



Mastering cloud migration strategy:

A guide for tech leaders

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Introduction:

In the rapidly evolving digital landscape, cloud migration has emerged as a transformative power that can redefine the way businesses operate. By moving databases, applications, and IT processes to the cloud, organisations can achieve unparalleled scalability, flexibility, and cost-effectiveness. However, the journey to the cloud is not without its challenges. It requires careful planning, strategic decision-making, and meticulous execution to ensure a smooth and successful transition.

This is where the importance of a well-defined cloud migration strategy comes into play. A robust strategy provides a clear roadmap, helping organisations navigate potential pitfalls and capitalise on the immense opportunities offered by the cloud. It ensures that every step of the migration is aligned with the business's unique goals and requirements, paving the way for enhanced operational efficiency and competitive advantage.

In this comprehensive guide, we will delve into the critical aspects of cloud migration, from understanding its nuances to post-migration optimisation. Aimed at tech leaders who are at the helm of their organisation's digital transformation, this guide will equip you with the knowledge and insights needed to make informed decisions and drive successful cloud migration initiatives. So, let's embark on this exciting journey to the cloud.

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Cloud Migration Planning Essentials





Cloud migration planning essentials

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Understanding cloud migration

Understanding cloud migration is the first step towards successful digital transformation. By adopting a strategic approach to cloud migration, businesses can enjoy improved operational efficiency, cost savings, and a competitive edge in the digital age.

Why migrate to the cloud?

The primary reasons for migrating to the cloud are cost-effectiveness, scalability, and flexibility.

Cost-effective: Cloud platforms often operate on a pay-as-you-use model, meaning businesses only pay for the resources they use. This eliminates the high capital expenditure associated with maintaining physical servers.

Scalability: The cloud allows businesses to easily scale up or down their operations based on demand. This means they can efficiently adapt to changes in the business environment without the need for significant infrastructure adjustments.

Flexibility: With the cloud, employees can access data and applications from anywhere, at any time. This offers increased flexibility and supports remote working arrangements.

Types of cloud migration

There are several ways to migrate to the cloud, and the best approach depends on your specific business needs. We'll go into detail on several of them later, but here is a quick summary:

- **Rehosting ('lift-and-shift'):** This involves moving applications and data from the current environment to the cloud without any modification. This is the quickest method, but it might not leverage all the benefits of cloud computing.
- **Refactoring ('re-architecting'):** In this approach, applications are re-designed to fit the cloud-native architecture. This method is more labour-intensive but allows businesses to take full advantage of cloud functionalities.
- **Replatforming:** This involves making minimal alterations to the core architecture of applications before moving them to the cloud.

- **Repurchasing:** Involves moving to a different product that's already cloud-based. For example, moving from a traditional customer relationship management (CRM) system to a cloud-based CRM like Salesforce.
- **Retiring:** Identifying IT assets that are no longer useful and can be turned off during the migration process. This can help save costs.
- **Labour-intensive:** Some applications and data might not be ready or suitable for migration, and they are kept in the current environment. Over time, these applications and data can be revisited for potential migration or retirement.



Assessment and planning

Ever embarked on a journey without a map? Not exactly the most efficient way to reach your destination, is it? Similarly, diving headfirst into cloud migration without a thorough assessment and a well-defined plan can lead to unnecessary detours, roadblocks, and even dead ends. That's why the first milestone in your cloud migration journey is a comprehensive assessment and strategic planning.

Comprehensive assessment: Why does it matter?

Imagine trying to fit a square peg into a round hole. Doesn't work, right? The same principle applies to cloud migration. Not every application or data set in your existing IT infrastructure will fit neatly into the cloud environment. Some might need tweaking, some might be better off retired, and others might need a complete overhaul. That's where a comprehensive assessment comes into play.

By evaluating your current IT landscape, you can identify which parts are ready for migration, which need modifications, and which should be left behind. This will not only streamline the migration process but also optimise your cloud performance in the long run.

Assessment process: What does it involve?

