



# HFS Hot Vendor: Newt Global

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# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

Author: [Joel Martin](#)

Founded in 2004, Newt Global has built a business providing skills for software development and project management. Now, with cloud adoption a priority for enterprises, Newt Global is offering its cloud database migration platform to assist and accelerate converting Oracle RDBMS to PostgreSQL and for application migration to the cloud.

The company is horizontally focused but mainly serves the telecommunications, media, financial services, and technology (TMT) industry from its headquarters near Dallas, Texas. It also employs teams in Chennai, Hyderabad, Pune, Delhi, and Bangalore, India.

Its DMAP (Database Migration Acceleration Platform) product offers potential savings to firms with large Oracle RDBMS environments. The potential savings are greater if a firm seeks to migrate large database products and workloads to non-Oracle public cloud offerings like Microsoft's Azure, Amazon's AWS, or Google Cloud.

DMAP automates the migration of Oracle 10g and newer databases to PostgreSQL based on AWS or Azure. Its engine maps the source objects (sequent, type, table, index, table partitions) and code objects (synonyms, triggers, functions, packages, procedures, and views) and facilitates database conversion. DMAP reports which objects can be migrated while automatically flagging any

needing manual intervention to recode, remap, or reconfigure data, applications, or APIs. The tool creates a complexity score for each object which helps the customer develop a plan for allocating development and support teams.

One large North American telecommunications customer told us, "By reducing headcount needed to map objects, we can focus on applying database teams only on what needs to be manually migrated. This has significant implications to cost and time savings for our company."

The product has generated interest and has led to Newt Global establishing a licensing and go-to-market (GTM) partnership agreement with Microsoft's Azure Cloud team. The agreement is for Microsoft to license DMAP, allowing Microsoft's global sales teams and partners to engage Oracle customers with a means for migrating to an Azure-hosted PostgreSQL database.

Database migration can be costly in terms of time, development, and coding. However, with many firms accelerating their move to public and hybrid cloud architectures, they prioritize automation to augment talent, reduce costs and time to market. Newt Global's DMAP promises to address all of these for Oracle customers looking at PostgreSQL on AWS, Azure, or Google Cloud as a solution.

As one customer shared, “The upside of having an automated tool for migrating Oracle to PostgreSQL for our firm is to escape the typical love/hate relationship between our firm and Oracle. As our firm has started moving workloads and databases to non-Oracle cloud infrastructure, detangling our costs and dependency on Oracle is becoming a priority.”

Newt Global has proven its ability to operate as an effective partner for large enterprises to support, develop, and migrate software and data. The company has the talent

needed to develop modern cloud code architecture and automation tools to accelerate discovery, assessment, and refactoring. Its DMAP product offers a compelling business case as the number of customers’ proof-of-concept cases increases. With the support of Microsoft to back database migrations to Azure, Newt Global can also pull from an even larger pool of talent. The company also expects future releases to further support machine learning and AI to automate end-to-end database migration.

## HFS’ take

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HFS identified Newt Global as a OneOffice Hot Vendor for its value-creating role in migrating legacy database systems to the cloud. The OneOffice mindset demands that data is your strategy and that processes should run in the cloud.

Migrating from Oracle to PostgreSQL is an attractive proposition for many customers. Oracle licensing costs, support, and integrations are often a burden firms would like to reduce.

The reduction of time to migrate large-scale Oracle databases can have a positive business impact. The average migration can take 5 to 10 years, based on the complexity

of data, integrations, and application dependencies. Even if DAMP is only 50% successful at converting Oracle RDBMS to Postgres, the savings are worth exploring.

Managing and supporting the adoption of PostgreSQL is not without its challenges. Talent, application refactoring, and new API development will need to be part of any roadmap.

The biggest impediment will be persuading executives to take on the scale of the operational risk that migrating real-time transactional database environments entails. After all, these are foundational to running their businesses.

## Vendor factsheet

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- **Founded:** 2004
- **Headquarters:** Irving, Texas
- **Key executives:** Neeta Goel (President and CEO), Satish Goel (COO)
- **Funding:** Self-funded
- **Key clients:** Large US-based telco firm, global technology firm, Fortune 50 financial services firm, health care, travel and hospitality

### Solution portfolio

- **SDLC DevOps services:** Newt Global's core services support the modern software development life cycle. This includes custom software development, application modernization, testing and quality assurance (QA), and project management.

- **DMAP:** Automation tools for migrating Oracle DB to PostgreSQL on Microsoft Azure or Amazon AWS. DMAP supports Oracle 10g and newer and databases as large as seven terabytes.
- **CAMPP:** Cloud application migration and provisions platform automation tools for re-platforming legacy software and data into cloud-based solutions for private or public cloud architectures.
- **CAMPP Lite:** Automation tool for re-platforming of infrastructure for cloud-based applications like micro-services and serverless applications.

**Industry coverage:** Platforms address cloud market horizontally; financial services, telecommunications, media, technology

**Partnerships:** Microsoft, Amazon AWS, XebiaLabs, Genesys, CloudBees, Sonatype



# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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