

AWS State, Local, and Education Learning Days

Philadelphia



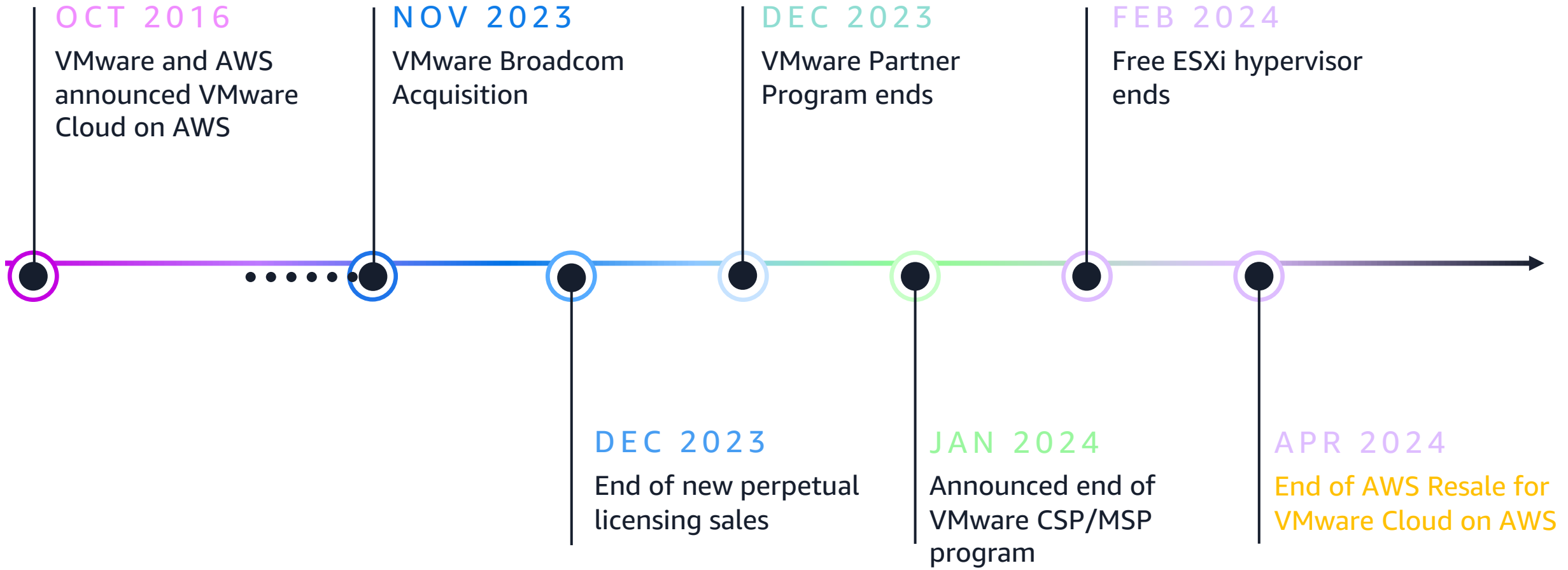
Rapidly Migrate Your VMware Workloads to AWS

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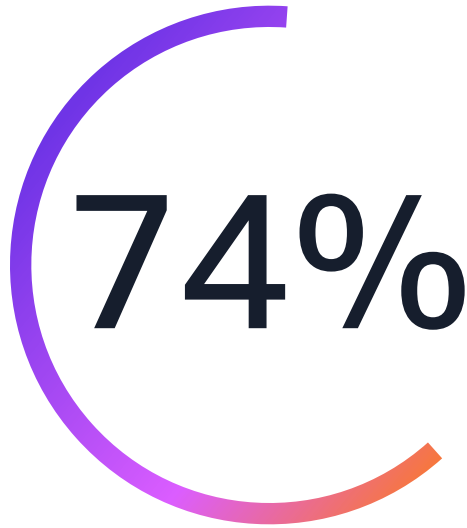
VMware by Broadcom VMC-A changes

