Engineering and Technology Journal e-ISSN: 2456-3358

Volume 11 Issue 05 May-2026, Page No.-9882-9892

DOI: 10.47191/etj/v11i05.23, I.F. – 8.595

Challenges and Solutions in Migrating Legacy Retail Systems to Aws Cloud: A Comprehensive Review

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ABSTRACT: This paper presents a comprehensive study on the automatic migration of legacy retail systems to AWS cloud infrastructure, extending beyond existing research by addressing both technical and strategic challenges. Unlike prior work that mainly focuses on migration strategies, this study explores how AWS-native tools and Infrastructure as Code (IaC) patterns enable automation throughout the migration life cycle. Drawing insights from nearly 40 industry and research sources, it highlights how advanced AWS automation enhances scalability, security, and business resiliency. The work emphasizes resolving compatibility and data integrity challenges through incremental, risk-based deployments supported by automated verification and rollback mechanisms. Case studies illustrate how automation reduces downtime, mitigates human error, and accelerates time-to-market for retail businesses. The research introduces new variables and best practices that help retailers not only migrate legacy systems but also future-proof their IT environments, offering a refined blueprint for cloud adoption that sets a new standard in retail digital transformation.

KEYWORDS: Legacy Systems, AWS, Migration, Cloud Adoption, Retail IT Infrastructure, Strategies.

1. INTRODUCTION

With the rapidly evolving digital commerce environment, retail businesses are increasingly acknowledging the critical necessity of shifting age-old IT systems to cloud-based platforms. Among leading cloud service providers, Amazon Web Services (AWS) is a top choice due to its unparalleled scalability, flexibility, affordability, and breadth of services [1]. Migrating legacy retail infrastructure to AWS represents far more than a routine technology upgrade; it is a transformative step that allows retailers to enhance operational agility, improve customer satisfaction, and drive sustained innovation [2]. This transition is driven by the need for retail IT environments to align with shifting business models, real-time data processing requirements, and the demands of omnichannel commerce that spans physical stores, online platforms, and mobile interactions. Traditional retail systems are built on monolithic architectures, utilizing legacy programming languages and hardware dependencies that are rigid and tightly coupled [3]. These outdated systems slow the deployment of new services, limit scalability, and lack the integration capabilities needed for modern retail ecosystems that depend on seamless customer engagement, predictive analytics, and optimized supply chains. In contrast, AWS provides a complete suite of cloud-native services—including compute, storage, analytics, machine learning, and serverless computing—that enables retailers to modernize their systems, streamline operations, and unlock new business value [4], [5].

The feasibility and attractiveness of migrating legacy retail infrastructure to AWS have grown significantly, propelled by key market trends and customer expectations [6]. The increasing complexity and velocity of consumer demand require retailers to be agile and responsive. AWS's elastic infrastructure enables retailers to scale operations rapidly during peak periods (such as seasonal sales) and efficiently scale down during off-peak times, optimizing costs while preserving customer satisfaction. The rise of omnichannel retail, integrating physical stores, e-commerce platforms, mobile apps, and third-party logistics, demands real-time data sharing and decision-making that legacy systems struggle to support. AWS enables seamless data integration across these channels, facilitating personalized customer experiences, dynamic pricing, and intelligent inventory management. Security and compliance requirements provide another significant motivation for AWS migration [7]. Retailers face growing regulatory scrutiny related to customer data protection, with mandates such as the General Data Protection Regulation (GDPR) and Payment Card Industry Data Security Standard (PCI DSS). AWS offers automation for security best practices, real-time monitoring, and comprehensive compliance certifications, helping retailers safeguard sensitive data and demonstrate regulatory adherence [8].

Despite these benefits, migrating legacy systems to AWS presents complexities and risks. Challenges include business disruption during migration, data integrity concerns, technical debt within legacy code, and gaps in cloud-ready

talent [9], [10]. Successful migration requires strategic planning, phased rollouts, robust risk mitigation measures, and effective use of AWS-native migration tools such as AWS Migration Hub, AWS Database Migration Service, and CloudEndure Migration. This paper's contribution lies in its in-depth analysis of how AWS-native automation tools, Infrastructure as Code (IaC) practices, and incremental deployment strategies can significantly de-risk and accelerate the migration of legacy retail systems. Unlike existing research that predominantly focuses on high-level strategies, this study uniquely integrates automation-focused best practices, presents new variables for measuring migration success, and offers actionable guidance and case study insights that set a new benchmark for cloud adoption standards in the retail sector.

