



AWS RESEARCH ROADSHOW – 4 APRIL 2023

Migration on AWS

AWS Education & Research Team

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Agenda

- Migration strategies
- Lift & Shift basics
- Drive Digital Transformation with AWS Marketplace

Migration Strategies



Benefits as seen across thousands of migrations

31%

Average infrastructure
cost savings

43%

Fewer security
incidents per year

62%

IT staff
productivity boost

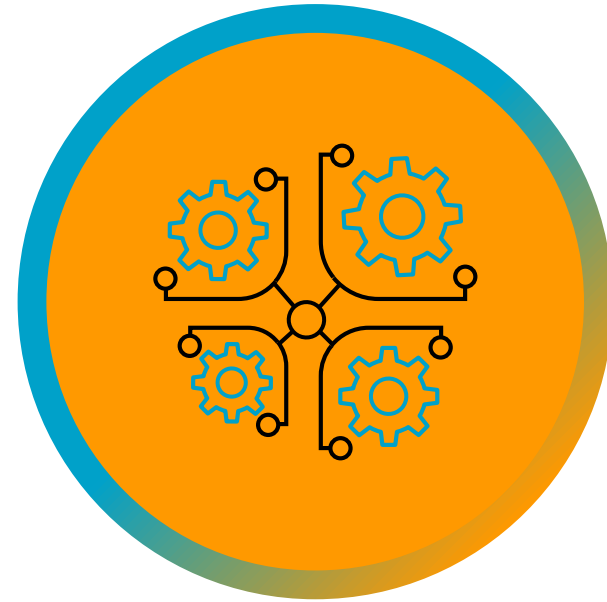
3x

More features
delivered per year

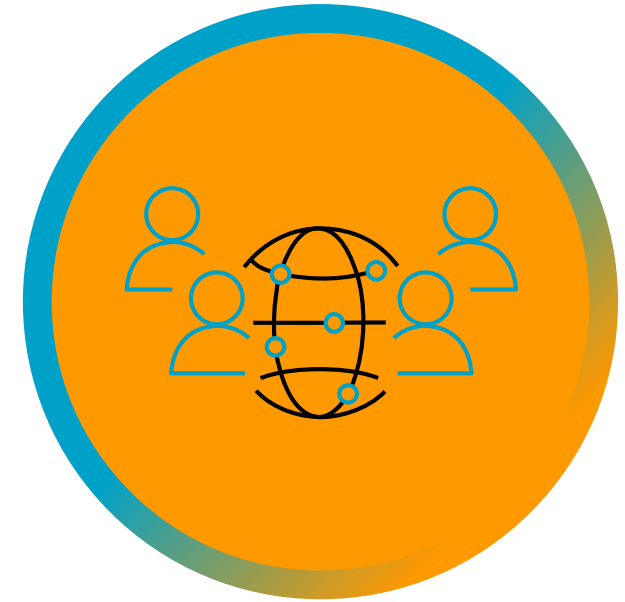
How to make a transformation successful



**MAKE A PLAN FOR
YOUR APPLICATION
PORTFOLIO**

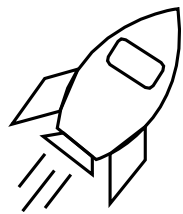


**BUILD AN
OPERATING MODEL
&
A SERVICE
MANAGEMENT
FRAMEWORK**

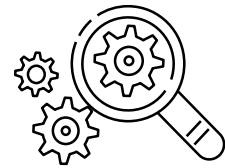


**DON'T DO
IT ALONE!**

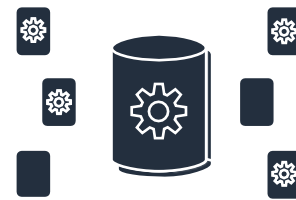
Migrate and modernize legacy applications



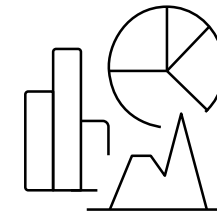
Migrate to
free-up
resources



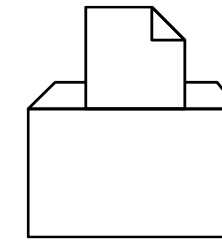
Shift licensing
and cost
models to the
cloud