PRODUCT, PARTNER, AND PRICING CHANGES SINCE ACQUISITION



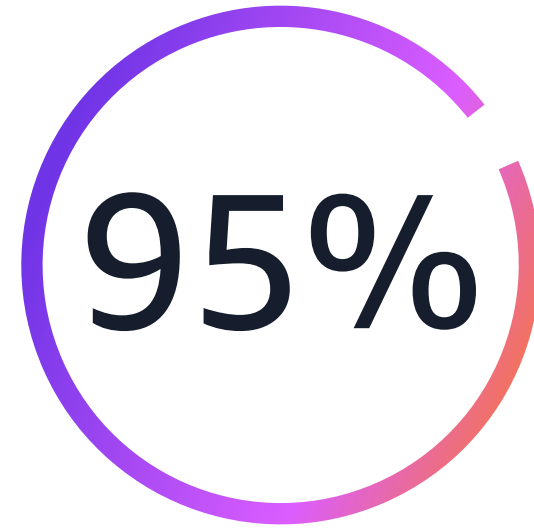
Market dynamics and sentiment are shifting

VMWARE CUSTOMER SENTIMENT AND MODERNIZATION MOMENTUM



of VMware customers are
exploring alternatives

Source: [Gartner Community Poll](#) as of July 2024



of new digital workloads
will be deployed on cloud-
native platforms by 2025

Source: [Gartner Press Release](#)

Drivers for migrating from VMware on-premises to AWS



BUSINESS DRIVERS

- Reduce costs, risks, and disruption
- Innovate and modernize processes
- Become a data-driven organization
- Consolidate systems
- Support M&A activity
- Improve sustainability

TECHNICAL DRIVERS

- Reduce technical debt
- Improve security, scalability, and reliability
- Consolidate and eliminate data centers
- Increase IT staff productivity and retention
- Accelerate application delivery

Why AWS?

EXPERIENCE

17 years

helping millions
of customers

GLOBAL REACH

35 Regions

spanning 108
Availability Zones & 130+
Direct Connect locations

SECURITY

300+

security features

INNOVATION

200

service offerings

AWS INFRASTRUCTURE

3.6x+

energy efficient than the
median of surveyed U.S.
enterprise data centers

TCO

134

price reductions
since 2006

ECOSYSTEM

460+

Migration Competency
Partners

Customer concerns and how AWS can help

Concern

“While our team is skilled in VMware, they may not have the cloud skills for a seamless migration.”

“We’ve never undertaken a migration at this scale before. Minimal disruptions and expedited processes are critical to us.”

“I worry about costs and substantial investments required for a cloud migration.”

Solution

TRAINING & SUPPORT

Training, migration and cloud skills courses, and guided support

TECHNOLOGY & SERVICES

Purpose-built technology and services to minimize time, cost, and disruptions

FUNDING & INCENTIVES

Funding and incentives for different VMware migration paths to AWS



Near-term rapid migration

MIGRATE NOW – OPTIMIZE AND MODERNIZE LATER

Assess



Rapid Discovery & Planning

Migrate



Landing Zone

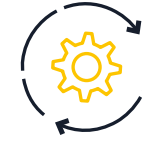


Lift & Shift Migration



Security & Compliance

Optimize



Operate & Optimize



Skills, Culture, & Change Mgmt



AWS Professional Services and Partner Support

Customer stories

- ✓ Mayden rehosted 300 servers in 6 weeks with minimal downtime to AWS
- ✓ 3M migrated 2200 applications in 24 months with peak migration of 500 applications in around 12 hours