This report is divided into six influential sections. Section 2 contains a comprehensive overview of concepts in legacy retail systems, motivations for migration to AWS, most applicable issues in migration, strategic approaches, AWS services and tools, and guidelines for successful migrations. Section 3 discusses challenges and limitation faced during migration, both technical and organizational restrictions. Section 4 contains case studies for actual implementation of AWS migration in the retail sector. Section 5 has critical discussion of key findings. Section 6 summarizes the findings and makes recommendations for implementation and future studies. Figure 1 illustrates an automation-focused pipeline for migrating legacy retail systems to AWS, emphasizing IaC, validation, and deployment efficiency.

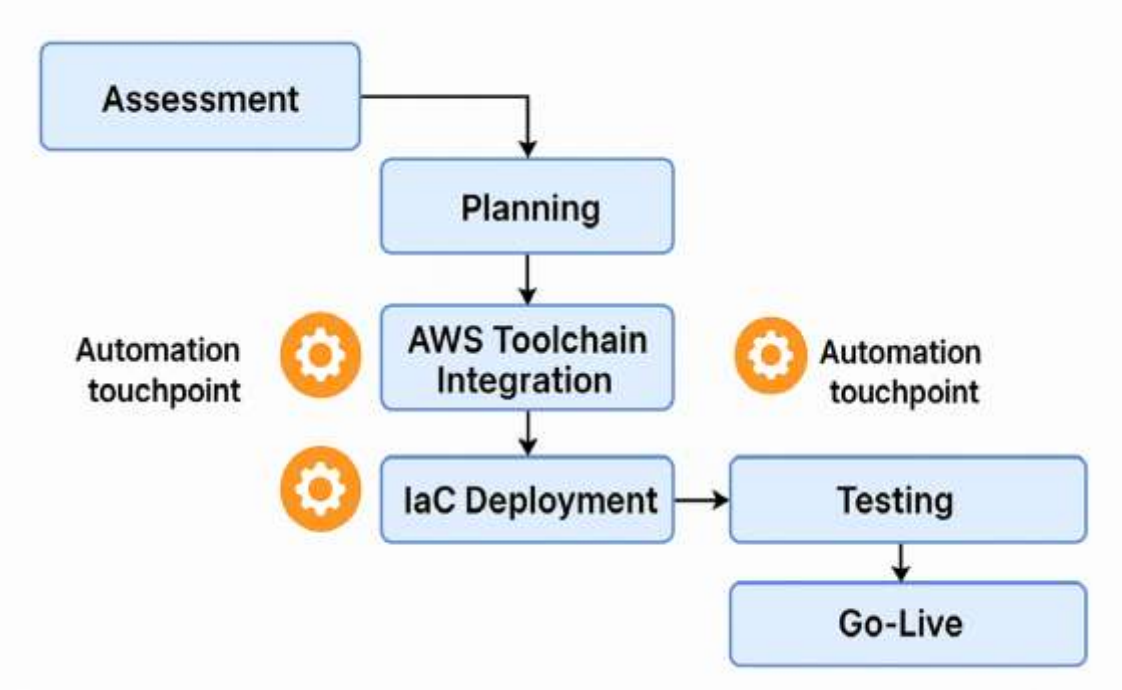

Figure 1: Legacy to AWS Migration Pipeline (Automation-Centric View)

2. LITERATURE REVIEW

2.1. Understanding Legacy Retail Systems

Chindanuru, in 2025 [11], introduced a paradigm-breaking option to retail modernization in itself by complementing, not superseding, existing infrastructures. It merges AI with existing systems by taking advantage of four important factors: adding a cognitive layer, predictive analytics, smart process automation, and hyper-personalization. This structured, sequential process creates value in a distraction-free manner. The article outlines traditional strategy weaknesses, charts the building blocks and process of the framework, and criticizes the strengths and weaknesses arising from this hybrid AI-fostered model of modernization. Jankowski et al. [12] argued in 2016 that the Neuro-Fuzzy system assesses user behavior within virtual worlds by analyzing past purchases and social activity. Unstable and uncertain information is examined by the Fuzzy Logic-based model to calculate patterns of buying behavior, gift-giving behavior, and use of virtual commodities. The model also recognizes more incoming social networked users to have greater interest in virtual commodities, with social influence inferred as a driving force in virtual retail participation and choice making.