Scale
infrastructure
on demand



Leverage your
data with
advanced
analytics

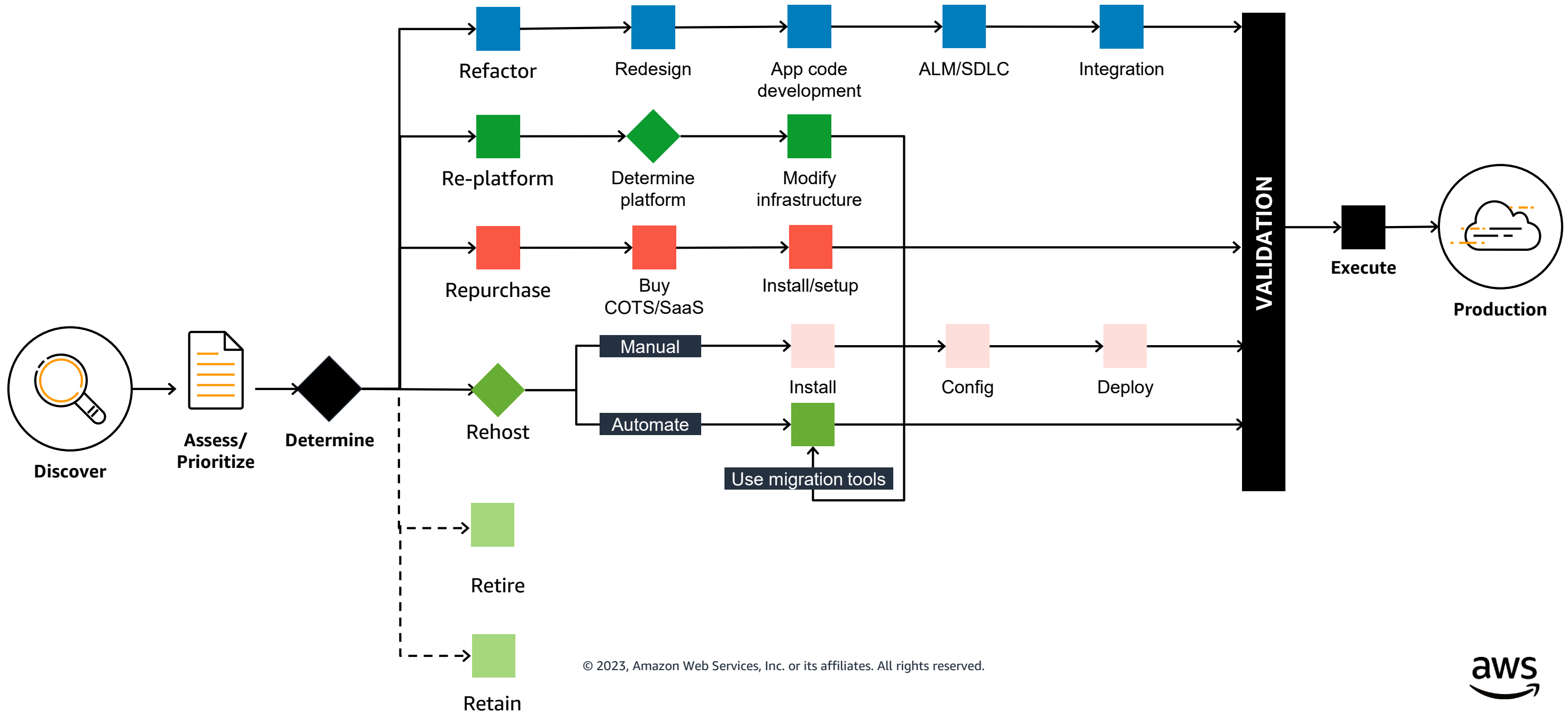


Innovate with
200+ cloud
native
services



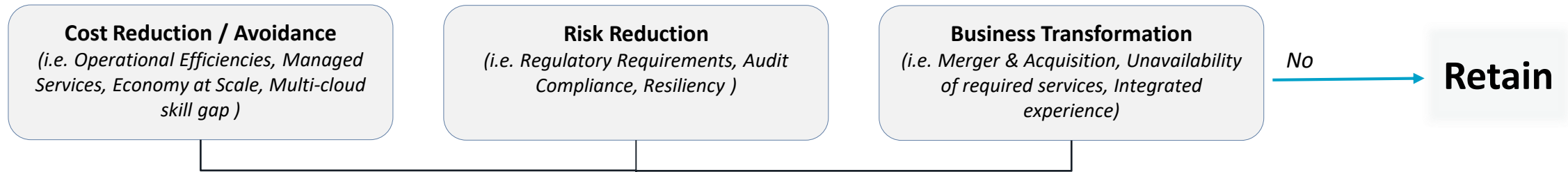
Boost skills
and experience
for speed and
agility