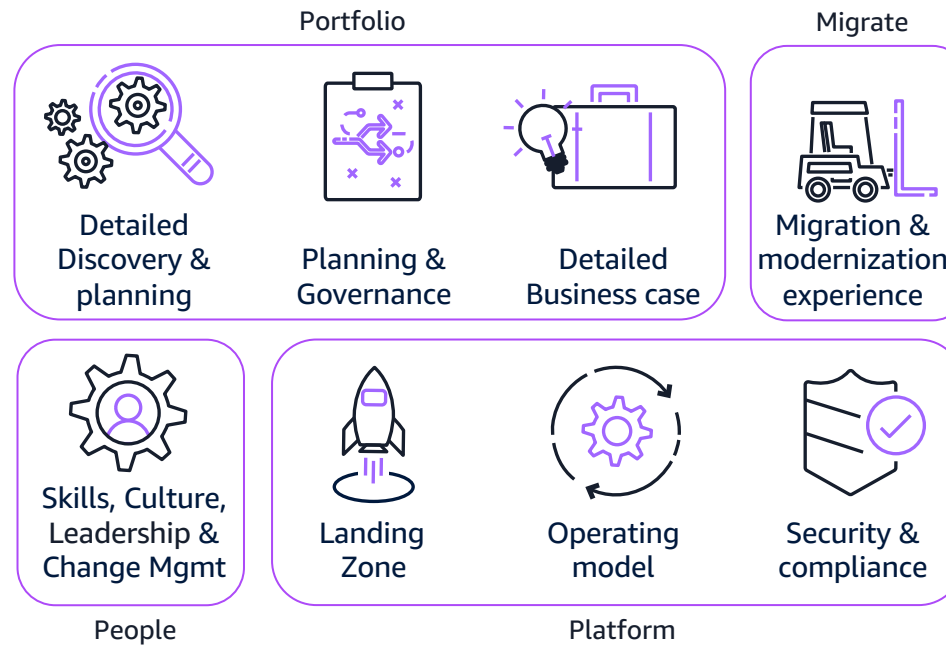
Full migration approach

FULL MIGRATION AND MODERNIZATION STRATEGIC PLANNING

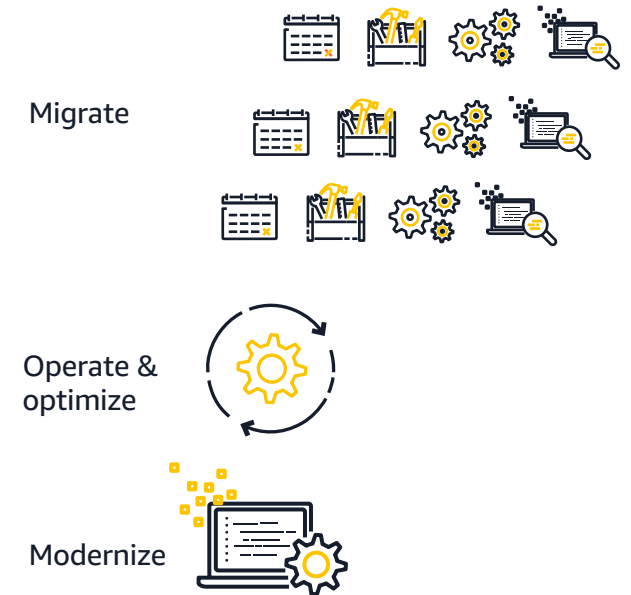
Assess



Mobilize



Migrate & Modernize



Create a case for change

Build readiness through experiences

Accelerate transformation at scale

AWS Application Migration Service (MGN)

SIMPLIFY AND REDUCE THE COST OF MIGRATING YOUR APPLICATIONS TO AWS



Automate the conversion of your source servers to run natively on AWS with AWS MGN. Simplify application modernization with built-in and custom optimization options.

- Migrate applications to AWS with or without changes to applications or workflows.
- AWS MGN automates migration of VMware-based VMs to AWS.
- Modernize using AWS MGN preconfigured or custom actions during cutover.
- Access the full range of AWS capabilities to modernize applications running on AWS.

