



INNOVATE

ONLINE CONFERENCE

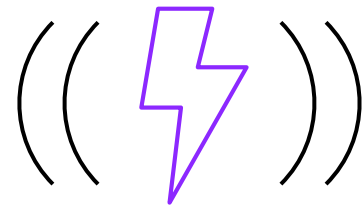
Build a scalable migration practice and help customers migrate to AWS

Sarath Vancheeswaran
Migration Solutions Architect, AWS

Agenda

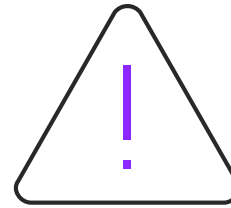
- Migration drivers
- AWS migration programs
- Migration approach and tools
- Partner enablement
- Emerging themes
- Lessons learned

Migration drivers: Customer business drivers— Responding to disruption requires a new model



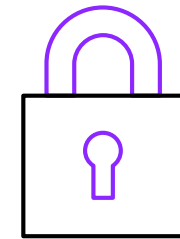
Innovate

Practice innovation
and agility
like a startup



Retire technical debt

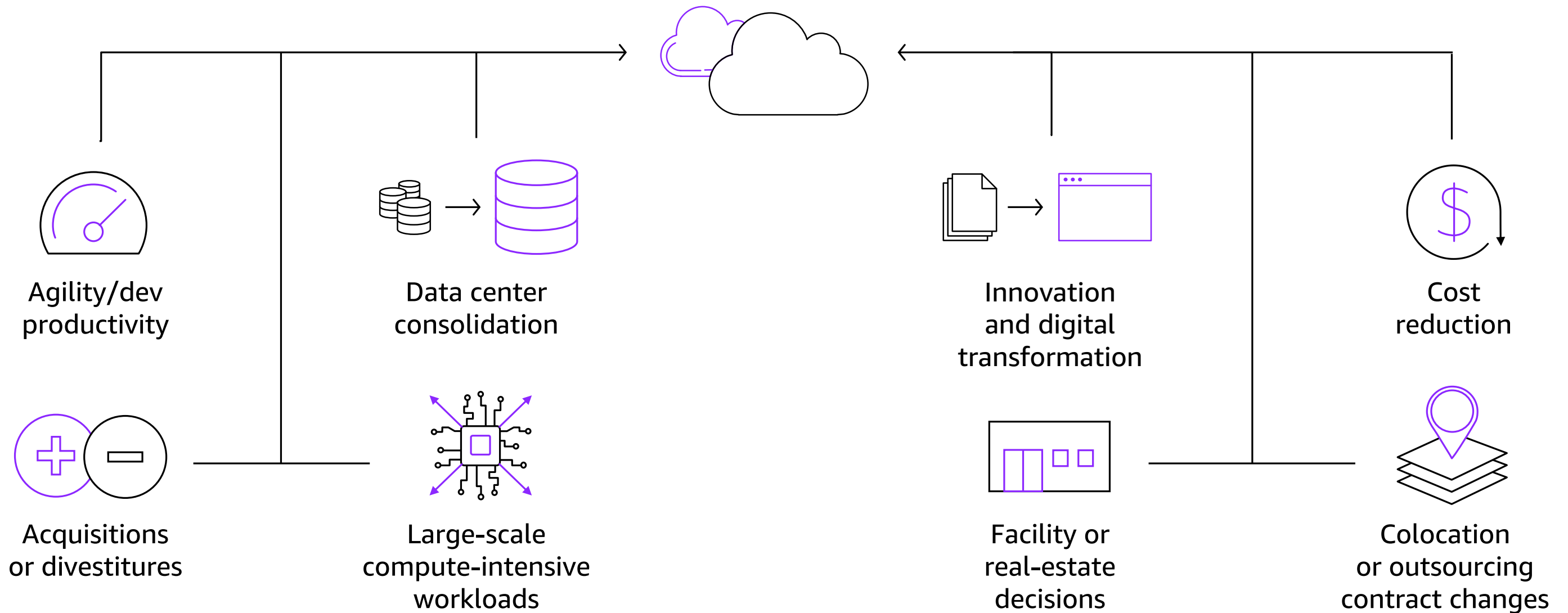
Focus IT on
what differentiates
your business



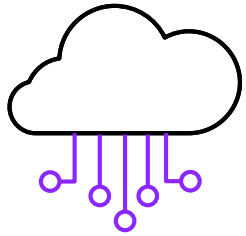
Reduce risk

Move to a more resilient IT
services model through a
secure and proven approach

Migration drivers: Customer business drivers— Common migration reasons

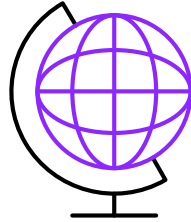


Opportunity: Partner business drivers—Stating the obvious



The public cloud
is becoming an
enterprise-strategic
imperative

The “tire kicking”
has stopped



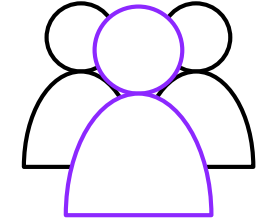
The market is
large...in fact, huge!

Globally \$2T is dedicated
to maintenance and
keeping the lights on



This is a strategic
imperative for AWS

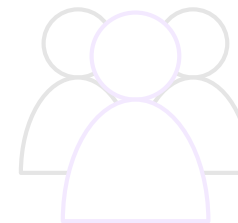
We are investing to help
our customers benefit
from the public cloud



Customers
need help

Partners are critical
and will lead the way

Opportunity: Partner business drivers—Stating the obvious



\$236 billion

Public cloud market by 2020 (Forrester)

The public cloud is becoming an enterprise strategic imperative

The “tire kicking” has stopped

The market is large...in fact, huge!

Global market to reach \$236 billion by 2020, up from \$100 billion in 2015. Growth driven by migration to maintenance and keeping the lights on

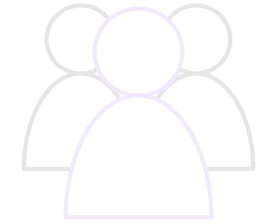
This is a strategic imperative for AWS

We believe that our customers benefit from the public cloud

Customers need help

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Opportunity: Partner business drivers—Stating the obvious



The public cloud
is becoming an
enterprise strategic
imperative

The “tire kicking”
has stopped

Disrupt or be disrupted

Globally \$2T is dedicated
to maintenance and
keeping the lights on

We are investing to help
our customers benefit
from the public cloud

Customers
need help

Partners are critical
and will lead the way

Customer Experiences



Migrated more than 9,000 workloads, including 300 disparate ERP systems, to AWS while reducing its datacenter footprint from 34 to four over the next three years.



