aws SUMMIT

Partner

“Making it Real”

How to get started with Microsoft, SAP and VMWare Cloud on AWS

Peter Prahl

Head of Channel & Alliances Germany, Amazon Web Services

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What to expect from this session

- Brief update on strategic technology areas
- Relevance for working with partners
- Customer insights
- How to get started
- Insights on business cases for cloud adoption

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

15:00 – 15:30	SAP on AWS	Thomas Xander, AWS Yuriy Volosenko, Zalando
15:30 – 16:00	Microsoft on AWS	Harjeet Kumar, AWS
16:00 – 16:30	VMware Cloud on AWS	Michael Vogt, VMware
16:30 – 17:00	Strategic View and Business Case	John Enoch, AWS

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT

Making it Real – How to Start Partnering about SAP on AWS

Thomas Xander

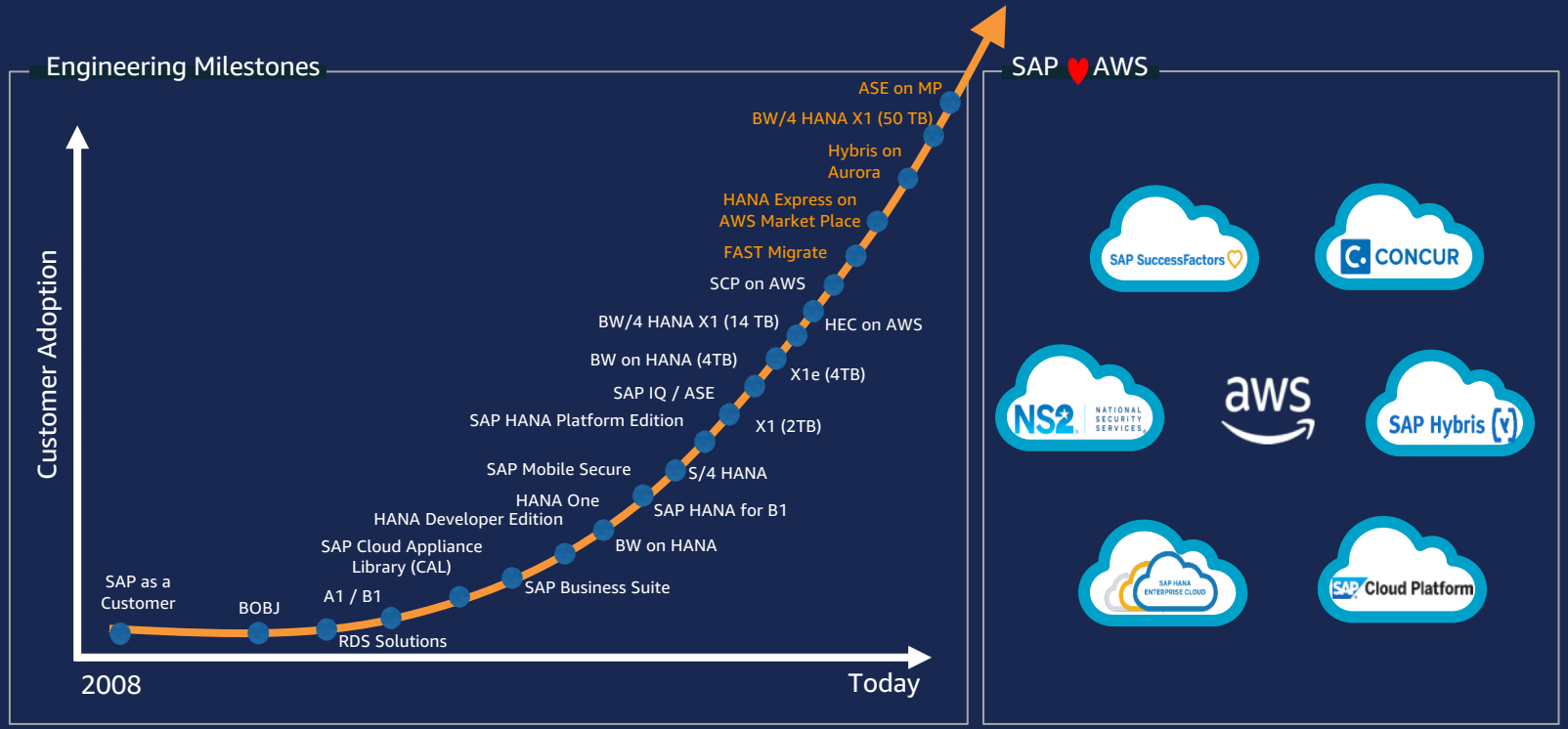
SAP Business Lead EMEA, Amazon Web Services

