headline: **Trust Your Data and Datacenter Migration to the Data Migration Specialists**

subhead: *Rely upon Data Agility Group's industry-leading expertise and experience to:*

- *Minimize or eliminate business downtime and disruptions*
- *Eliminate busted budgets and blown schedules*
- *Relieve employees from the stress of performing a task that falls outside of their expertise*

==Note: I envision the above subhead and associated bullets as bold, italicized, and in a larger font than the page text (though smaller than the main headline)==

Data migration is a complex process. It's fraught with opportunities for failure, some small, some massive.

So it's understandable if you're a bit concerned about your upcoming data or datacenter migration. After all, data migration can be a risky business.

But a data migration is a necessary step in going from where you are to where you want to be. And putting it off will only make the migration more complex in the long run, and stifle growth in the interim.

subtitle: **The Risks of Data Migration Are Real**

Many companies have experienced significant setbacks from poorly executed data migrations. The business downtime alone can be quite costly - particularly when it exceeds expectations.

And there's a list of potential pitfalls to worry about, including:

- Problems from failing to properly validate and test the data migration process
- Trusting the migration to internal employees that lack expertise and experience
- Relying upon out-of-the-box migration tools that aren't adequate for critical and complex migrations
- Budget overruns resulting from an unrealistic or incomplete migration plan

Subtitle: **No Company is Better Positioned to Eliminate the Risks**

Though the risks associated with data and datacenter migration are real, nobody understands the risks better than we do. And nobody is better positioned to eliminate those risks.

That's because we're the world's foremost specialists in the field of data migration services.

Data Agility Group is the *first* and *only* company specializing in data migration services. Data migration and related services is all that we do. We're specialists in our field. The *only* specialists in the field of data migration.

And that's important.

Data migration, after all, is a complex process. It requires absolute focus. It demands the expertise of a specialist.

Why risk settling for anything less?

subtitle: **We Take the Fear Out of Data Migration**

Because of our experience and specialized expertise, we're able to take the fear out of migration events for our clients.

We've developed and perfected methodologies for migrations prompted by any imaginable scenario, including:

- Migrations between datacenters or within the same datacenter
- Migrations from physical or virtual servers into public or private clouds
- Providing protection for data while hardware is relocated or replaced
- Migrations performed during storage array refresh and consolidations
- Virtualization - physical / virtual server conversions (P2V, V2V, V2P)
- Operating system migrations or hypervisor implementations
- Migrations performed while consolidating facilities, adding DR sites, or diversifying footprints

No matter your unique situation or needs, we'll make the migration process seamless and transparent.

And if you're worried about downtime…

subtitle: **How Does *No Downtime* Sound?**

One of the great fears associated with data migration is business downtime. Many "experts" will even tell you that significant downtime is unavoidable with migrations.

They're wrong.

As the leading specialists in data migration, we've drawn upon our vast experience in developing our *DownTime Avoidance* methodology. This proprietary methodology results in slashing the downtime associated with data and data center migrations to an absolute minimum.

In many cases, we're able to *completely eliminate* downtime.

Note: we might link to a "how we do it" type page from here. It would also be a great place to link to case studies that demonstrate same.

subtitle: **Your Data Migration Doesn't Have to Become a Nightmare…**

You're right to be concerned about your upcoming data or data center migration.

It *can* be a source of great risk for your company. It *could* become an absolute nightmare. But it can also be a seamless transition from where you are to where you need to be.

Will *your* migration be a perfectly executed, painless experience? Or will it be a costly nightmare?

That's for you to decide.

Let's Talk About Making Your Data Migration a Smooth and Painless Experience

Note: I'd like to consider making the above link a button rather than just a text link. I'd also suggest that we link to a page customized for data migration inquiries, as opposed to linking to a generic contact page (that could be a change that we implement later, after the page goes live).