"The 6 Rs of migration"

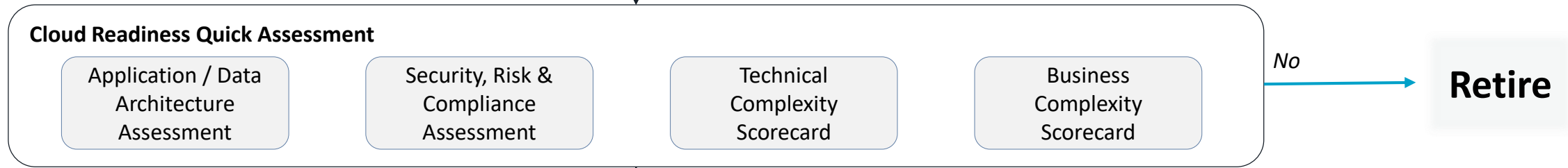


Migration Pattern Decision Tree

Typical Customer Migration Drivers

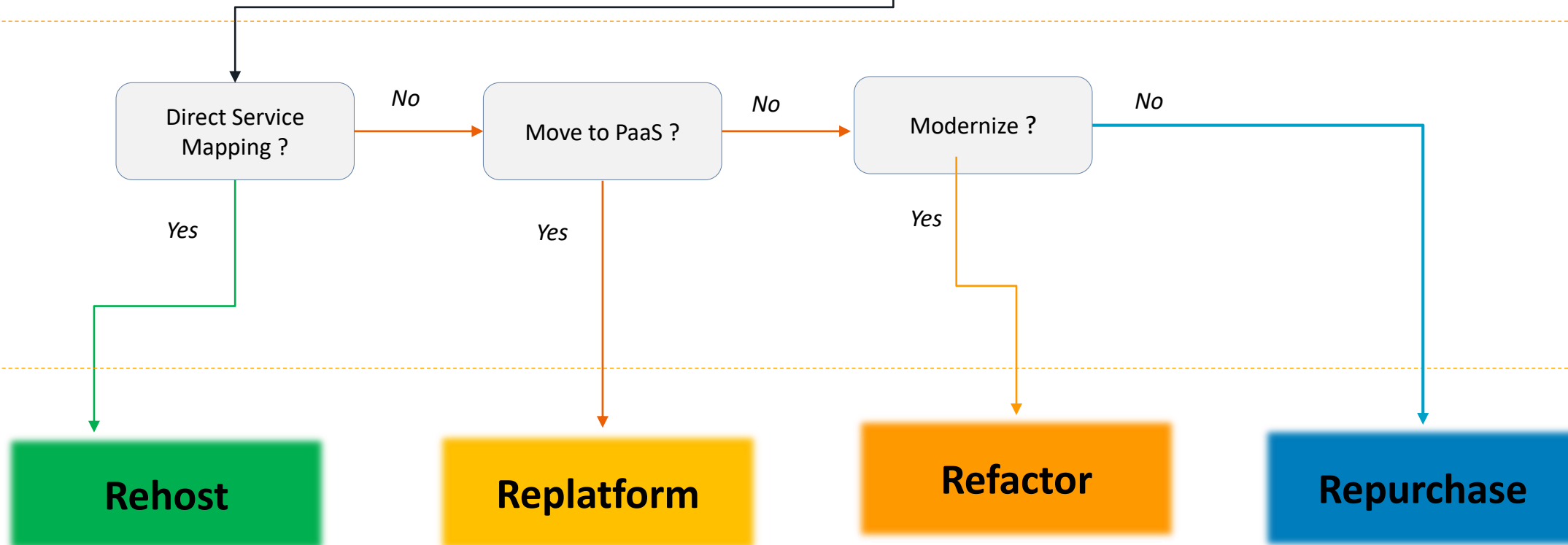


Cloud Readiness Quick Assessment



Migration Candidates

Key Determinants



Treatment Types



Make a plan for your application portfolio

Focus on your differentiators

Reduce the size of your estate



Retire



10%+



SaaS



20%

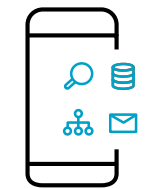
Move to AWS



Lift & shift



50%



Re-platform

Transform on AWS



Modernize

Serverless / containers / microservices



20%


Assessment / Migration Tools and Services

Rehost

 Cloudfunder




 AWS MGN

 Application Discovery Service

 AWS Database Migration Service

 AWS Migration Hub

 AWS Migration Evaluator

Re-platform

 Cloudfunder



 Application Discovery Service

 AWS Schema Conversion Tool

 AWS Database Migration Service

 ATTUNITY

 AWS DataSync

 AWS Migration Hub

Refactor

 AWS Migration Hub