Gali and Goel [13] in 2024 discussed the benefits, drawbacks, and optimal practices of integration, such as data security, compliance, and risk management. Phased adoption, extensive testing, and training employees are some of the primary approaches. Successful integration enhances real-time intelligence, decision-making, and finance process flexibility, while minimizing business disruption.

Seranmadevi and Kumar [14] in 2019 attempted to gauge the level to which customer relationship management, quality, and big data with AI influence next-generation retailing models. Disproportionate multistage judgment sampling was employed to record 610 southern Indian consumers' response. Structural Equation Modeling was employed to confirm the impact of AI on retailer intention and consumer satisfaction

and shows how AI can lead to interaction, operational excellence, and customer euphoria in retailing.

García et al. [15] employed a business process model retrieving model and legacy information systems (LIS) toolset in facilitating businesses' digitization in 2021. The procedure involves (i) a model-driven process with BPMN standards, time-process perspectives, and (ii) a technology tool gPROFIT, employing machine learning to reveal process tacit knowledge.

2.2. Drivers for Migration to AWS

In 2024, Smolander and Ketonen [16] wanted to move the application infrastructure from DigitalOcean to AWS using the AWS Cloud Development Kit (CDK). In this research, cloud-to-cloud migration approaches, dangers, and outcomes are being discussed. The results are that despite these migrations having technical sophistication, utilizing Infrastructure as Code (IaC) significantly improves speed, predictability, and security. This research adds to existing literature by illustrating how IaC makes cross-cloud migrations simpler and safer.

Solanke [17] brought security, compliance, and operations risk to business-critical enterprise workloads in multi-cloud in 2021. It integrates AI-based risk modeling, predictive analytics, and automation for compliance to facilitate proactive threat detection and ongoing regulatory compliance. The solution enhances cloud resiliency, automates security operations, and facilitates smarter decision-making.

Shirvani et al. [18] used holistic and adaptive cloud decision framework analyzes a comprehensive list of weighted determinants of adoption of cloud services in the year 2022. In line with the functional and non-functional business requirements of their organization, the model enables sustainable decision-making. The model uses A hybrid approach that utilizes application of Analytic Hierarchy Process (AHP) and Delphi techniques to eliminate bias and leverage expertise opinions. The model is scalable for application across different sizes of organizations.

Iqbal et al. [19] of 2022 investigated AWS network performance with respect to 100-day of availability and latency measurements at geographical and cloud hierarchy levels, i.e., within regions and availability zones and between regions and availability zones. There is extensive temporal and spatial variability with greater availability at the monthly scale but abysmal drops at finer scales. The investigation is extended to Google Cloud Platform (GCP) for comparative purposes.

Islam et al. [20] in 2017 supported effective risk management during migration to cloud by enabling users to spot and assess risks based on some migrating objectives. Most of the environments are conventional, though, with cloud computing adding extra complexities since the users will be dependent on service providers. The model follows a semi-quantitative approach in assessing risks, where the users can make effective judgments. Joint application migration use case shows how realistic it is.

2.3. Key Challenges in Migration

Sanne [21] talked about the major issues of the migration process in 2021, which are compatibility problems, data privacy, downtime risk, and refactoring difficulty of an application. It talks about effective approaches like proper planning, AWS migration tools, staged deployment, and end-to-end security.

Franklinos et al. [22] in 2021 used a solution in addressing knowledge gaps in migration, big data like big, complex multi-source data have the ability to improve knowledge of migration trends, inform interventions and facilitate evidence-based policy in 2021. The six highest priority issues of big data use for migration research were ranked by UN, NGO, policy, and academic stakeholders during a 2019 London workshop: access and utilization of the data, using multiple sources, environmental migration drivers, migrant's health access, security and ethical issues, and getting beyond political narrative. Figure 2 illustrates key stages of the proposed cloud migration pipeline using AWS services flow.