The assessment process is like a health check-up for your IT infrastructure and software. It involves a detailed analysis of your applications, data sets, servers, and IT processes. You'll need to consider factors like the compatibility of applications with cloud environments, data security requirements, interdependencies between applications, and potential risks.

Moreover, it's critical to evaluate the financial implications of cloud migration. A cost-benefit analysis will help you understand whether the move to the cloud will be economically viable for your business in the long run.

Creating a tailored plan: How do you do it?

Once the assessment is complete, it's time to roll up your sleeves and start planning. A tailored cloud migration plan serves as your blueprint, guiding you through each stage of the migration process.

Your plan should outline the migration strategy (rehosting, refactoring, replatforming, etc.), timeline, potential risks, security measures, and post-migration optimisation. Remember, each business is unique, and so should your cloud migration plan.

Key elements of a migration plan: What should you include?

A comprehensive migration plan includes:

1. **Strategy:** The approach you'll take for cloud migration.
2. **Timeline:** When each stage of the migration will be executed.
3. **Roles and responsibilities:** Who will be responsible for each task.
4. **Security measures:** How you'll protect your data during the migration.
5. **Risk mitigation:** How you'll handle potential risks and disruptions.
6. **Budget:** The estimated cost of the migration.
7. **Post-migration optimisation:** How you'll optimise your cloud environment after migration.



Choosing the right cloud model

Once you've completed a comprehensive assessment and crafted a strategic plan, it's time to choose the right cloud model for your business. But how do you navigate this pivotal decision? How do you ensure that the cloud model you choose aligns with your business needs, goals, and budget?

Let's delve into the intricacies of cloud models and help you make an informed decision.

Public cloud: In this model, the cloud resources are owned and managed by a third-party cloud service provider. Businesses can access these resources over the internet on a pay-as-you-go basis. Think of it like renting a flat in a high-rise building. You enjoy the amenities but share them with other tenants.

Private cloud: In this model, the cloud resources are exclusively used by a single business. The business can either own and manage the resources or hire a third-party service provider for the same. It's like owning a standalone house. You have exclusive access to all amenities but at a higher cost.

Hybrid cloud: As the name suggests, this model is a combination of public and private clouds. Businesses can move data and applications between the two environments based on their needs. It's like having a flat in a high-rise building and a standalone house. You get the best of both worlds.

Making the right choice: What should you consider?

Choosing the right cloud model is akin to finding the right home for your business in the digital realm. A few key considerations can guide your decision:

Business needs: What are your storage, processing, and networking needs? How much control do you want over your cloud environment?

Budget: How much are you willing to invest in your cloud infrastructure? Remember, each cloud model comes with its unique pricing structure.

Security requirements: How sensitive is your data? Do you need stringent security measures to protect it?

Regulatory compliance: Does your business need to comply with specific regulations related to data handling and storage?

Scalability: How rapidly do you anticipate your business needs to change? Do you need a flexible environment that can scale up or down quickly?

Data Migration Strategies and Best Practices



Data migration strategies and best practices

Data is the lifeblood of any business. Migrating this critical asset to the cloud requires meticulous planning, strategic decision-making, and careful execution. Just like moving a priceless piece of art, it's not just about getting from point A to B, but also about preserving its integrity and value during the transit. That's why choosing the right data migration strategy is paramount, and why we want to give you our top considerations for data migration strategies, a summary of the tools available to you, and some best practices you should follow.

Let's start with three common data migration strategies that businesses consider when moving to the cloud:

1. Lift-and-Shift (Rehosting)

In the realm of cloud migration, rehosting—often referred to as the ‘lift-and-shift’ approach—stands out for its simplicity. It involves moving applications and data from an on-premises data centre to a cloud environment with minimal changes.

When it comes to post-migration data storage, rehosting typically maintains a familiar environment for IT teams. The data storage structures used on-premises are replicated in the cloud, ensuring a smooth transition with minimal disruptions to existing workflows.

The benefit of this approach is that it allows organisations to leverage the cost-efficiency and scalability of the cloud while minimising the need for extensive retraining or reconfiguration of applications. The cloud provider’s infrastructure becomes the new home for your data, but the way you access, manage, and interact with that data remains largely unchanged.

