



MATATIKA

MIGRATIONS, THE SILENT PRODUCTIVITY KILLER

How to Break Free from Endless
Data Migrations



The Hidden Cost of Constant Migrations



Aaron Phethean

Founder & CEO - Matatika

Data migrations are meant to improve efficiency, yet many organisations find themselves stuck in a never-ending cycle of migration projects. Whether it's replatforming, upgrading, or moving to the latest vendor solution, these migrations demand time, resources, and attention, pulling teams away from delivering real business value.

At what point does migration stop being a solution and become the problem?

In our recent LinkedIn Live event, Aaron Phethean (Matatika), Richard Shenghua (Fundamenta), and Kyle Probert (The Scale Factory) tackled this exact challenge. Why do migrations keep happening? Are they delivering real business improvements? And how can data teams make migrations smoother, more strategic, and less disruptive?

This article breaks down the key insights from the discussion, providing practical strategies for managing migrations efficiently, reducing hidden costs, and avoiding unnecessary vendor-driven moves.

Meet the Experts



Aaron Phethean

Founder & CEO - Matatika

A vendor perspective on migration strategy, Aaron focuses on simplifying technology transformation, ensuring that software vendors make migrations easier, not harder.



Richard Shenghua Fundamenta

A technology and data strategy advisor who has led large-scale data transformations, including a major Google Cloud migration that contributed to a £100M P&L impact. He works with VC-backed startups to modernise infrastructure and scale efficiently without unnecessary migrations.



Kyle Probert The Scale Factory

Head of Growth at The Scale Factory, an AWS Advanced Partner migration specialist. Kyle and his team handle dozens of large-scale migrations every year, seeing first-hand where businesses go wrong and how to migrate with minimal disruption.



Why Do Migrations Keep Happening?

For many organisations, migration projects never really end. Whether it's switching ETL vendors, upgrading platforms, or responding to vendor-driven pricing changes, businesses feel like they are always in transition.



Are migrations solving problems or just patching the past?

Many migrations happen reactively, **a contract is expiring, a vendor increases prices, or a system is outdated**, but these projects don't always align with business goals.



How much productivity is lost?

Teams spend **months firefighting migration issues instead of delivering insights**. The cost isn't just in budget, it's in lost time, focus, and strategic momentum.



Are vendors making it harder?

Some ETL providers push **complex migration processes that create new dependencies**, locking businesses into a **cycle of continuous migration**.

"Many teams migrate for the wrong reasons, vendor pressure, contract renewals, or just following the latest trend. The key is to make migrations a business decision, not just a technical one."

Richard Shenghua

Key Insights on Smarter, More Strategic Migrations



1 Migrations should be a business decision, not just an IT project

Too many data teams migrate without clear business drivers. Whether it's responding to vendor changes or adopting the latest technology, migrations often happen for technical reasons rather than business impact.

KEY TAKEAWAYS

- ✓ Align migration projects with business priorities and ROI. If a migration isn't directly improving performance, cost-efficiency, or scalability, reconsider if it's needed.
- ✓ Assess migration risks before committing. Understand the impact on teams, resources, and operational costs.
- ✓ Plan migrations around business cycles, not just IT schedules. Avoid high-risk migration periods that disrupt operations.

"If you can't forecast real benefits from a migration, whether that's performance, cost reduction, or business agility, it's probably not worth doing."

Kyle Probert



2 Understand the hidden productivity costs of migration

Migrations don't just cost money, they drain time, resources, and focus. Every migration diverts attention from delivering insights, improving customer experience, and driving innovation.

KEY TAKEAWAYS

- ✓ Don't assume teams can handle migrations alongside business-as-usual. Many projects fail because teams are overloaded with both migration work and daily operations.
- ✓ Use automation where possible. Manual migrations increase error rates and slow teams down.
- ✓ Outsource migration workload strategically. Bringing in experts can accelerate timelines and prevent unnecessary delays.

"Trying to migrate while maintaining full business-as-usual operations is a recipe for failure. Plan for extra capacity or risk burning out your team."

Aaron Phethean



3 Avoid vendor lock-in and costly renewal traps

Many migrations are driven by vendor pricing changes rather than business needs. ETL vendors often lock businesses into proprietary models that make switching expensive and complex.

KEY TAKEAWAYS

- ✓ Before renewing contracts, evaluate alternative solutions. Many businesses auto-renew ETL contracts without considering better pricing models.
- ✓ Look for vendors that support open standards and interoperability. Avoid platforms that make data migration harder than it needs to be.
- ✓ Negotiate pricing before you're locked into a renewal. Vendors rarely offer their best pricing upfront pushing for competitive offers can result in significant savings.

"Too many companies migrate because they feel forced to, whether it's an expiring contract or a sudden price hike. Strategic leaders negotiate first and migrate only when necessary." Richard Shenghua



4 Reduce migration risks through iterative change

One of the biggest fears in migration is breaking critical operations. Too many teams try to move everything at once, leading to extended downtime, broken pipelines, and reporting failures.

KEY TAKEAWAYS

- ✓ Break migrations into smaller, iterative changes. Moving everything in one go increases risk.
- ✓ Lift-and-shift first, modernise later. This approach minimises downtime while allowing for future optimisation.
- ✓ Validate migration steps with POCs (proof-of-concept) before full rollout. Small-scale testing reduces risk and builds confidence.

"Successful teams don't see migration as an all-or-nothing move. They iterate, test, and adapt instead of taking a big-bang approach."

Kyle Probert



Making Migrations a Seamless, Business-as-Usual Process

Migrations don't have to be disruptive. The best teams treat migration as an ongoing process, not a painful one-off event.

- ✓ Embed migration readiness into operational planning. Don't wait for an emergency, build migration frameworks into your technology strategy.
- ✓ Continuously evaluate vendors and platforms. Keep options open to avoid last-minute, high-pressure migrations.
- ✓ Prioritise automation and standardisation. The more you automate; the easier migration becomes.

Your Next Steps

Tired of costly, time-consuming migrations that disrupt business operations? This discussion provided actionable strategies to take control of your migration strategy and prevent unnecessary technology shifts.

Watch the full event on LinkedIn Live - [Click here](#)

Want to discuss your migration challenges? Connect with our speakers:



Richard Shenghua (Fundamenta)



Kyle Probert (The Scale Factory)



Aaron Phethean (Matatika)