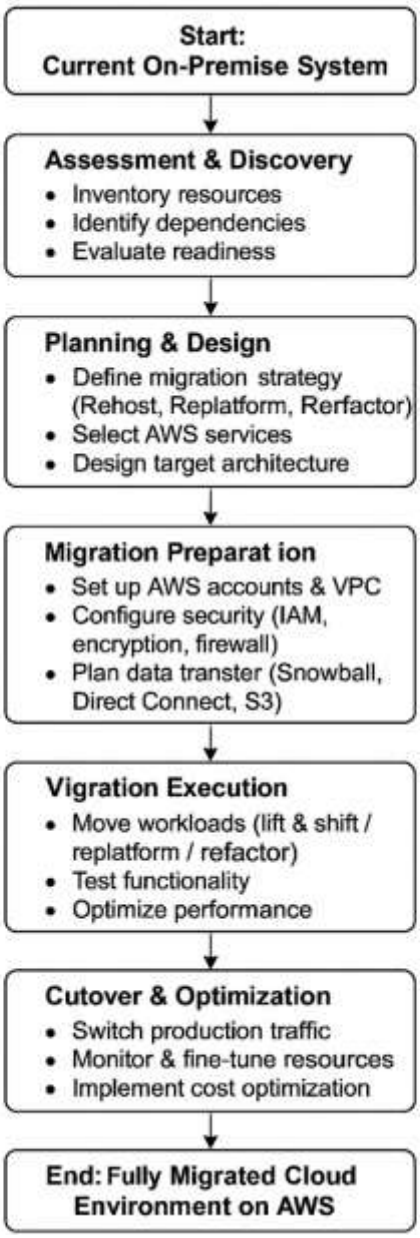

Figure 2: Cloud Migration Pipeline Flowchart

Kundavaram [23] in 2024 described scientific research into problem and solution in cloud data migration automation as the pillar of business digital transformation. From mixed-method research involving quantitative measurement and qualitative observation, critical issues like data integrity, downtime, and business continuity are analyzed. Novel concepts like zero-downtime migration, AI-based automation, and high-end integrity checking are presented.

Staevsky and Gaftandzhieva [24] utilized research into digital transformation as a call to action for adjustment to the new times' digital economy and society in 2023. Cloud migration and cloud deployment of cloud-computing solutions have served as the principal drivers in such. Certain technical and deployment factors are taken care of in discussion of certain numerous issues, however, that confront companies while they are cloud-migrating. This article discusses some of the most widely used cloud service models and their advantages and disadvantages. It also states some of the general migration challenges and offers some guidelines on how to approach them.

Olariu [25] has contrasted models such as Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Serverless with an emphasis on AWS up to 2023. More control is obtained from a two-stage model of "lift and shift" IaaS migration along with incremental PaaS service deployment such as Elastic Beanstalk and Lambda. Inexpensive substitutes such as Reserved Instances, rebalancing of licenses, and use of PostgreSQL and Linux servers are worrying. Accurate analysis of AWS features before migration not to spend unwanted quantities and also to ease refactoring is highlighted by the research.

2.4. Migration Strategies and Approaches

Gupta and Namasudra [26] introduced a new live migration optimization process in 2022 to enable reliability in cloud computing systems. The method tackles some of the more challenging aspects of Virtual Machine (VM) migration, namely fault tolerance, transparent connectivity, and migration quality of service. It also identifies three main algorithms Host Selection Migration Time (HSMT), VM Reallocation Migration Time (VMRMT), and VM Reallocation Bandwidth Usage (VMRBU) to minimize overall migration time for each. This minimizes server down time, maximizes VM allocation, and optimizes bandwidth consolidation, thereby improving the overall performance of the cloud:

He and Buyya [27] in 2023 applied a broad taxonomy with a focus on real-time migration management of cloud computing, and edge computing environments without an absence of prior surveys. Cloud data centers are the structures for initiating services in combination with instance migration amongst a collective of compute nodes, we must be able to offer quality of computing services, with dynamic referred-altering updates. This introduces performance and cost models, migration planning models, schedule models, lifecycle orchestration models, and a gap discovery and research opportunities to maximize resource management.