 AWS Schema Conversion Tool

 AWS Database Migration Service

 ATTUNITY

 AWS DataSync

 AWS Migration Hub

Lift & Shift basics



Use cases for Migration Evaluator



Discover from any source

Install the complimentary Migration Evaluator agentless collector to conduct broad-based discovery or securely upload exports if inventory already exists.



Right-size a path to AWS

Easily discover over-provisioned on-premises servers and get recommendations for cost-effective AWS alternatives in a matter of days.



Gain data to plan with confidence

Take a snapshot of the current on-premises footprint to fine-tune licensing, view server dependencies, and gain visibility into multiple migration scenarios.

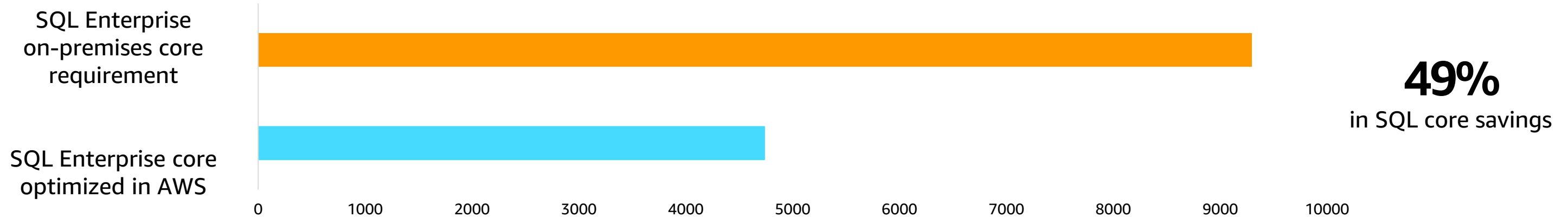
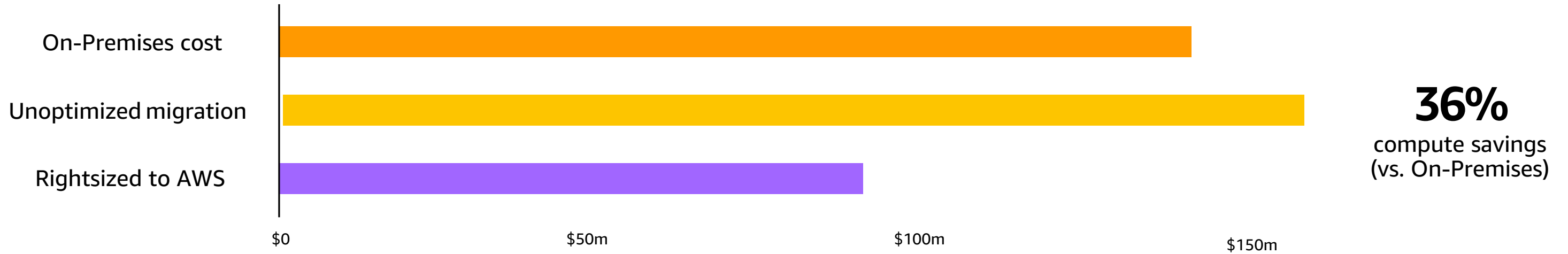


Estimate and reduce cloud costs

Analyze the current state, define the target state, and develop a migration readiness plan with projected cloud costs to reach financial business objectives faster.