Transforming culture to be a great place for developers to work by investing in new skills (thousands of AWS certifications and counting) and migrating data centers to the cloud.



Migrated over ~5,500 instances in 9 months, reduced storage costs by 50% and compute costs by 20%, and sped up provisioning 10X from 4 weeks to 2 days.



Consolidating 56 datacenters down to 6, moving 75% of infrastructure to cloud, and re-allocating more than \$100M to key business drivers.



Migrated about 50 applications and 50 nested sub-applications in its stack, and reduced its data center footprint while gaining better insight into the cost of its applications and systems.

AWS migration programs

Migration programs



(MAP)

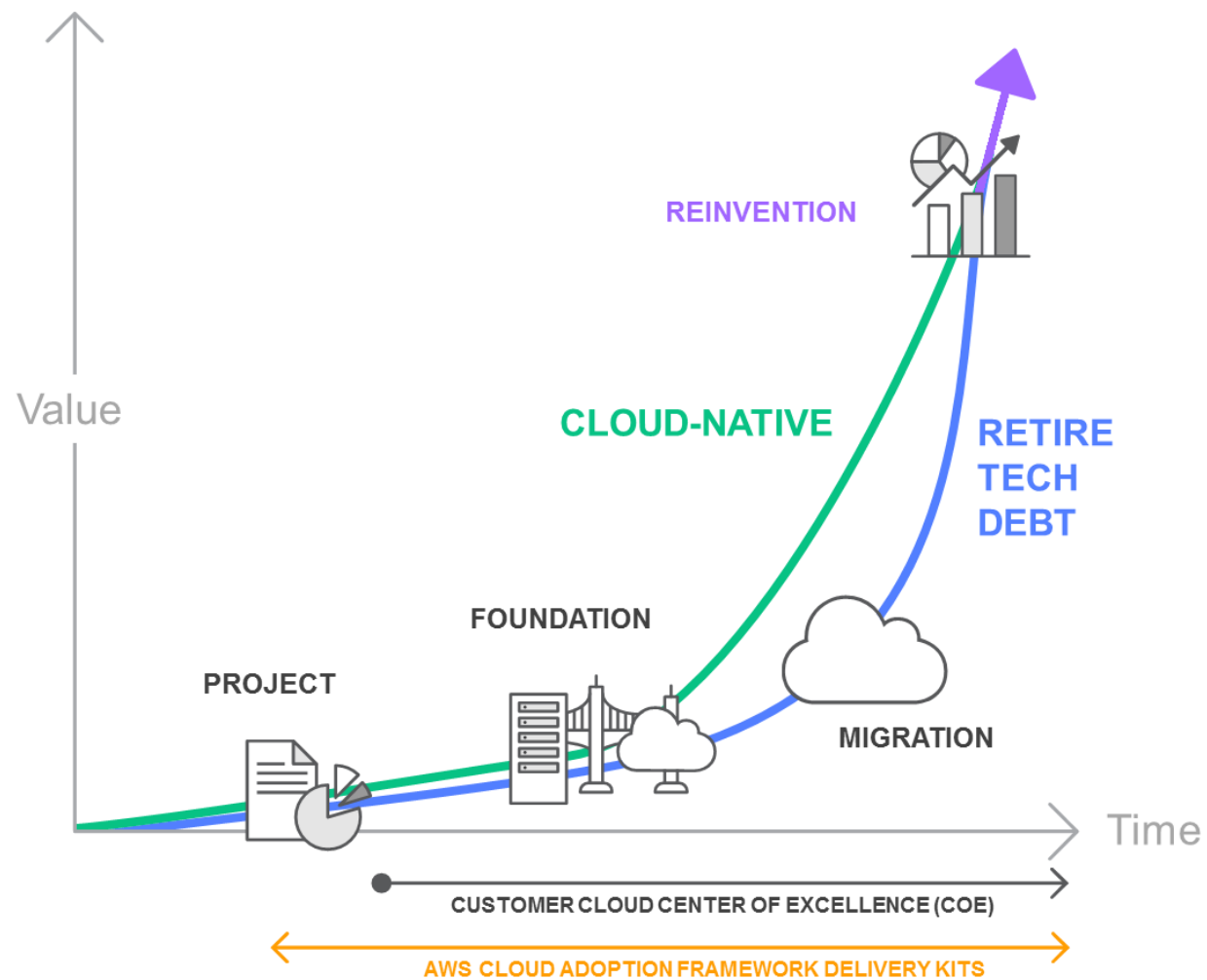


(PMP)

Programs open to AWS Migration Competency Partners

If you are not a migration competency partner, you can see requirements here: [AWS Migration Competency Requirements](#)

Migration programs: When to use?



This “stages of adoption” graph describes a common journey customers take to drive innovation and value through the cloud