However, maintaining this familiarity also means that some of the potential benefits offered by the cloud might not be fully realised. For instance, cloud-native features designed to boost performance, enhance security, or optimise storage costs may not be compatible with your existing data structures.

2. Refactoring (Re-architecting)

Re-architecting, or refactoring, represents a more comprehensive approach to cloud migration compared to rehosting. This strategy requires a substantial redesign of applications to fully tap into the potential of cloud-native features. While this method is more complex and time-intensive, it can yield significant enhancements in performance, scalability, and overall cost-efficiency.

When re-architecting, data storage also undergoes a transformation. Instead of merely replicating existing storage structures, organisations have the opportunity to embrace new solutions that are optimised for the cloud and scalability. This can involve transitioning from traditional relational databases to cloud-optimised solutions such as NoSQL databases or object storage. The choice of storage technology can have profound effects on data accessibility, resilience, scalability, and cost.

For instance, using object storage services like Amazon S3 or Google Cloud Storage can provide unlimited scalability, robust data protection, and easy data access from anywhere in the world. Similarly, adopting a NoSQL database can offer enhanced performance for specific use cases, such as handling large volumes of unstructured data or delivering real-time analytics.

However, embracing these new configurations requires a thorough understanding of cloud-native technologies and a readiness to invest in necessary changes. This might include retraining staff, rewriting applications, and implementing new data governance policies.

3. Hybrid Approach(Replatforming)

Replatforming represents a middle ground between the simplicity of rehosting and the complexity of re-architecting. Often referred to as ‘lift-tinker-and-shift’, this approach involves migrating applications and data to the cloud while making some modifications to leverage cloud capabilities.

In terms of data storage, replatforming allows you to balance between old and new configurations. It enables the preservation of certain aspects of your existing storage structures while adopting select features of cloud-native storage solutions. This can lead to improvements in performance, scalability, and cost-efficiency without the need for a complete overhaul of your storage architecture.

A common scenario where replatforming is beneficial is during eCommerce migrations. For instance, you might switch from a traditional SQL database to a managed cloud database service for improved scalability and reliability. However, the general structure of the database and the way it interacts with your applications may remain largely the same. Replatforming also presents an opportunity to optimise storage space. By consolidating scattered databases and storage resources, you can achieve more efficient utilisation of storage space.



Top tools for data migration

- **AWS Database Migration Service (DMS):** This tool supports homogenous migrations such as Oracle to Oracle, as well as heterogeneous migrations between different database platforms.
- **Azure Database Migration Service (DMS):** Microsoft's Azure DMS provides a comprehensive solution for migrating on-premises SQL Server databases to Azure SQL Database.
- **Google Cloud's Transfer Service:** This service allows you to move large amounts of data from online and on-premises sources to Google Cloud Storage.
- **IBM InfoSphere Information Server:** This tool helps to integrate, understand, and govern data across multiple environments.
- **Informatica PowerCenter:** A widely-used data integration tool, Informatica PowerCenter, simplifies and automates data migration tasks.

Best practices for data migration

- **Plan thoroughly:** Start with a clear understanding of why you're migrating data and what you hope to achieve. Define your objectives, establish a timeline, and identify potential challenges.
- **Choose the right tool:** Evaluate different data migration tools to find one that suits your needs. Consider factors such as compatibility with your existing systems, ease of use, scalability, and cost.
- **Cleanse your data:** Before migrating, cleanse your data to remove duplicates, correct errors, and fill in missing information. This step can improve the quality of your data and make the migration process more efficient.
- **Test, test, test:** Testing is crucial to catch any issues before they impact your business operations. Conduct multiple rounds of testing at different stages of the migration process.
- **Backup your data:** Always have a backup of your data before you start the migration process. This step provides a safety net in case anything goes wrong during the migration.
- **Train your team:** Ensure your team understands how to use the new system and can handle any issues that arise during the migration process.