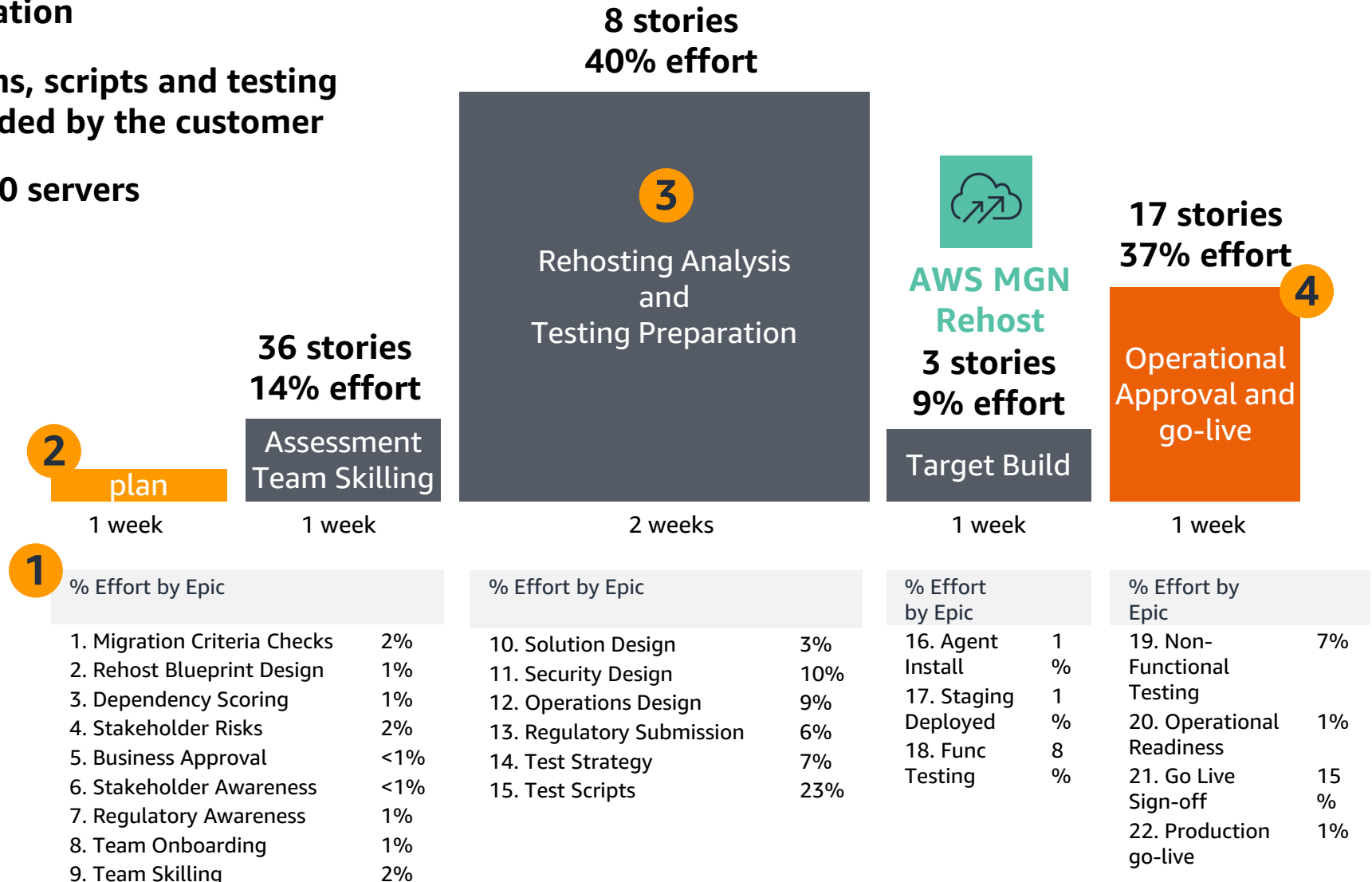
Impact of Rightsizing

On-Premises vs. Unoptimized Migration vs. Rightsized to AWS



Services Playbook for 50 Servers over 6 weeks

- 1 22 Agile Epics, 64 Stories for 50 servers
- 2 1 week planning duration
- 3 Testing strategy, plans, scripts and testing resources to be provided by the customer
- 4 5 weeks to migrate 50 servers