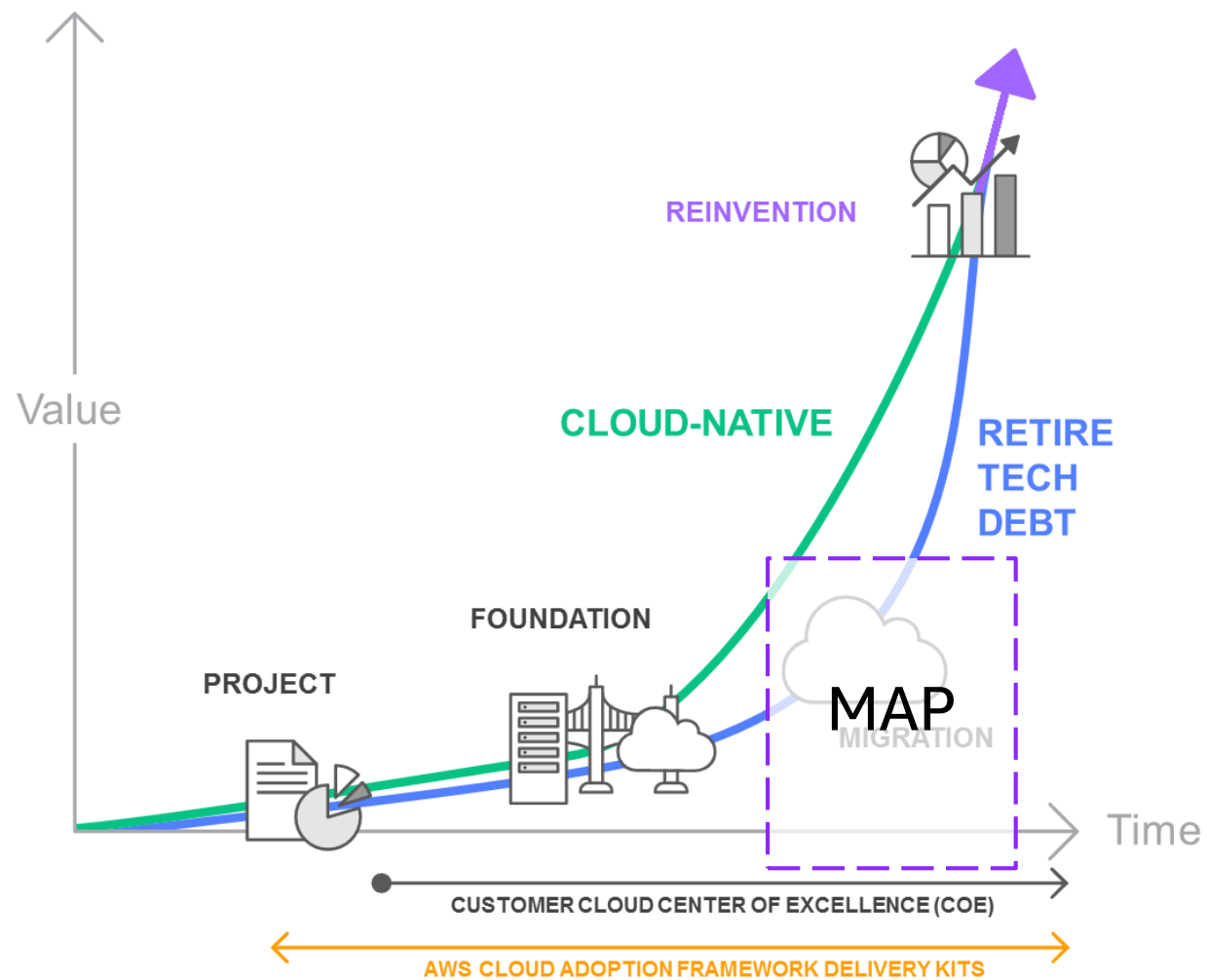
Project stage

Foundation stage

Migration stage

Reinvention

Migration programs: When to use?



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