Remember, data migration is not a one-size-fits-all process. The right tools and best practices will depend on your specific needs and circumstances. Consider seeking expert advice to ensure a smooth and successful data migration.



Security and compliance

Security is a paramount concern during the migration process, especially when moving applications and data to the cloud. Any lapse in security measures can expose sensitive data to risks, leading to breaches that can have severe consequences, including financial loss, reputational damage, and regulatory penalties.

Firstly, during migration, data is often more vulnerable as it's being transferred from one environment to another. If adequate encryption and secure transmission protocols are not in place, data could potentially be intercepted or manipulated. This highlights the importance of using secure and reliable tools for data migration, which ensure data integrity and confidentiality during transit.

Moreover, the new environment must be properly configured to maintain security post-migration. This includes implementing appropriate access controls, setting up firewalls, and ensuring all software is up-to-date to prevent any potential exploits. Regular vulnerability assessments and penetration tests should also be conducted to identify and rectify any security weaknesses.

Of course, compliance with data protection regulations must be ensured throughout the migration process. Data handling and storage practices must align with relevant laws and industry standards to avoid legal repercussions.

Prioritising security during migration is not just about protecting data, but also about preserving trust with customers and stakeholders, maintaining business continuity, and staying compliant with regulatory requirements.

Cost Optimisation for Cloud Migrations



Cost optimisation strategies during and after cloud migration

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Cost optimisation strategies

While cloud migration offers scalability, flexibility, and improved collaboration, it also comes with its own set of costs. Here are some strategies to optimise these costs:

- 1. Right-sizing services:** Not every workload requires the highest performing (and most expensive) cloud services. Assess your workloads and match them with the appropriate cloud resources. This process, known as right-sizing, ensures you're not overpaying for resources you don't need.
- 2. Leverage auto-scaling:** One of the benefits of cloud computing is its ability to scale resources based on demand. By leveraging auto-scaling features, you can automatically adjust resources as needed, ensuring you're only paying for what you use.
- 3. Use reserved instances or savings plans:** Most cloud providers offer discount pricing models for clients who commit to a certain level of usage. By committing to a reserved instance or savings plan, you can achieve significant cost savings.
- 4. Optimise data transfer costs:** Data transfer can be a hidden cost in cloud computing. To minimise these costs, consider strategies like caching, using content delivery networks (CDNs), and compressing data.
- 5. Implement strong governance:** Without strong governance, cloud costs can quickly spiral out of control. Establish clear policies and procedures for cloud usage, including who can provision resources and how those resources should be managed.

After migration, cost optimisation remains critical. Here are some post-migration strategies:

- **Continuous monitoring and optimisation:** Cloud costs should be monitored continuously. Regular reviews can help identify unused or underutilised resources that can be decommissioned to save costs.
- **Leverage cloud-native services:** Whenever possible, leverage cloud-native services. These are typically more cost-effective and better integrated with other services on the same platform.
- **Invest in employee training:** Ensure your team has the necessary skills to manage and optimise cloud resources. This can reduce the likelihood of costly mistakes and ensure you're getting the most from your cloud investment.

Cost management tools

Navigating the cloud cost management landscape can be daunting, but several tools have emerged as popular choices among businesses. Here's a look at some of the most widely used tools that can help you optimise your cloud costs:

AWS Cost Explorer: This is Amazon Web Services' native tool for managing cloud costs. It provides a user-friendly interface to visualise, understand, and manage your AWS costs and usage over time.

Amazon CloudWatch: CloudWatch pulls metrics and logs from over 70 AWS applications, services, and resources, providing comprehensive insights into your cloud usage.

nOps: This tool is praised for its user satisfaction. It offers efficient cloud cost management solutions, making it a favourite among many users.

Apptio Cloudability: Apptio Cloudability helps businesses manage and optimise their cloud spending by providing visibility into cloud usage and expenses.

AWS Budgets: This tool gives you the ability to set custom cost and usage budgets that alert you once your costs or usage exceed (or are forecasted to exceed) your budgeted amount.

CloudCheckr: Focusing on reporting, CloudCheckr generates recommendations for cost optimisation and creates policy-based alerts.