Huang et al. [28] provided in 2021 an optimization-based VM allocation for cloud data centers to support workload requests such as throughput, reliability, and energy efficiency. Mobile app request is served via batches of VMs and assigned to PMs by resource availability and throughput PM. CPU usage limitations back VM migration for loads assurance and energy consumption mitigation.

Somanathan [29] introduces an end-to-end model to secure awareness and clarity for cloud computing systems, taking in consideration complexity of multi-cloud systems, the learning paper provides 26 targeted research papers covering period 2018-2023 it provides a complete focus on separate security concerns of multi-cloud systems of information disclosure, misconfigurations, interoperability and vendor lock-in. Learning papers research propose project management plans, approaches and best practices of AWS-Azure and Azure-Google Cloud generations of long-term security and operational efficiency.

Ibrahim et al. [30] proposed an Efficient Adaptive Migration Algorithm (EAMA) for VM allocation and Cloud Data Center migration in 2021, EAMA aims for energy maximization, and resource efficiency. EAMA optimally selects Physical Machine location as it relates to access delay, EAMA reduces VM migration. Performance of EAMA is examined through CloudSim simulation and performance metrics comparison to PACPA and RUAEE algorithms.

2.5. AWS Tools and Services for Migration

Singh [31] recognized the primary cloud computing platform in 2021, Amazon Web Services (AWS) provides on-demand access to computing power, storage, databases, applications, and other IT resources via the installs with pay-as-you-go pricing. AWS provides a reliable, flexible, and globally-distributed cloud computing environment using the internet. AWS operates in secure data centers around the world and environments can be cost-efficiently and quickly provisioned and managed, allowing resources to be reconfigured as needed. AWS services can be effortlessly integrated with one another to quickly build robust, scalable solutions while converting capital expenses into operational expenses.

In 2023, Bouaouda et al. [32] investigated the performance and cost effect of container live migration in (AWS). In the we utilize AWS EC2, EKS, and AWS CloudWatch, we present an experimental set of images depicting the migration of a very real container environment. This research has illustrated the implications of live migration on workload balancing, fault tolerance and resource optimization in the real world. In addition, the research offers decision-making support and insights into best practices of containers and applications for cloud hosting in practice.

In 2018, Ahmad et al. [33] explored cloud migration methods and strategies. Cloud platforms enable creating elastic low-cost compute and applications in microservices. The literature review notes current vendor and provider tools and practices. The authors categorize migration tasks into five phases and identify five simple strategies. The paper also discusses future directions for organizations to be able to make an informed and sustainable decision regarding cloud adoption.

In 2024, Nivedhaa [34] provided an overview and a comparative tutorial to data migration strategies and tools. Key migration strategies like lift-and-shift, database migration, and storage migration were analysed and their effectiveness, scalability, cost-saving, security, and zero downtime were compared. The study tries to assist organizations by performing an overall analysis of the pros and cons of each method to make better decisions about migration solutions. Organizations can go through analysis so they can achieve easy, secure, and effective data migration to leverage maximally the benefits of adopting the cloud.

Working on LXD/CR container migration using CRIU for checkpoint/restore, Bhardwaj and Krishna [35] compared it to standard pre-copy VM migration in 2022. The authors performed several benchmarks (web server, CPU bound, disk I/O, and database) after altering the linux kernel and instead of the standard container-based approach the evaluation was implemented using LXD with liblxc to check real-time suitability.

2.6. Best Practices for Successful Migration

Chinamanagonda [36] developed a first-generation modernization framework in 2019. Cloud migration allows businesses to operate in a faster-paced, innovative way. Chinamanagonda outlined essential practices to be followed for successful migration including planning, assessing workloads, and selecting the correct cloud models public, private, or hybrid. He highlights the need to consider security

and compliance right from the onset, using automation to minimize human error opportunities, and using an incremental roadmap and pilot launch.

Bhardwaj [37] was able to take a different strategic approach to modern IT transformation in 2021 with cloud migration as a focal point that allows businesses to be scalable, lower costs, and be more efficient. This research considers the Cloud Adoption Framework (CAF) as an important tool in establishing an effective cloud migration roadmap. His research provides significant phases to consider to include, analysis, planning, deployment, and optimization that aligns business goals, governance, and other compliance considerations.