Accelerate large-scale migrations with MGN

SIMPLIFY AND REDUCE THE COST OF MIGRATING YOUR APPLICATIONS TO AWS

Flexible



Migrate from
any source



Wide range of OS, application,
and database support



Suitable for large-
scale migrations

Reliable



Robust, predictable,
non-disruptive continuous
replication



Short cutover windows
with minimal downtime



Highly secure

Highly automated



Minimal skill set
required to operate



Easy, non-disruptive
tests prior to cutover



Easily plugs into migration
factories and cloud COEs

AWS Migration Hub

ACCESS GUIDED END-TO-END MIGRATION AND MODERNIZATION JOURNEY



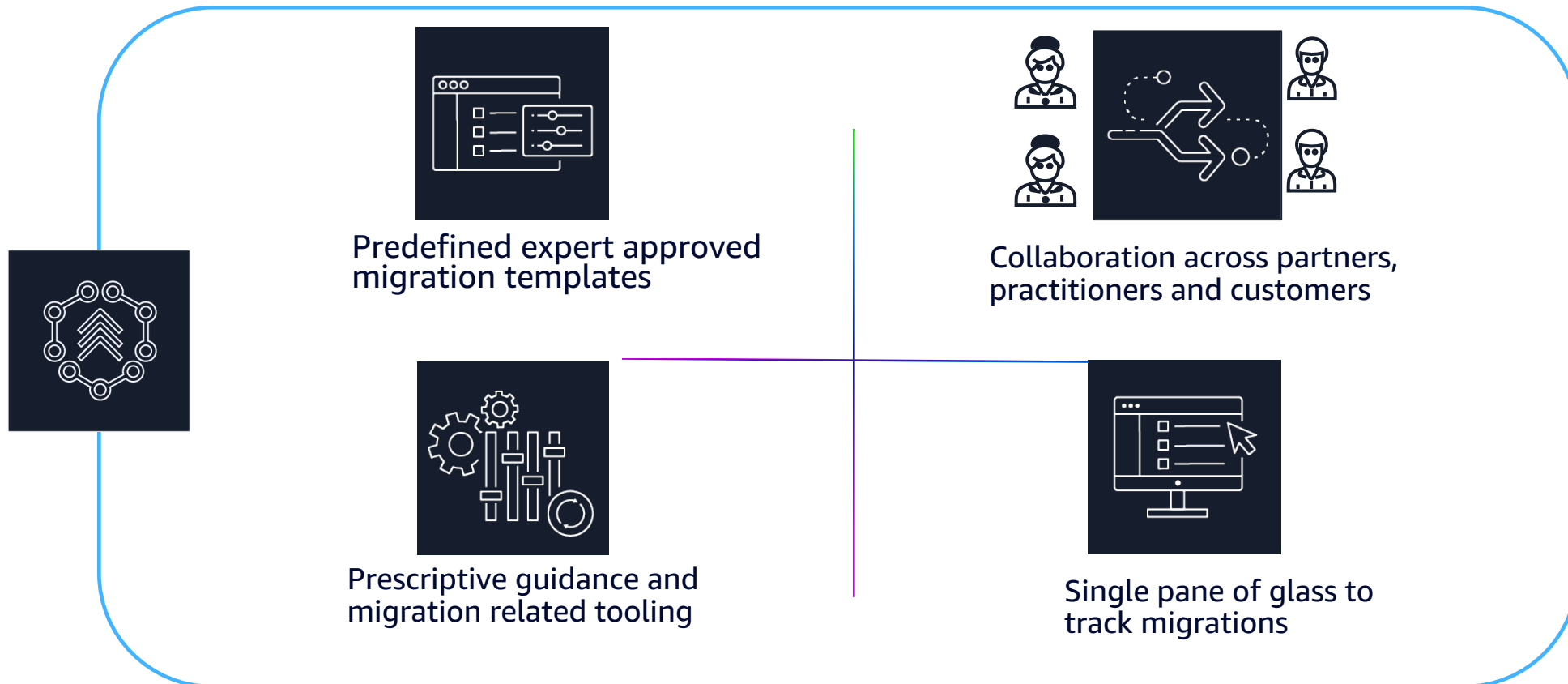
AWS Migration Hub delivers a collaborative, guided end-to-end migration and modernization journey through discovery, assessment, planning, and execution.

- Discover your existing VMware-based environment
- Analyze application components and infrastructure
- Group resources into applications
- Plan and execute migrations via journeys
- Track status of each application migration

Migration Hub Journeys

ACCESS GUIDED END-TO-END MIGRATION AND MODERNIZATION JOURNEY

NEW! Collaborative, guided journey for accelerating end-to-end migration and modernization of your VMware-based applications to AWS



Training to help vSphere admins develop cloud skills

AWS TRAINING AND CERTIFICATION



Digital Training *AWS Skill Builder*

600+ on-demand courses.