CloudZero: As a cloud cost intelligence platform, CloudZero provides engineering teams with a real-time understanding of their unit economics by mapping cloud costs to products, features, and customers.

Densify: This tool provides visibility into cloud resource utilisation and offers recommendations for cost savings through resource optimisation.

IBM Turbonomic: IBM Turbonomic uses AI to provide full-stack application resource management, thereby helping businesses manage their cloud costs effectively.

Azure Cost Management + Billing: This is Microsoft Azure's native tool, offering similar functionalities as its AWS counterparts. It helps users monitor, allocate, and optimise cloud spend in Azure.

Effective cost optimisation during and after cloud migration requires a strategic approach. By implementing the right strategies and leveraging powerful cost management tools, businesses can significantly reduce their cloud expenses without compromising on performance or reliability. Remember, the goal isn't just to cut costs but to achieve greater efficiency and value from your cloud investment.

Risk Mitigation for Cloud Migrations



Risk mitigation for cloud migrations

Cloud migration, while essential for digital transformation, is not without its risks. Effective risk mitigation strategies are crucial to ensure a smooth and secure transition. Here we will discuss how to identify potential risks during the cloud migration process and the importance of building redundancy and failover mechanisms as part of your risk mitigation strategy.

Identifying risks

The first step towards risk mitigation in cloud migrations is identifying potential risks. These can range from data loss or corruption during the migration process to compatibility issues between on-premise and cloud-based systems. Here are some key strategies for identifying risks:

- **Conducting a thorough risk assessment:** Before embarking on cloud migration, conduct a comprehensive risk assessment. This should include analysing your current IT infrastructure, identifying sensitive data that needs extra protection, and assessing your organisation's tolerance for downtime.
- **Understanding your cloud provider's shared responsibility model:** Cloud providers operate on a shared responsibility model where they manage certain security aspects, while others fall on the customer. Understanding this model will help you identify areas where you need to take additional measures to secure your data.
- **Forecasting cost implications:** Unforeseen costs can pose a significant risk to your migration project. Be sure to forecast the potential costs of the migration, including those associated with data transfer, storage, and services in the cloud.
- **Evaluating compliance risks:** Depending on your industry, you may be subject to various regulations regarding data security and privacy. It's important to evaluate these compliance risks and ensure your cloud provider can meet these requirements.

Building redundancy

Once potential risks have been identified, it's time to mitigate them. One effective strategy is building redundancy into your cloud migration plan. Redundancy involves creating duplicate instances of your data, applications, or entire servers that can be used if the primary instances fail or become unavailable. Here's how to build redundancy and failover mechanisms:

1. **Data backup:** Regularly back up data both on-premise and in the cloud. This ensures that, even in the event of a failure during migration, you won't lose any vital information.
2. **Multi-region deployment:** Deploy your applications across multiple regions. If one region experiences an outage, the application can still run from another region, ensuring uninterrupted service.
3. **Load balancing:** Implement load balancing to distribute network traffic across multiple servers. This not only enhances performance but also provides a failover mechanism if one server goes down.
4. **Replication:** Replicate databases and storage volumes to ensure high availability and durability. This allows for quick recovery in case of a failure.
5. **Testing:** Regularly test your redundancy measures to ensure they work as expected. This includes testing backups, failovers, and disaster recovery procedures.

Identifying potential risks and building redundancy are two essential steps in mitigating risks during cloud migration. By understanding the specific challenges your organisation might face and implementing robust failover mechanisms, you can ensure a smoother, safer transition to the cloud. Remember, effective risk mitigation is not a one-time effort but requires ongoing monitoring and adjustment as your cloud environment evolves.



Testing and validation for cloud migrations

The transition from on-premise or other clouds to a new cloud environment necessitates the transfer of substantial amounts of data, applications, and services. To guarantee this process's success and that the migrated environment operates as intended, testing and validation are crucial.