Fahmideh et al. [38] proposed a generic process model for the process of migrating legacy systems to different cloud environments in 2019. With a metamodeling approach, the model is composed of key concepts in the domain which provides a well-defined shareable set of metamodel to customize for the various cloud adoption cases. This initiative allows researchers and practitioners to customize and create standard cloud migration models to use in practical outcomes.

In 2022, Gade [39] talked about the increasing pressure for economic cloud solutions. This paper provides an overview of AWS optimization strategies and tactics that provide performance benefits with lower cost implications. The strategies associated with right-sizing instances, autoscaling, storage optimization using both tiered and archive storage options, are noted. Also, utilizing Reserved and Spot Instances offer economic advantages, use of serverless computing and containerization obviously offers variable resource use. Gade also discusses opportunities for cost savings in networking, preparation for data ingress and egress, and connector monitoring features like CloudWatch and Cost Explorer. Gade provides aspects worth exploring for effective and proactive AWS cost management.

In 2025, Jude [40] described how automation could facilitate cloud data migration and impact digital transformation. Cloud computing has emerged as an enabler of retail transformation, now automation of data migration appears to be one of the key enablers of operational efficiencies, better supply chain optimization and improved customer experience. This paper discusses current available tools, techniques, and challenges of Cloud Data Migration and gain insight into actual usage in the real-world scenario related to the topic.

The thematic coding for this literature review was conducted using manual coding techniques. Each article was read carefully and key themes were identified through iterative reading and note-taking. The process followed Braun and Clarke's (2006) six-phase approach: familiarization with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the final report. The codes and themes were systematically recorded and refined using a structured spreadsheet for organization, categorization, and cross-checking of themes. Although specialized qualitative analysis software such as NVivo was considered, manual coding was chosen due to the manageable size of the dataset and to allow deeper immersion in the literature.

3. Challenges and Limitations

Migration of existing retail infrastructure to AWS cloud is a system of interrelated challenges and constraints in the technical, organizational, and regulatory aspects. Recognition of such challenges comes at the center while developing effective strategies for successful, error-free, and secure migration.

1. Risk of Business Disruption

Reducing the business downtime while migrating, particularly for the retail sector whose availability is most vital [41], is part of what needs to be done. Downtime during the peak hours can result in whopping revenue loss, lost trust of customers, and process bogging. Legacy applications cannot be made manageable or accelerated to be able to support incremental migration, therefore subjecting them to extended outages [42].

Recommendation: Implement phase-by-phase migration with incremental roll-out and fallbacks. Employ blue-green or canary release patterns to enable lower downtime and the ability for roll back once initial mistakes are identified. Test aggressively and subject migration plans to high loads [43].

2. Data Migration Complexity and Integrity

Retail systems handle enormous amounts of diverse information, i.e., customer data, inventory data, transactional data. Data consistency and integrity during the migration of the data to AWS is challenging with variations in storage, schema, and structure [44]. Even more so with data protection regulation compliance such as GDPR and PCI-DSS that require access control, auditing, and encryption [45].

Recommendation: Use AWS Database Migration Service (DMS) and AWS Schema Conversion Tool (SCT) to automate the data migration and optimize it with data integrity. Protect data while in transit and rest and have robust data governance policies in place to address [46].

3. Technical Debt and Legacy Codebase

Most legacy app software has technical debt in the guise of obsolete programming language, operations inserted for business logic and never called, which hinder migration [47]. Monolithic design may hamper refactoring or replatforming applications to work optimally, rendering them cumbersome and extending migration cycles [48].

Recommendation: Perform detailed application analysis and categorization to identify the most appropriate migration approach: rehosting ("lift-and-shift"), replatforming, or refactoring. Wherever feasible, split monoliths into microservices and leverage AWS container services like ECS or EKS for improved scalability and maintainability [49].

4. Shortage of Skills and Talent

One of the main disadvantages is that there are not enough skilled IT professionals to manage legacy systems and the

new AWS cloud technology [50]. It can delay migration activity, add expense, and expose operations to risk with incorrect setup or unfamiliarity with cloud best practices.

Recommendation: Strategically invest in planned certification and upskilling of current employees. Hire seasoned AWS migration partners or AWS-certified advisors to augment internal capacity. Use AWS's Well-Architected Framework to drive best practice and implement consistently [46].