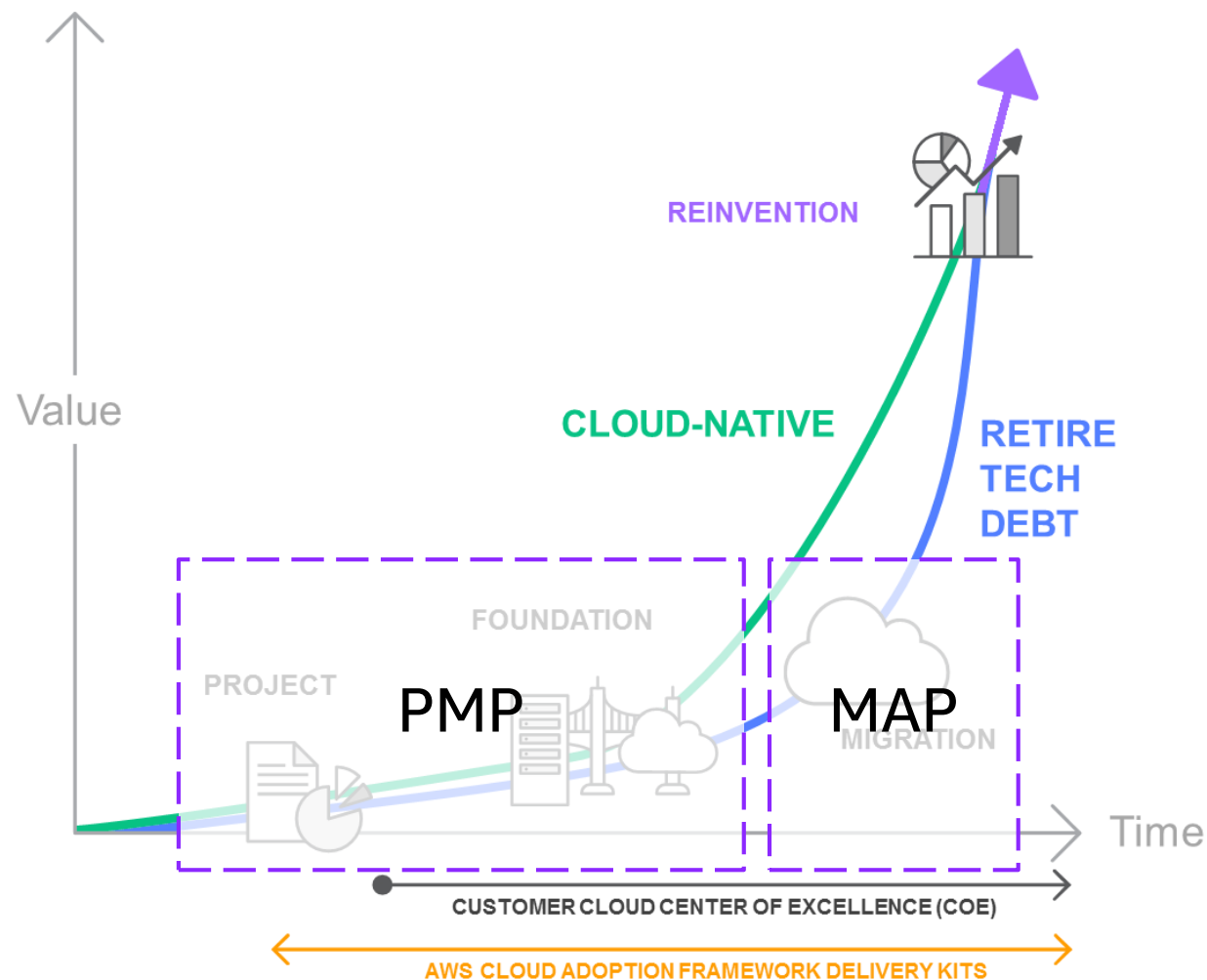
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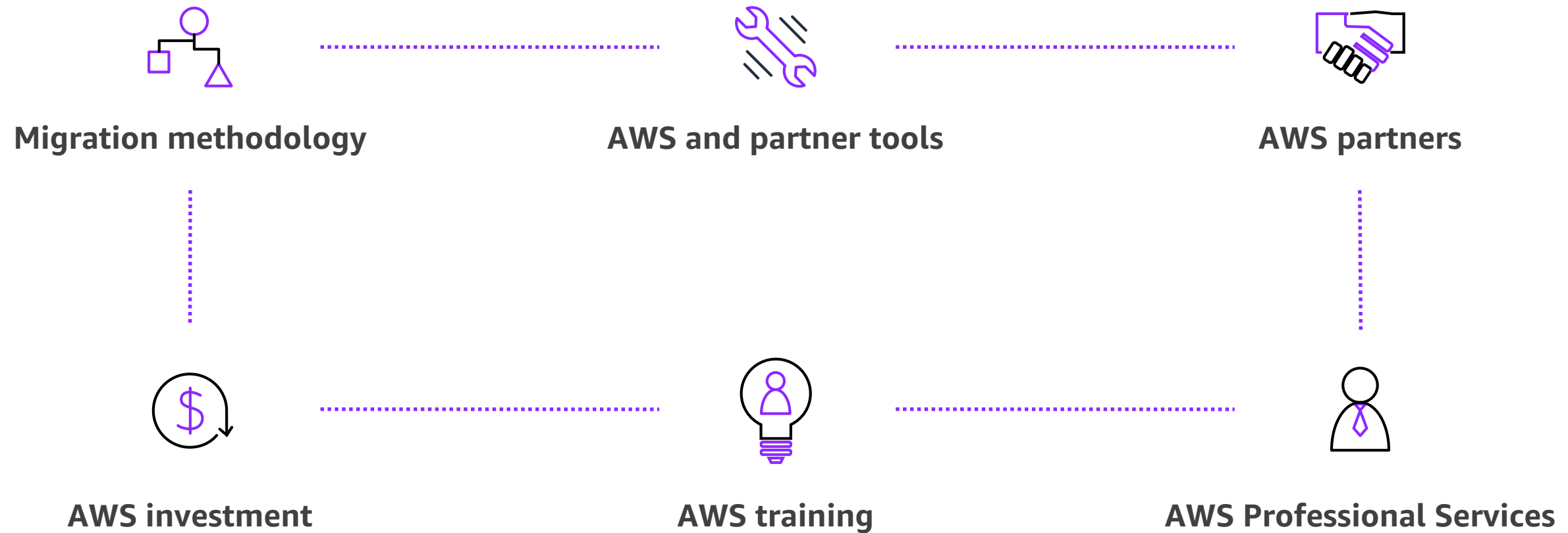
Project stage