Yuriy Volosenko

Head of Enterprise Applications and Architectures
Corporate Technology, Zalando SE

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The SAP | aws Alliance



© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Why SAP on AWS is ‘Different’…

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Flexibility

33% reduction in cost basis for SAP systems…so far

40% faster on AWS Cloud

525% increase in compute utilization

AWS

AWS

Duration to run LPs reduced from 7 hours to 3.25 minutes

Low Cost

Fast

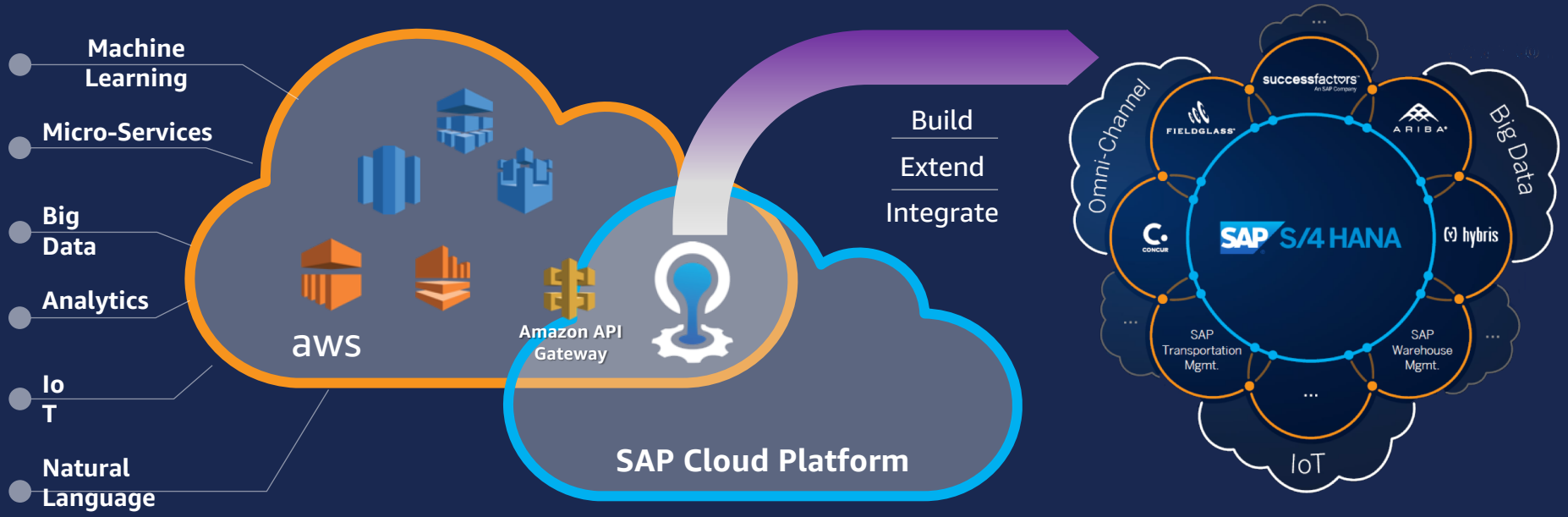
Continuous Innovation

Agility

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Extend SAP on AWS: Full Interoperability

