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Written for United Airlines Leader

“Our mission-critical imperative is at risk.”



Our plans for app migration in 2015 and beyond are currently facing a serious risk of delay in migrating previously identified applications by our deadline of June 30.

Our mission-critical imperative is to provide greater security and system stability for each of our stakeholder groups (i.e., our business, co-workers, customers, etc.). If we don't progress quickly and achieve a stable, more mature environment, not only do we risk our business effectiveness, we will damage our brand reputation causing stakeholders to reconsider alternatives to our airline and we will harm our brand value, compared to competitors.

I ask for your full support in moving forward immediately with your application migration efforts. The new data center (NDC) is a key advantage in our technology toolbox. Application consolidation at the NDC will allow us to further build out our infrastructure and invest more heavily in technology solutions. These efforts are part of our company's strategy to overcome the competition and maintain our position as the world's leading airline.

To begin preparing for your app's migration, I ask you to take the following steps:

- Immediately identify the person responsible for understanding the technical readiness of your apps.
- Map the upstream and downstream dependencies, especially as they affect others.
- Understand the timeframe for your app's migration.
- Prepare for the upcoming migration from Houston to the NDC.

Contact David Jones for support; his Data Center Migration Team is dedicated to supporting this effort and has valuable resources and information to share.

Unless we adapt, we face the very real possibility of missing future migration deadlines. I ask you to remember and live our organizational values from the Working Together guidelines: Focusing on the Future, Delivering Today, Powering Through Teamwork and Making the Difference.

These core values consider our stakeholders' needs and are another differentiating factor between our airline and its competition, which will help us maintain our leadership position within the industry.

The migration process is crucial to our success in the IT Division. Let's work together to begin and complete the process, ensuring a smooth transition for everyone.

John Doe
Vice President, Data Migration