Foundation stage

Migration stage

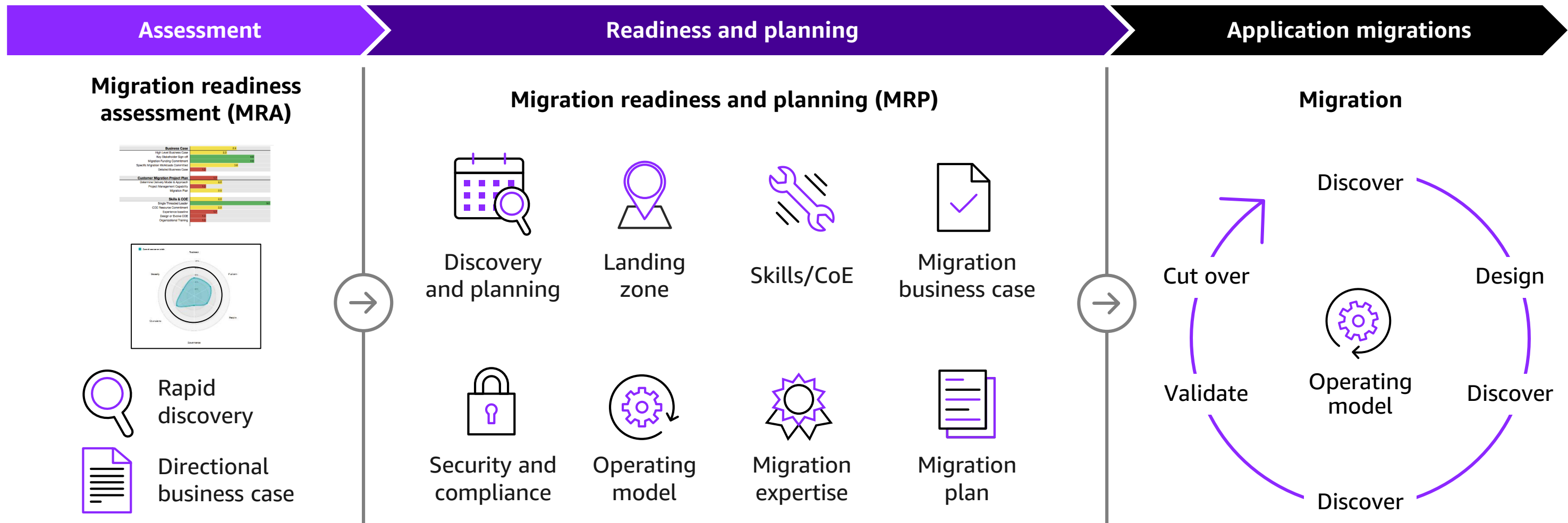
Reinvention

Program components

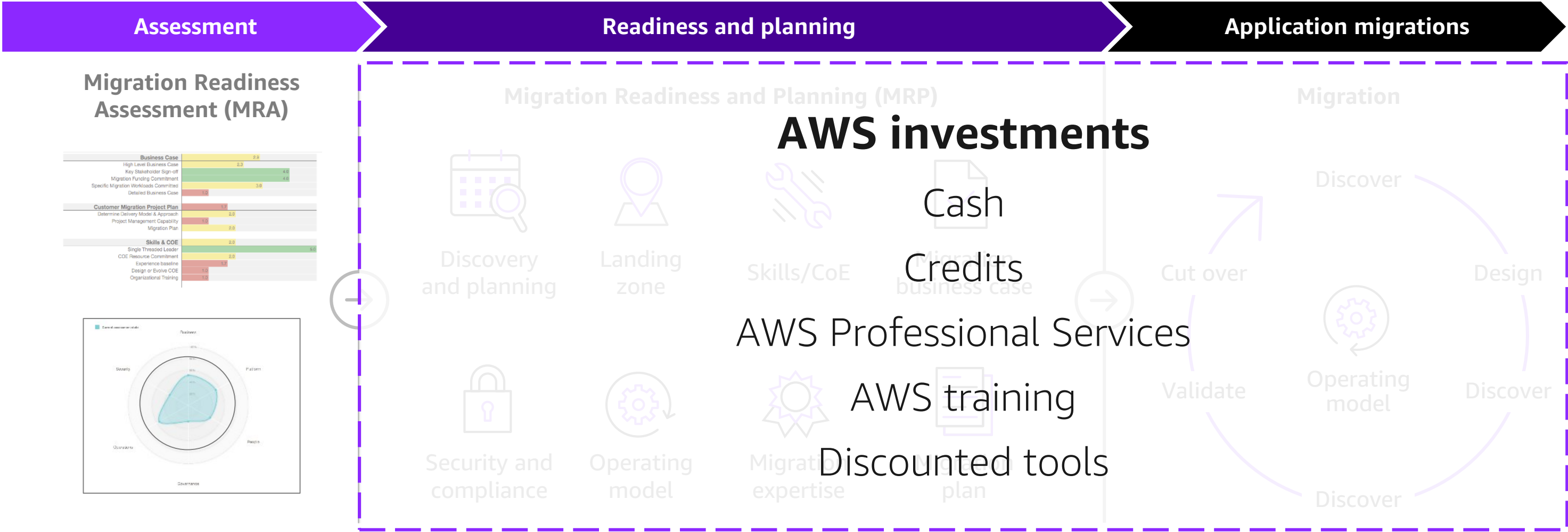


Focused on customer success

Migration project approach












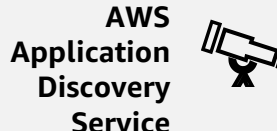







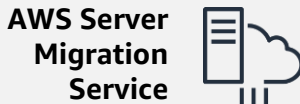






Migration programs: Investments



Migration tools

Automation for increased speed and reduced cost

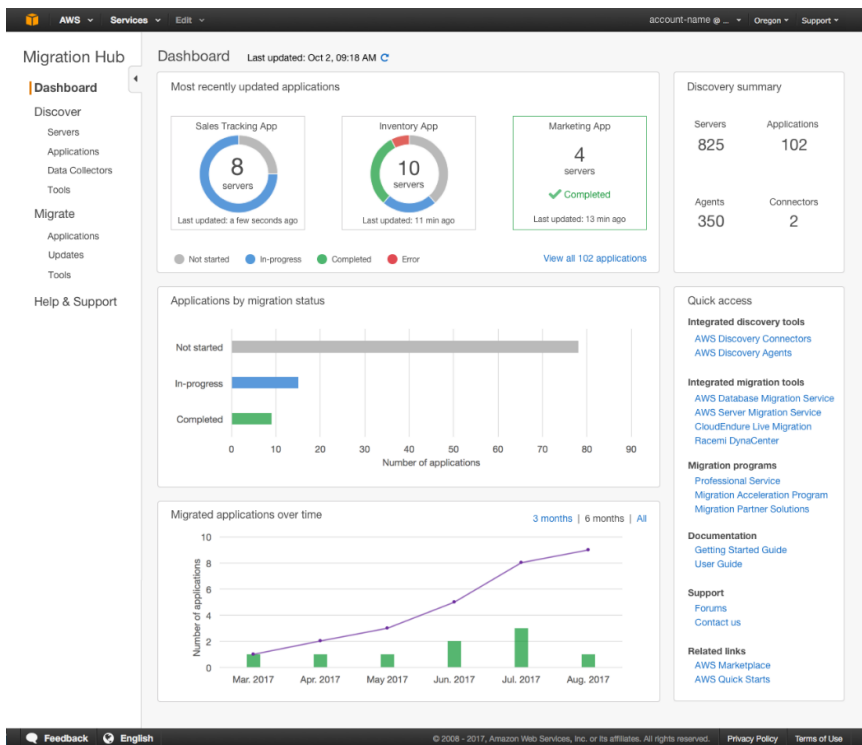
Assessment		Migration readiness and planning		Application migrations	
Inventory	Business case	Deep discovery and planning	App dependency mapping	Workload and data migration	Validation
     	 	   	  	     	  

Migration tools: AWS Migration Hub



Simplify and accelerate migration execution

A single location to track the progress of application migrations across AWS and partner solutions



The screenshot shows the 'Time Tracking App' page in AWS Migration Hub. It displays a table of migration progress for various servers, categorized by status: Inactive, In-progress, Completed, and Error.

Servers - Inactive (1)	Servers - In-progress (4)	Servers - Completed (3)	Servers - Error (0)
time8.acme.com	time4.acme.com (19%) time5.acme.com (90%) time2.acme.com time7.acme.com	time1.acme.com time6.acme.com time3.acme.com	

Server ID	Host/VM name	Tool	Status	Migration result	Last updated time
...485dd3ee	time1.acme.com	SMS	Completed, next run sched...	Latest AMI	2017-08-14 08:00 AM
...49770313	time4.acme.com	Racemi	19% Deploying target wh...		2017-08-14 07:58 AM
...c14edd9a	time3.acme.com	SMS	Completed, next run sched...	Latest AMI	2017-08-14 07:56 AM
...ed1c2be7	time5.acme.com	DMS	90% in-progress	Target endpoint	2017-08-14 07:50 AM
...48556723	time6.acme.com	CloudEndure	100% Cut over	EC2 instance	2017-08-14 07:49 AM
...4nkerel9e	time2.acme.com	SMS	Preparing AMI		2017-08-14 07:48 AM
...09dtatdkr	time7.acme.com	SMS	Preparing AMI		2017-08-14 07:46 AM
...23fdl9r3h	time8.acme.com		Not started		