5. Security and Compliance Challenges

With robust security of AWS, migration to legacy reveals security vulnerabilities such as insecure data transport or misconfiguration of access [51]. Traders will be confronted with evolving regulations worldwide, for which there should be real-time monitoring and auditability.

Recommendation: Employ a security-first migration strategy with automated security scanning through AWS Security Hub and AWS Config. Leverage identity and access management (IAM) policies in least privilege environments and enforce encryption best practices at all levels [43].

6. Cost Management and Optimization

Unbudgeted expenditures can be due to inefficient use of resources, data transfer charges, and wasteful use of cloud resources [52]. Legacy applications that are not cloud-optimized can incur extra and cause cost explosion.

Recommendation: Employ AWS Cost Explorer and Trusted Advisor services to continuously optimize and monitor cloud expenditure. Employ dynamic scaling of resources based on automation to keep the pace with demand and re-engineer applications to utilize the cloud to make them cost-effective [46].

4. Case Studies

Case Study 1: Lowe's – Seamless Migration of Legacy Retail Systems to AWS

Lowe's, a major home improvement retailer, needed to migrate its legacy retail applications and infrastructure to AWS to improve scalability and customer experience. Lowe's improved application performance and scaled resources dynamically, reducing operational costs by 30%. The migration enhanced agility to deploy new features rapidly, contributing to better customer engagement.

- Challenges

Legacy monolithic applications with limited flexibility.

High peak traffic during holiday and sales periods.

Migration with zero downtime to avoid loss of revenue.

- Migration Strategy

Lowes adopted a hybrid migration approach with rehosting and refactoring. AWS Migration Hub was used to orchestrate the migration and AWS Database Migration Service (DMS) for migrating data. The migration was done in phases with continuous testing and monitoring with AWS CloudWatch.

Case Study 2: ASOS – Migration to Cloud to Modernize Retail Platform

ASOS, the UK's largest online fashion retailer, was struggling with aging infrastructure that was constraining rapid growth and responsiveness. ASOS achieved 99.99% uptime, sped up deployment from weeks to hours, and supported improved customer experience through precise personalization guidance with AWS analytics.

- Challenges

Legacy infrastructure was not elastic to support peak periods.

Complexity in correlating new digital services and real-time analysis.

Security and compliance requirements of a global operating platform.

- Migration Strategy

ASOS replat formed and refactored its existing e-commerce website onto AWS with a focus on replatforming and refactoring to microservices architecture. It used AWS Lambda for serverless computing and AWS Shield to protect against cyber-attacks.

Case Study 3: Under Armour – Migrating Legacy Systems for Agility and Scalability

Under Armour needed to relocate its existing retail and logistics infrastructure to AWS in order to manage increasing e-commerce traffic as well as international growth. Migration allowed for higher system availability, scaling for supporting bursting workloads, as well as compliant reporting streamlined, thereby supporting faster business expansion.

- Challenges

Very complicated legacy applications with deep-seated hardware dependencies.

Security of data as well as global compliance with laws.

Least possible downtime and business continuity throughout the migration process.

- Migration Strategy

Under Armour applied a rehosting strategy initially to uplift and relocate applications, and then phased re-architecture of large systems through AWS Elastic Beanstalk and Amazon RDS. Security governance was managed utilizing AWS CloudTrail and IAM.

Table 1 consolidating the three case studies, challenges, and migration strategies:

Table 1: Summary of Legacy Retail System Migrations to AWS

Company	Challenges	Migration Strategy	Outcomes
Lowe's	Monolithic legacy applications with limited flexibility. High traffic fluctuations during sales and seasonal peaks.	Hybrid approach: rehosting + refactoring. Used AWS Migration Hub and Database Migration Service (DMS).	Improved application performance. Dynamic scaling of resources.