Risk-free practice with
1,000+ lab experiences.

Exam prep and real-world
application through
gamified training.



Instructed-led Classroom Training

Immersive and hands-on.

Work through problems
and complex topics
alongside AWS experts.



AWS Certification

Validate skills.

Identify your experts.

Retain top talent by
funding exam fees.



AWS Education Programs

Tap into a pipeline of
entry-level cloud talent.

Create in-house training
to develop your early-career
talent and drive meaningful
change in local communities.

Upskill your teams with migration-focused training

AWS COURSES FOR MIGRATION

Digital Courses



- ✓ Migration Evaluator Getting Started
- ✓ AWS Migration Hub Primer
- ✓ AWS Migration Service Getting Started
- ✓ Getting Started with AWS Systems Manager
- ✓ AWS Database Migration Service (AWS DMS) Getting Started

Classroom Training (includes Hands on Labs)



- ✓ AWS Migration Essentials

Get started with AWS Skill Builder today!

AWS COURSES FOR MIGRATION



AWS for VMware Administrators



AWS Migration Essentials

AWS programs & incentives

Start with an AWS assessment

OPTIMIZATION AND LICENSING ASSESSMENT (OLA)

- Assess your environment and get recommendations to optimize compute, storage, licensing
- Build a migration and licensing strategy to unlock cost savings as you transition to AWS



**36% average compute
cost savings versus
on premises¹**



**33.83% faster
migrations¹**



**58% more
migrations¹**

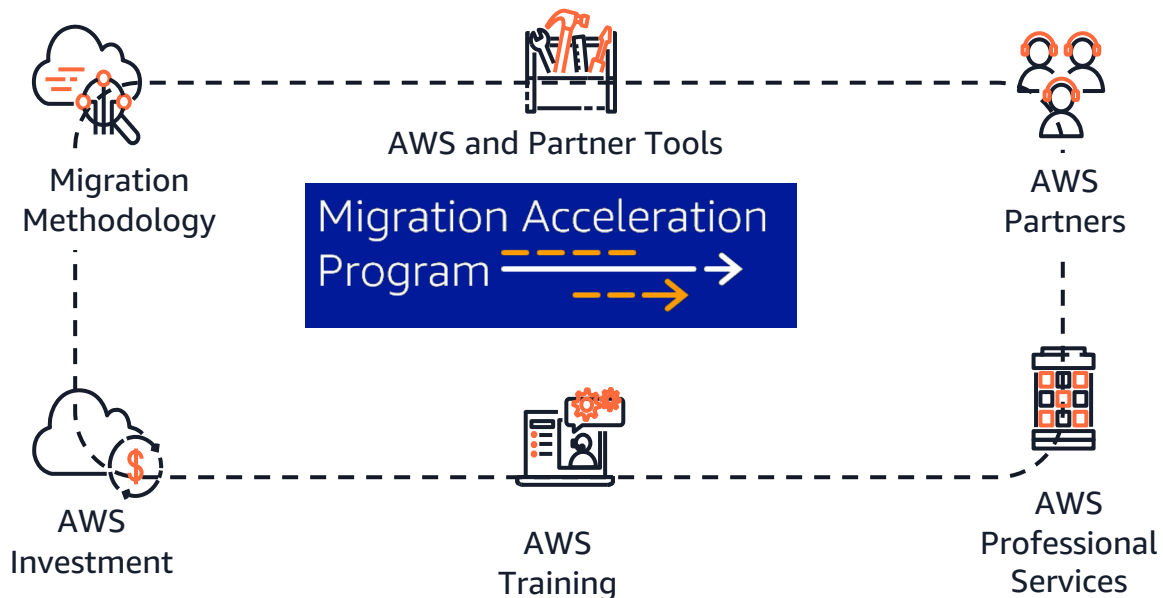
¹ AWS Finance, AWS benchmark data of customers who have run an optimization and licensing assessment compared to customers who have not

² Minimal customer requirements

Speed up your migration and reduce costs

AWS MIGRATION ACCELERATION PROGRAM (MAP)