Working together: Enablement

Working together: AWS with partners

Migration competency

Consulting/delivery/technology

Sets the bar for migration capabilities

Requires MSP or DevOps competency

AWS migration investment requires competency

Migration training and enablement

Pre-competency, general, and MAP-specific

Self-paced, classroom, workshops, whiteboard sessions,
train the trainer

Delivery and go-to market teams

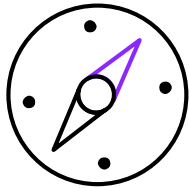


Migration

AWS Migration Competency Partners
provide solutions or have deep experience
helping businesses move successfully to
AWS, through all phases of complex
migration projects, discovery, planning,
migration and operations.

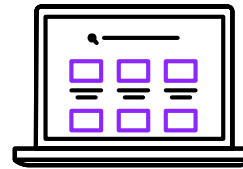
Competency Requirements
Consulting Partners | Technology Partners

Working together: Partner enablement



APN Navigate Program

Self-paced APN training for partners in how to build an AWS migration practice



Self-paced online labs

Labs to learn AWS services and practice skills at a low cost



Train the trainer

Training with strategic partners to drive education at scale



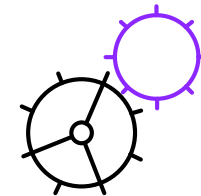
Just-in-time training

AWS partner migration solution architects and professional services



Joint customer engagement

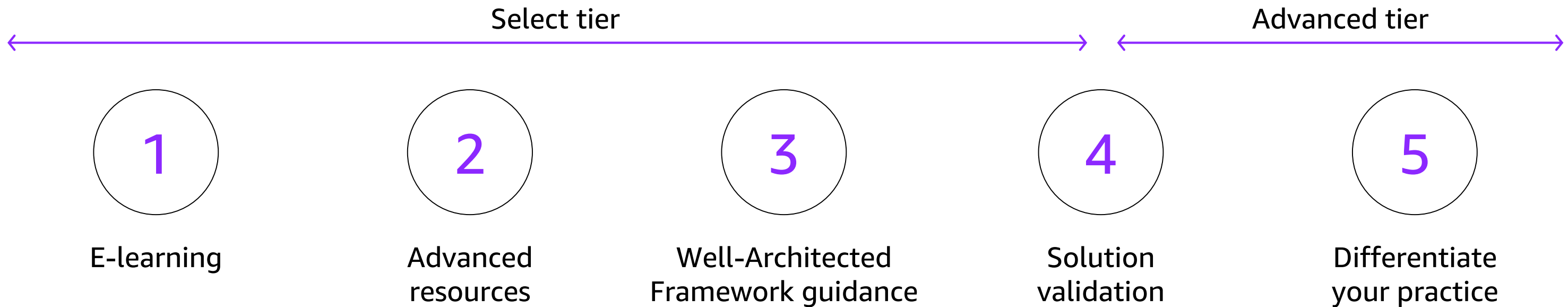
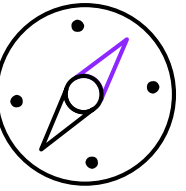
MRA or specialist solution workshops
Joint project work



Workshops

AWS partner migration SAs and professional services

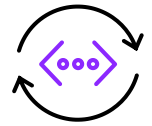
Working together: Partner enablement— APN Navigate Program



<https://aws.amazon.com/partners/navigate/migration/>

Emerging themes

Emerging migration themes: Balancing speed and modernization to drive business benefit