	Zero downtime required to avoid revenue loss.	Phased migration with continuous testing and AWS CloudWatch monitoring.	30% reduction in operational costs. Faster feature deployment and better customer engagement ASOS.
ASOS	Legacy systems lacked elasticity for demand spikes. Difficulty integrating digital services and real-time analytics. Security and compliance in a global environment.	Replatforming and refactoring to microservices architecture. Leveraged AWS Lambda for serverless computing. Used AWS Shield for security.	99.99% uptime. Deployment times reduced from weeks to hours. Enhanced personalized customer experience.
Under Armour	Complex legacy applications with tight hardware dependencies. Data security and international compliance. Minimize downtime for business continuity.	Initial rehosting (lift and shift). Gradual re-architecting with AWS Elastic Beanstalk and Amazon RDS. Applied AWS CloudTrail and IAM for security governance.	Improved system reliability. Enhanced scalability to manage peak loads. Streamlined compliance reporting. Faster business growth.

5. DISCUSSION

Moving the conventional retailing operations to AWS cloud is a step of great magnitude for retailers to keep up with the rapidly changing world of online business. The antiquated technology-driven monolithic legacy systems restrict the scalability of business procedures, sensitivity to developing customers' needs, and innovation velocity on the retailers' sides. AWS cloud infrastructure is capable of overpowering such constraints with cheap, scalable, and elastic services that allow retail companies to revolutionize their IT infrastructure. One of the major benefits of utilizing AWS is to take advantage of its large pool of services starting from computing powers to storage requirements, analysis, and machine learning. These technologies enable retailers to gain a deeper understanding of consumers, automate inventory management, and offer greater personalization—drivers of retail success today. Furthermore, AWS's worldwide infrastructure provides low-latency, high-availability performance to support seamless omnichannel shopping experience across web sites, stores, and mobile applications.

Migration itself is not an easy task, though. Legacy systems have tightly coupled elements, in-house technologies with embedded business logic, and it doesn't just migrate those things effortlessly. Disrupting the business, data integrity issues, and compliance with strict rules such as GDPR or PCI-DSS are issues that have to be well-planned and executed. Companies must use strong replatforming, refactoring, and staged migration methods with the assistance of AWS tools such as Migration Hub and Database Migration Service to manage these risks. Also, cloud technology and legacy technology shortcomings can be responsible for a lag, thus training and upskilling. While barriers like these do exist, effective migration can reboot existing retail IT infrastructure as a smart, forward-looking platform for enabling long-term growth, business responsiveness, and enhanced customer experiences.

6. CONCLUSION

This research paper introduced a detailed study of the automated migration of retail legacy systems to AWS cloud infrastructure, addressing both technical and strategic challenges that go beyond the scope of prior research. In contrast to previous studies focused primarily on migration approaches, this work presented a novel examination of the practicability of AWS-native tools and IaC patterns in automating the migration process. Drawing on over 40 scholarly and commercial sources, the study demonstrated how integrating AWS services despite their higher cost can enhance scalability, security, and availability through legacy modernization. Compatibility and data integrity issues were carefully mitigated using incremental, managed-risk deployment strategies that included automated validation and rollback. Real-world case studies illustrated how automation reduces human error and downtime, enabling retail businesses to accelerate time to market. This work establishes a benchmark for cloud adoption in retail by introducing models and best practices that support both migration and future-proofing of IT infrastructures.

Key Findings

- Adoption of IaC tools such as AWS CloudFormation and Terraform effectively automates environment provisioning and reduces configuration drift.
- Phased migration combined with continuous automated testing preserves data integrity and minimizes business disruption.
- Centralized tracking and seamless data transfer are achievable through AWS Migration Hub and Database Migration Service.
- Automated rollback mechanisms and robust monitoring tools support operational continuity by addressing migration failures swiftly.

- Upskilling IT teams in both legacy technologies and AWS services bridges talent gaps and facilitates sustainable cloud adoption.

Limitations

While the study provides comprehensive guidelines for AWS-based migration, it primarily focuses on technical aspects and does not extensively evaluate the long-term business impacts or user experiences post-migration. Cost implications of sustained reliance on premium AWS services were noted but not deeply analyzed. Additionally, the findings are centered on AWS; applicability to multi-cloud or hybrid cloud scenarios was beyond the scope of this research.

Future Work

Future research could explore the integration of AI-driven tools to further optimize migration planning, anomaly detection, and cost management. Longitudinal studies on the business and operational impacts of cloud migration in retail, as well as investigations from the end-user perspective (e.g., performance, usability), would offer valuable insights. Extending this work to multi-cloud or hybrid environments could help generalize the proposed models beyond AWS.

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