, coupled with their recent Voice Compliance Practice advancements which include the delivery of voice technology migration, implementation, and end-to-end system support, makes them a one-stop-shop for organizations requiring an all-inclusive voice managed service. As the preferred choice for corporations, regulated institutions, eDiscovery specialists, government agencies and law firms that require an expert, trusted partner for their compliant data transformation initiatives, TDS’s industry leadership is demonstrable in their commitment to advancing their services and operations to support the demands of their growing, global customers and partners.

With its North America Headquarters in New York City, and two international headquarters in the United Kingdom and Singapore, TDS maintains one of the most expansive global restoration assurance facilities footprint in the market – with facilities in New York, New Jersey, California, Canada, England, Wales, Germany, the Netherlands, Norway, Switzerland, Australia, Hong Kong and Singapore – with millions of customer tapes under management, equating to over 500 petabytes of data, across 37 thousand successfully delivered projects.

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