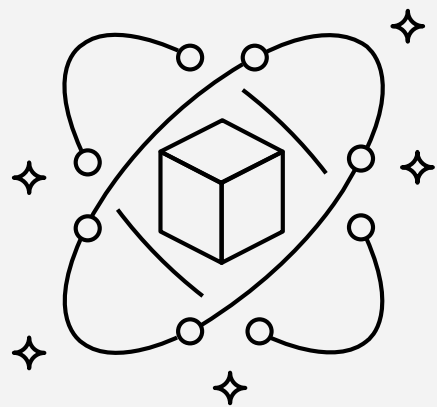


Drive Digital Transformation with AWS Marketplace

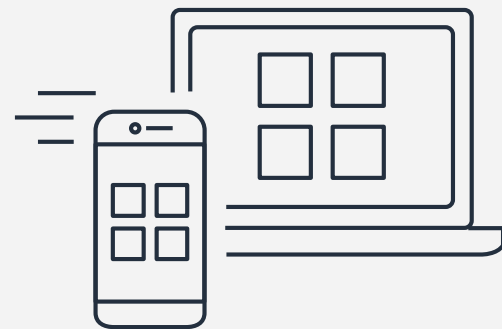


What is AWS Marketplace?

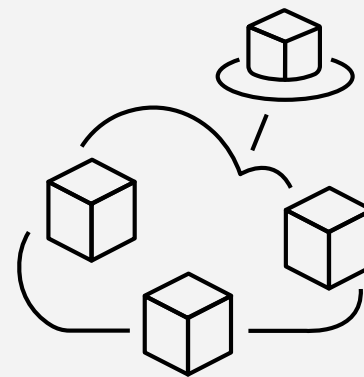
TRANSFORMING HOW ENTERPRISES WORLDWIDE **FIND, SUBSCRIBE TO, DEPLOY, AND GOVERN** SOFTWARE, DATA, AND PROFESSIONAL SERVICES



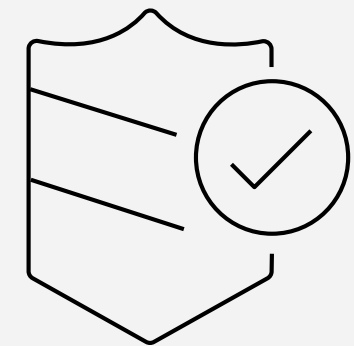
Broad selection
of products from
vendors you trust



Fast
procurement
with flexible
pricing and
terms



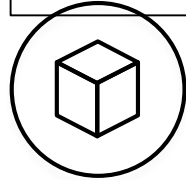
Easy, fast,
and secure
deployment



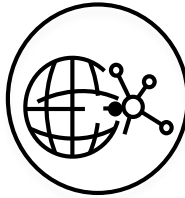
Reduce risk
exposure with
centralized
governance

AWS Marketplace

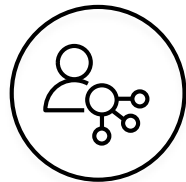
TRANSFORMING PROCUREMENT AT SCALE



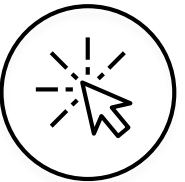
13,000+
transactable listings



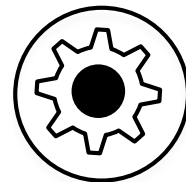
Deployed in
29 Regions



3,000+ ISVs
300+ data providers
1,300+ channel partners



70
categories
(monitoring, security,
databases, etc.)



2M+
active subscriptions



330,000+
active subscribers

Find AWS Marketplace products that meet your needs.

Categories: All categories Vendors: All vendors Pricing Plans: All pricing plans Delivery Methods: All delivery methods

Over 10,000 results

Clear selection View results

Popular Categories



Operating Systems



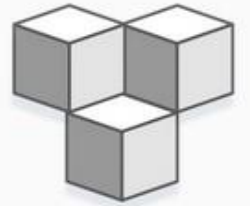
Security



Networking



Storage



View all categories



Data Analytics



Dev Ops



Machine Learning



Data Products

Explore solutions by topic area and use case



Business Applications

Find, buy, and deploy SaaS solutions to drive your business forward.