- Accelerate your cloud journey with a comprehensive and proven cloud migration program
- Access tools, automation capabilities, training, expertise from AWS Partners, and dedicated AWS investments to support your migration



1.7x more cost savings



5.7x more staff productivity



4.3x more business agility

vs. migration without AWS MAP



- Based on 2019 AWS value Benchmarking Research – a double-blind study conducted by independent third party market research firm (OmnicomGroup)
- 1000+ US AWS customers with 1 year plus on AWS after migration and respondents are IT Leaders and application / LOB owners. Sample size: 1036 customers without MAP | 32 customers with MAP

Customer stories



3M accelerated migration at Scale Using AWS Application Migration Service

Challenge

3M needed to migrate a diverse set of thousands of applications from aging on-premises data centers to the cloud to achieve greater scalability, resilience and drive innovation, while minimizing downtime.

Approach

3M worked alongside AWS Professional Services to plan and execute a large-scale migration to AWS. With AWS Application Migration Service (MGN), 3M automated the migration of source servers to run natively on AWS.

Outcomes

2200

applications migrated in 24 months

500

Applications cutover in 12 hours

- ✓ Cutover 500 applications in just 12 hours
- ✓ Saved millions of dollars by optimizing compute costs
- ✓ Reduced resource deployment time from weeks to minutes
- ✓ Improved scalability, flexibility, and resiliency



AWS Application Migration

Services really provided the key ingredients to allow us to migrate our workloads.

We were able to migrate...in a way that was **consistent, reliable, minimizing business downtime**...and grow and deploy new technology.

Kyle Hammer

Director, Cloud Transformation, 3M





Accelerated Healthcare Tech Migration: Mayden's Journey to AWS in 6 weeks

Challenge

Mayden, a UK healthcare technology company, needed to migrate 300 servers without disrupting services for patients and providers. Their previous cloud provider could not support their growth, making migration crucial.

Approach

Mayden approached AWS and joined the AWS Migration Acceleration Program (MAP) to help. Working with a partner, Mayden also utilized AWS MGN to automate and accelerate the server migration process to AWS.

Outcomes

300

Servers migrated **in 6 weeks**

98%

Faster to build database servers

- ✓ No downtime during cross-cloud replication of servers
- ✓ Automation minimized the need for code changes to legacy applications
- ✓ Built new infrastructure for services in Canada in only 10 days using AWS



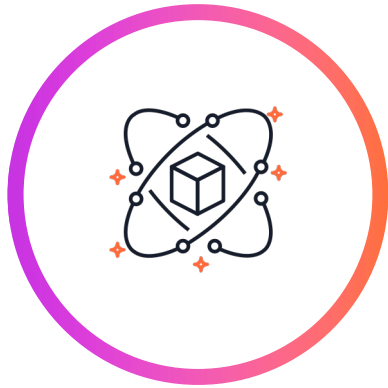
We wouldn't have gotten this done as quickly and with the low amount of downtime that we had if we hadn't had the support of AWS MAP and worked with [AWS Partner Sourced].

Tom Dawson

Product Owner for the Systems Team, Mayden

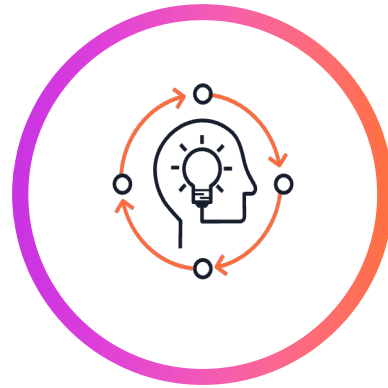


Call to Action



Assess your VMware Estate

Request an AWS assessment for cost savings on licensing, business case and migration planning



Leverage Partners

Engage with our large network of AWS VMware and Migration Competency Partners



Reach out to AWS Account Team

Determine your migration approach and timeline



Utilize incentive programs

Take advantage of our incentive programs designed specifically for VMware migrations



Thank you!

Steve Evernham

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Please complete the survey
for this session



Application Modernization, Security, and Governance
Rapidly Migrate Your VMware Workloads to AWS