



The Modernization Mandate

Leveraging Server-to-Cloud Incentives to Transition Telecom Analytics to AI-Ready Infrastructure

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Subject: Analytics Modernization in Telecommunications

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I. Executive Summary

Telecommunication companies are entering a period of unprecedented data velocity. The expansion of 5G networks, preparation for 6G infrastructure, and the proliferation of connected devices have dramatically increased the scale and complexity of operational data. At the same time, leadership teams expect real-time intelligence to manage subscriber churn, optimize network performance, and control operating costs.

Many telecom providers still rely on legacy on-premise Tableau Server environments for analytics delivery. While these platforms historically provided enterprise-grade visualization capabilities, they now limit access to emerging cloud-native innovations such as automated insight generation, AI-driven analytics, and real-time data integration.

In response, Salesforce has launched a strategic Server-to-Cloud (S2C) modernization initiative, supported by financial and operational incentives designed to accelerate migration to Tableau Cloud.

This paper explores:

- Why telecom analytics environments are reaching a modernization tipping point
- How Salesforce's S2C incentives reduce migration risk and cost
- The operational and analytical benefits of moving to cloud-native analytics platforms
- How Vectr Solutions helps companies execute migrations efficiently while unlocking the broader Salesforce Data Cloud ecosystem

II. The Telecom Analytics Challenge

Telecommunication companies operate within one of the most data-intensive environments of any industry. Network operations, subscriber activity, billing platforms, and support systems continuously generate large volumes of data that must be analyzed quickly to maintain service quality and profitability.

Common data sources include:

- Call Detail Records (CDRs)
- Network performance telemetry
- Customer engagement and support interactions
- Billing and revenue management systems
- Operational Support Systems (OSS) and Business Support Systems (BSS)



Historically, on-premise analytics infrastructure allowed companies to maintain full control over data governance and security. However, as data volume and analytical expectations grow, several structural limitations emerge.

Innovation Lag

New capabilities across the Salesforce ecosystem—including AI-generated insights via Tableau Pulse and automated KPI monitoring—are developed exclusively for cloud environments. Companies maintaining legacy server infrastructure cannot easily access these innovations.

Infrastructure Scalability

Maintaining analytics platforms on-premise requires ongoing hardware refresh cycles, capacity planning, and operational maintenance. As telecom datasets expand, scaling infrastructure becomes both costly and operationally complex.

Fragmented Data Architecture

Modern telecom operations increasingly require the ability to unify network data, subscriber behavior, and service interactions. Legacy architectures often make it difficult to connect analytics platforms with customer and operational systems in real time. These challenges are pushing telecom companies to reevaluate the long-term sustainability of legacy analytics deployments.

III. Salesforce's Server-to-Cloud Modernization Initiative

To accelerate the transition to cloud-native analytics, Salesforce has introduced a series of Server-to-Cloud incentives designed to reduce financial and operational friction for customers migrating from Tableau Server to Tableau Cloud. These incentives address the most common barriers companies face when evaluating modernization.

Dual-Use Licensing

Companies can temporarily operate both Tableau Server and Tableau Cloud environments simultaneously. This eliminates the need to immediately decommission existing infrastructure while migration activities are underway, reducing operational risk.

Migration Credits

Salesforce may provide financial incentives to offset the cost of professional services required to execute the migration. These credits help companies fund migration planning, data restructuring, and environment configuration.



Commercial Price Protection

Customers transitioning to cloud environments may be eligible for pricing structures that provide multi-year cost predictability, helping leadership teams justify modernization investments.

Modernization Tooling

Salesforce provides partners with access to specialized migration tooling, specifically the Tableau Migration SDK and the Cloud Migration App. While the Tableau Content Migration Tool (CMT) is used for site-to-site management, it is officially not recommended for Server-to-Cloud transitions; instead, these purpose-built tools are designed to accelerate the movement of users, workbooks, and permissions specifically to Tableau Cloud environments. Collectively, these programs aim to shift the migration conversation from cost avoidance to innovation enablement.