Mainframe migrations



Container modernization

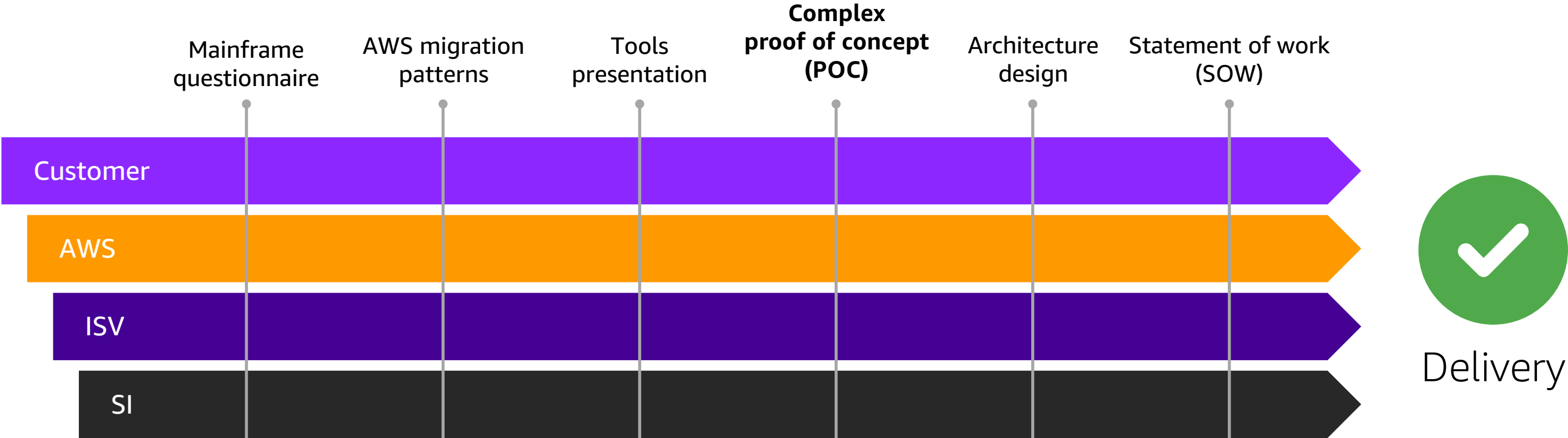


SAP

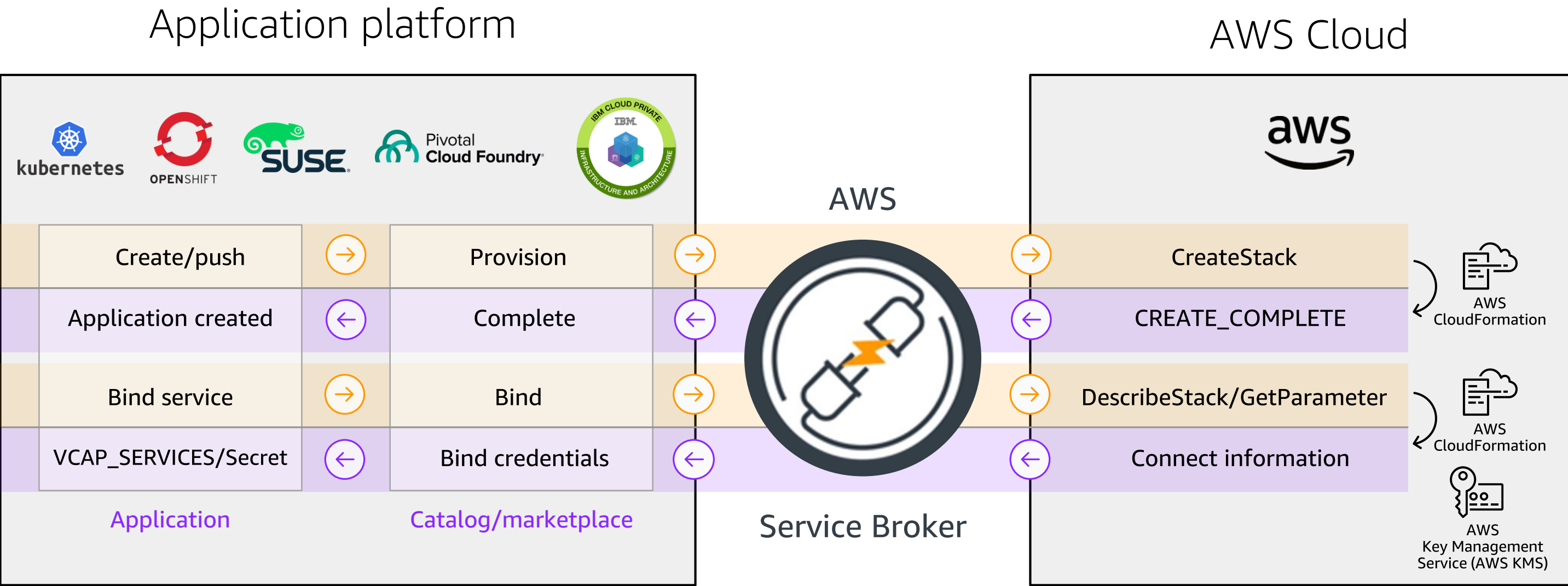


Migration pattern library

Customer-first approach with AWS and partners to migrate mainframes



Containers for application migration: Provision and bind



SAP



6 months

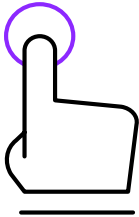
Entire BW
landscape migration
to BWoH/NLS in the AWS Cloud

90%

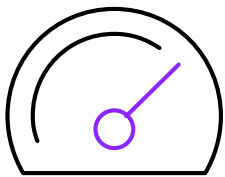
Faster runtime
for top five reports

87.5 TB

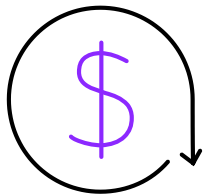
35-day storage
amount for database
backup from 605TB



Simple



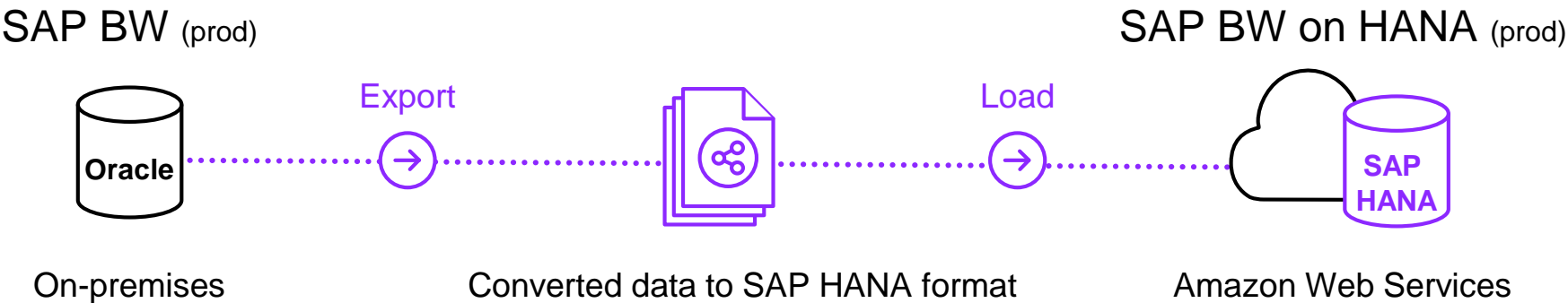
Fast



Low cost



SAP Rapid Migration Test Program with AWS (FAST)



AWS migration pattern library

Migration pattern	A prescriptive solution for a migration scenario based on the “target architecture” and “options” available
Migration pattern library	A collection of organized and curated patterns for migrating enterprise workloads to AWS
Purpose	Provide customers with confidence and capability to migrate their workloads to AWS

Value

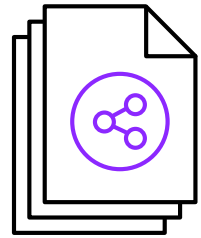
Lead generation	Generate leads showcasing your capabilities and differentiators
Agility	Represent how your solutions/services align across existing patterns
Exposure	Highlight your company, skill sets, people, methodologies, and tools

Sign up and contribute patterns now! **Thousands of patterns expected**

<https://mpl-proserve.amazonaws.com/>

Lessons learned

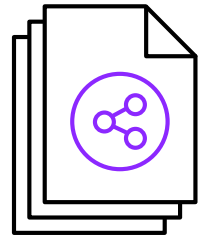
Lessons learned: Business justification is critical



An **effective business case** and the process to create it helps remove friction from adoption of the cloud and identifies the key stages and costs of migration to AWS