Testing importance

Thorough testing is a fundamental part of any cloud migration plan due to its role in identifying potential issues that could disrupt operations in the new cloud environment. During migration, the risk of data corruption or loss exists, making testing an essential way to verify data integrity by confirming that all data has been correctly transferred and remains intact after migration.

Applications may also behave differently in the cloud because of infrastructure differences. Testing all migrated applications guarantees they work correctly in the new environment. Furthermore, system performance can vary between on-premise and cloud environments, and performance testing ensures that the new environment meets the necessary performance standards.

Security configurations and controls may change during migration, necessitating security testing to ensure all data and applications in the new environment are secure. For organisations governed by regulatory compliance, testing is critical to confirm the migrated environment's compliance with all pertinent regulations.

Strategies for validation

Following testing, the next step is to validate the migrated environment. Functional validation involves verifying whether all applications and services function as expected post-migration. This includes ensuring that all features operate correctly and that the user experience remains consistent.

Data validation is also essential. By comparing the data in the source and target environments, organisations can ensure that all data has been accurately and fully migrated. This should include verifying the integrity of the data and checking for any signs of corruption or loss.

Monitoring the performance of applications and services in the new environment under different loads is part of performance validation. This can help identify any performance issues that may need to be addressed.

Reviewing security configurations and controls to ensure they meet the organisation's standards and comply with any applicable regulations is part of security and compliance validation. This may involve conducting audits or engaging third-party services to validate compliance.

Finally, testing your disaster recovery plan in the new environment is crucial to ensure that it works effectively. This should include testing backup and restore functions, failover processes, and the time it takes to recover from a disaster.



Post-Migration Optimisation for Cloud Migrations

Post-migration optimisation for cloud migrations

As you now know, cloud migration is a significant undertaking that involves moving data, applications, and services from on-premise or other cloud environments to a new cloud platform. However, the work does not end once the migration is complete. Post-migration optimisation is crucial to extract the maximum value from your new cloud environment.

Ongoing optimisation

The cloud migration process doesn't stop when all assets have been moved to the new cloud environment. It's just as important to continue monitoring, fine-tuning, and optimising your cloud setup to ensure you're getting the best possible performance and value.

Ongoing optimisation involves continuous monitoring of your cloud resources to identify any performance issues or bottlenecks. Regular audits can help detect unused or underutilised resources that can be scaled down to save costs. Additionally, performance metrics should be continually tracked to identify areas where fine-tuning could lead to improved efficiency and better resource utilisation.

It's also essential to keep up with the latest developments and updates from your cloud service provider. New features and improvements can often provide opportunities for further optimisation. For example, your provider might introduce a new type of storage that is more cost-effective or offers better performance for your specific use case.

Finally, you must regularly review and update your security measures in response to evolving threats. This includes ensuring that all software and systems are kept up-to-date with the latest patches and security updates, and regularly testing and reviewing your incident response and disaster recovery plans.

Leveraging cloud-native features

One of the key advantages of cloud environments is the availability of a wide range of cloud-native features and services. These are services that are designed to take full advantage of the unique capabilities of the cloud, and leveraging these can significantly enhance your performance and efficiency.

For example, many cloud providers offer managed services for databases, analytics, machine learning, and more. These services can take care of many of the administrative tasks associated with running these systems, such as maintenance and scaling, allowing you to focus on your core business.

Serverless computing is another cloud-native feature that can lead to significant improvements in efficiency. With serverless, you don't need to manage or provision servers; instead, you can run your code directly on the cloud provider's infrastructure, and you only pay for the compute time you use.

Another powerful cloud-native feature is containerisation, which allows applications to be packaged along with their dependencies into a single, self-contained unit that can run anywhere. This not only simplifies deployment and scaling but also increases reliability since each application runs in its isolated environment.

To conclude, post-migration optimisation and leveraging cloud-native features are crucial to maximising the benefits of cloud migration. By continually monitoring and fine-tuning your cloud environment, and taking full advantage of the unique features and services offered by your cloud provider, you can ensure that your cloud migration delivers lasting value and a strong return on investment. Remember, cloud migration is not a one-off project but an ongoing journey of optimisation and improvement.

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