[LEARN MORE](#)



Data & analytics

Gain the decision-making power and insights to act in real time.

[LEARN MORE](#)



DevOps

Design and deploy reliable, secure modern applications and infrastructure.

[LEARN MORE](#)



Infrastructure software

Move, modernize, and manage your IT infrastructure.

[LEARN MORE](#)



Internet of Things (IoT)

Quickly connect, collect, and act on data from your connected devices.

[LEARN MORE](#)



Machine learning

Predict outcomes and optimize solutions to meet real-world challenges.

[LEARN MORE](#)



Migration

Move workloads and infrastructure to the cloud with confidence.

[LEARN MORE](#)

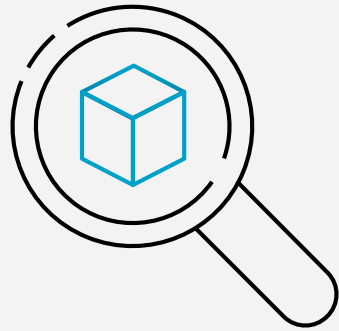


Security

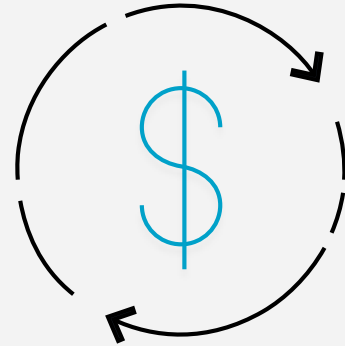
Strengthen application and infrastructure security.

[LEARN MORE](#)

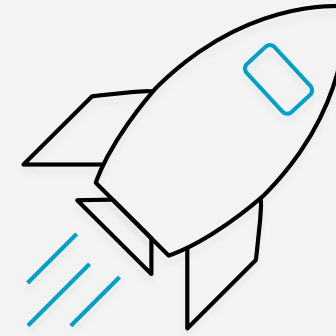
Why buy in AWS Marketplace?



Find and deploy the software, data, and services you need



Consolidate and optimize costs

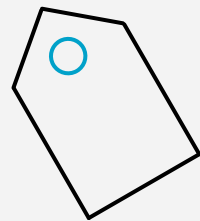


Accelerate time-to-value with faster procurement



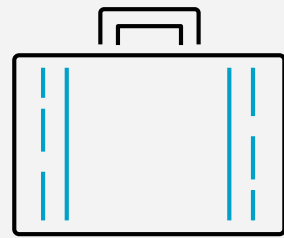
Enhance security, governance, and control

Flexible consumption models



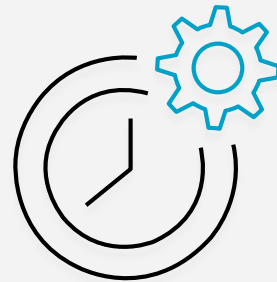
Free trial

Get started with a free trial and no commitment



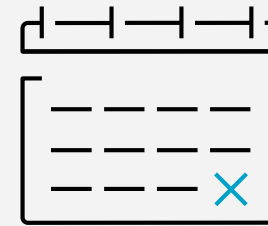
Bring your own license

Migrate to AWS with your existing product licenses. Intended for pre-existing customers



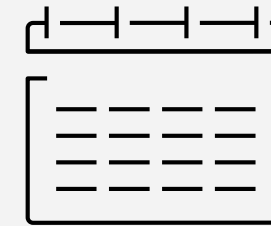
Seconds/hour

Pay for software and compute capacity by the second or hour with no long-term commitments



Monthly

Make a monthly payment and receive a discount on the monthly pricing charge



Annual and multi-year

Make a one-time payment and receive significant discount. Multi-year options are also available



Private offers

Negotiate a custom price with a software seller or Channel Partner. Offer is reviewed and accepted in AWS Marketplace

Find the software, data, and services you need

Explore products across **70** categories

Application security



Software

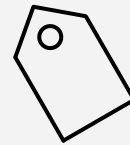
Data

Containers

AI/ML models



Curated storefronts to help you **find relevant solutions** by category, use case, or industry



Try before you buy with **free trials** available for 2,000+ products



Read **product reviews** from buyers and third-party suppliers



Thank you!

AWS Education & Research Team

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