Customers that **complete** a business case **migrate faster**

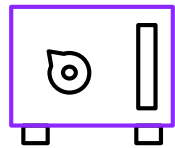
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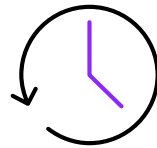
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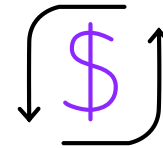
Key building blocks for business case development



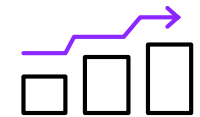
Infrastructure
savings



Task
hour savings

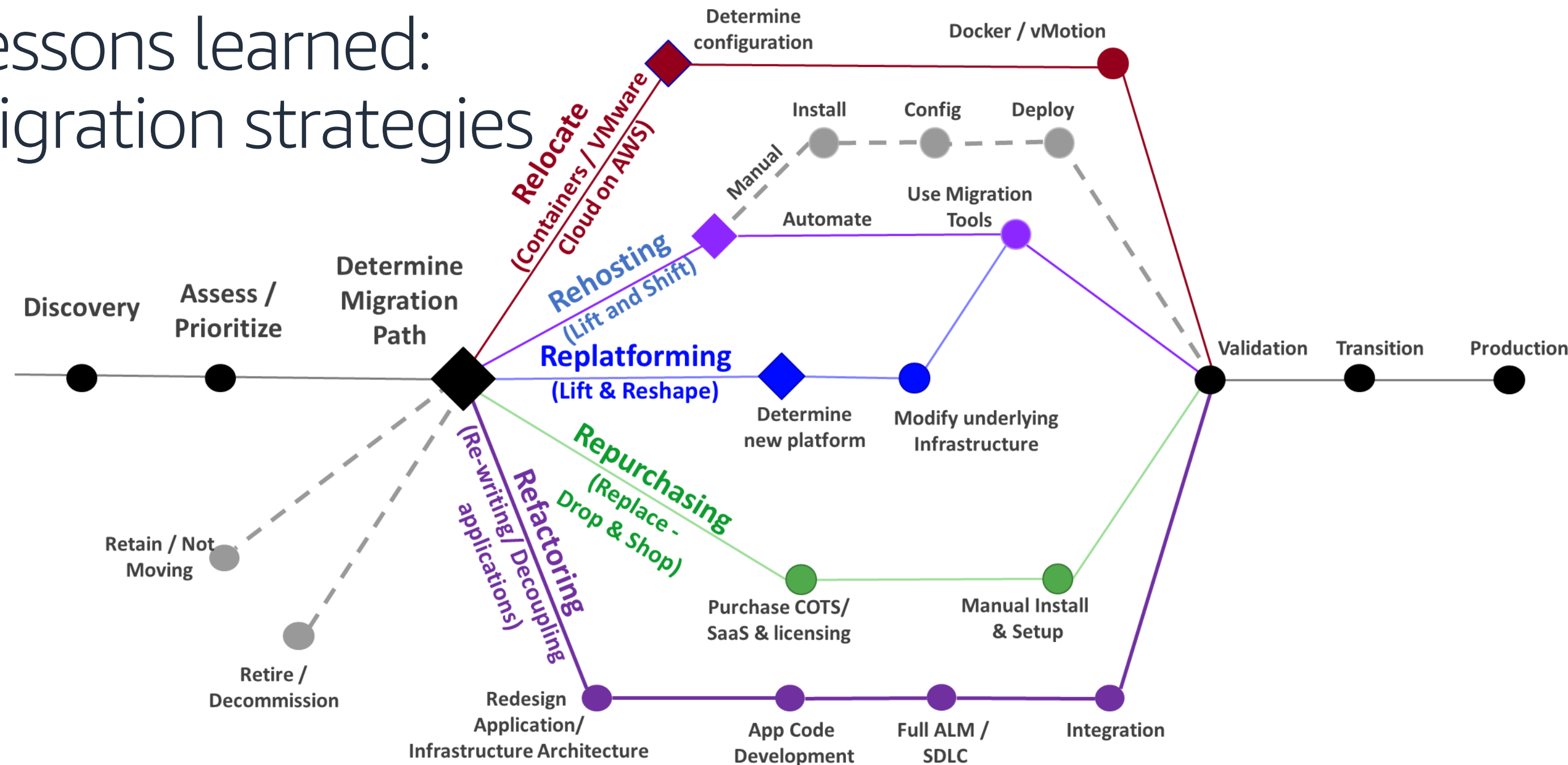


Migration costs and
multiyear savings



Business value and
agility and innovation

Lessons learned: Migration strategies



Balancing speed and modernization to drive business benefit

Migration strategies: Typical project profile

1	Retain	Workloads are kept in situ and are not changed in any way	Unresolvable dependencies, custom Linux kernels, non-x86, AS400, and others	10%
2	Retire	Workloads are retired from use	Existing decommission scope	5%
3	Re-hosting	Workloads are moved to the cloud, lift-and-shift	Minimal re-engineering, IP, DNS, file path changes, Win 2008, RHEL, and others	
4	Re-platforming	Workloads are moved to the cloud with some changes to support use of cloud concepts—for example, elasticity, failover	Broader changes, use of higher-level AWS servers—for example, Amazon Relational Database Service (Amazon RDS)	
5	Re-factoring	Workloads require significant re-engineering in order to run in the cloud	Significant re-engineering—for example, to Linux, server-based to serverless	
6	Repurchasing	Workloads are candidates for migration to SaaS-based solutions	On-premises CRM to SaaS CRM, Exchange to Amazon WorkMail, and others	

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Next steps: If you have a migration opportunity ...

Submit migration opportunities to AWS through the standard process via the APN Partner Central and state in the description that this is a “Migration Opportunity”

Most important: Let your AWS PDM know that you have a migration opportunity

If you are not a migration competency partner, you can see requirements here: [AWS Migration Competency Requirements](#)

Get started with the AWS Navigate Program for migration:
<https://aws.amazon.com/partners/navigate/migration/>

Learn from AWS experts. Advance your skills and knowledge. Build your future in the AWS Cloud.



Digital Training

Free, self-paced online courses built by AWS experts



Classroom Training

Classes taught by accredited AWS instructors



AWS Certification

Exams to validate expertise with an industry-recognized credential

Ready to begin building your cloud skills?
Get started at: <https://www.aws.training/>

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