IV. The Strategic Opportunity of Cloud-Native Analytics

Beyond infrastructure modernization, moving analytics platforms to the cloud unlocks new strategic capabilities that are increasingly important for telecom operators.

AI-Driven Operational Intelligence

Cloud analytics environments enable automated monitoring of key performance indicators. Instead of manually reviewing dashboards, executives can receive AI-generated alerts via Tableau Pulse Digests highlighting meaningful changes in subscriber behavior, revenue performance, or network health.

Real-Time Data Integration

Cloud platforms simplify the integration of operational and customer data sources. When analytics platforms are connected to broader data ecosystems via Zero Copy Integration, companies can create more complete views of subscriber behavior and network performance.

Elastic Data Processing

Cloud environments hosted on Hyperforce provide scalable infrastructure that can expand with increasing data volumes, eliminating the need for costly hardware upgrades.

Continuous Innovation

Cloud platforms receive frequent feature updates and improvements, allowing companies to adopt new capabilities without the complexity of traditional software upgrade cycles. For telecom companies, these capabilities shift analytics from historical reporting toward real-time operational decision-making.

V. Executing a Successful Server-to-Cloud Migration

Despite the benefits of cloud analytics, many companies hesitate to migrate due to concerns about complexity, disruption, or migration risk. Successful transitions typically require three foundational steps:

1. **Environment Assessment:** Companies must evaluate existing Tableau Server assets using Migration Readiness protocols to identify active dashboards, redundant content, and legacy dependencies.
2. **Migration Planning:** Teams must establish a structured migration plan that prioritizes high-value analytics assets and aligns migration timelines with business priorities.

- 3. Security & Infrastructure Alignment:** Planning must also address both the transition of analytics infrastructure and the preservation of existing security standards. This includes evaluating controls beyond Tableau, such as authentication and identity management, authorization models, data source security, and endpoint protection. For telecom organizations in particular, where sensitive customer and network data are involved, it is critical to ensure these controls are consistently applied in the cloud environment to maintain data protection, regulatory alignment, and uninterrupted, secure access for user
- 4. Modernization Strategy:** Rather than simply replicating existing dashboards, leading companies use migration as an opportunity to improve data architecture and introduce new analytics capabilities.

VI. How Vectr Solutions Supports Server-to-Cloud Modernization

As companies evaluate migration to Tableau Cloud, many rely on implementation partners who understand both the technical architecture and the commercial incentives associated with Salesforce's modernization programs. Vectr Solutions works closely with Salesforce to help companies maximize the value of Server-to-Cloud incentives while ensuring migrations are executed efficiently.

Key areas of support include:

- **Migration Readiness Assessments:** Vectr Solutions evaluates existing Tableau Server environments to identify migration complexity, unused assets, and opportunities to streamline the transition.
- **Incentive Alignment:** Vectr Solutions collaborates with Salesforce teams to help companies take advantage of available modernization programs, including dual-use licensing and migration credits.
- **Migration Execution:** Using Salesforce-provided migration tooling, custom scripting, and proven delivery frameworks, Vectr Solutions helps move workbooks, data sources, and permissions to Tableau Cloud environments while maintaining operational continuity.
- **Analytics Modernization:** Beyond migration, Vectr Solutions assists companies in connecting analytics platforms with broader data ecosystems, enabling advanced analytics, AI-driven insights, and real-time data visibility.

VII. Conclusion

Telecommunication companies are entering an era where data velocity and operational intelligence are critical competitive advantages. Legacy analytics infrastructure—while historically valuable—can limit an organization's ability to adopt emerging capabilities across the Salesforce ecosystem.

Salesforce's Server-to-Cloud incentives provide a structured pathway for companies to modernize analytics platforms while reducing financial and operational barriers. For telecom providers evaluating this transition, the combination of cloud analytics platforms, integrated data ecosystems, and AI- driven insights represents a significant opportunity to improve operational efficiency and customer engagement.

Vectr Solutions plays a key role in helping companies translate these incentives into successful modernization initiatives.



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