Achieving the Full potential of Digital Transformation



© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The AWS SAP 360º Strategy

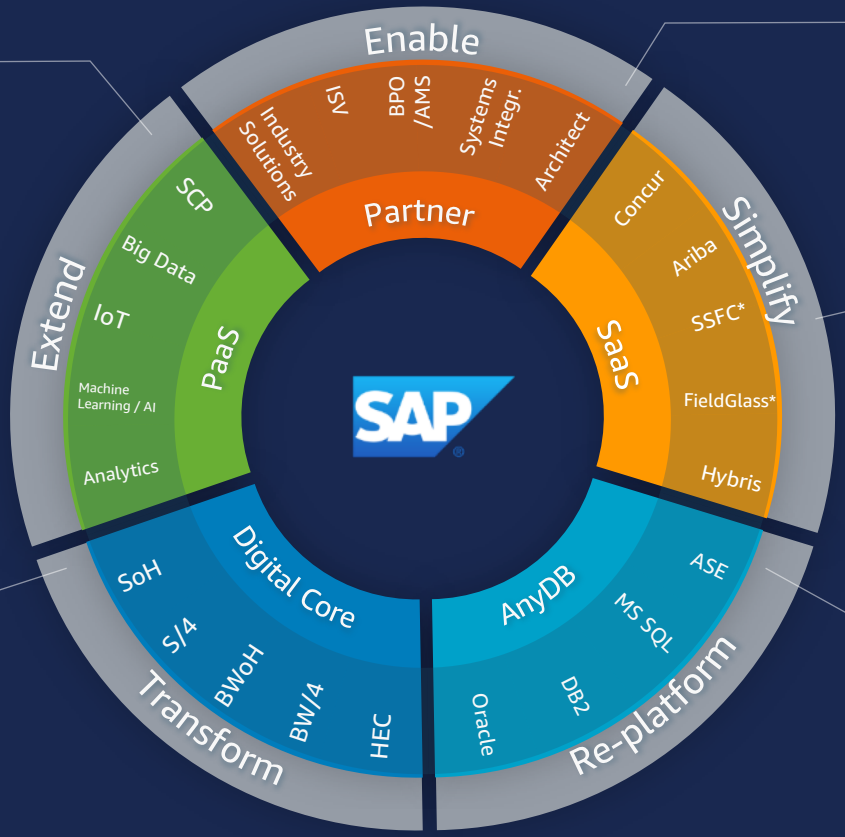
Extend SAP joint interoperability solutions and services

Enable SAP solutions through the certified AWS partners

Integrate SAP SaaS by enabling the connected Enterprise

Transform to the SAP Digital Core faster

Re-platform to achieve immediate cloud benefits without disruption



© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

** Under Review*

aws SUMMIT

AWS SAP COMPETENCEY PROGRAM

SAP Competency Partners help customers implement, migrate, and manage SAP applications on the AWS Cloud.

- Differentiates top, validated products, practices, and solutions to customers
- Showcases customer and technical success across AWS digital properties
- Partners receive preferred access to AWS Competency events, AWS sponsorships, and roundtables
- Selective eligibility to customer opportunities and access to MDF funding
- Co-marketing and awareness campaign activities
- Access to under-NDA AWS briefings and roadmaps

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS & SAP Partner Ecosystem

- **Preferred partner advisory meetings**
- Sales, solution, and executive alignment

- **SAP on AWS training**
- Annual planning and review
- AWS enabled offerings

- Amazon Partner Network (APN) certified
- **SAP competency validated**
- Customer referenceable

GSI (12)	accenture, Capgemini, wipro, Infosys, DXC.technology, Deloitte., pwc, TATA
SI (36)	itelligence, TIS, linke, emongrass, Vision33, protera, BSG PARTNERS, SNP, arvato BERTELSMANN, msg, sky.one, CompuSoluciones, REPLY
MSP (25)	2ND WATCH, protera, accenture, SAP, itelligence, DXC.technology, Capgemini, Velocity, Symmetry
Tech (8)	SUSE, vmware, ATADATA, intel, Microsoft, basis, smartShift

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Customer Momentum

Enterprise

CCI, AGC, COMPASS GROUP, zalando, TATA MOTORS, Kellogg's, bp, IATA, QANTAS, origin, Infosys, Travis Perkins, BRIGADE, illumina, FriesLandCampina, GE Oil & Gas, Zappos.com, Brooks Brothers, SAP, Liberty Mutual. INSURANCE, Fairfax Media, CAMSO, UNIQLO, GULFMARK OFFSHORE, seaco, msg global, innogy, News UK, VISY FOR A BETTER WORLD, SUMITOMO CHEMICAL Co., Ltd., HOYA, Contact, Barceló HOTEL GROUP, LIONSGATE, LOCKHEED MARTIN, NOVARTIS

Asia

ADITYA BIRLA GROUP, Matador Group, Delivery Hero, PRUKSA, AyalaLand, UMC, Sumitomo Heavy Industries, Ltd., L&T Infotech, スシロー, JUBILANT FOODWORKS, mio amore, 天创时尚 TOPSCORE, OZ, winkies, TIETECH, Anritsu, utopia, KYOWA KIRIN, DO HOME

Americas

PALACE RESORTS, BART & ASSOCIATES INCORPORATED, SuperiorGroup Go beyond., RWC, GRUPO Sánchez, platanitos, Merrifield GARDEN CENTER, Comba, Piracanjuba, Recovery.org, CSS CORP, Amway, Ferrara candy company, GranBio, moderna, THE GLOBE AND MAIL, Galata Chemicals, BlueOceanSystems Your Business. Amplified.

Emea

Avoris, MACMILLAN EDUCATION, home24, THE WHITE COMPANY LONDON, OXFAM Intermón, VISKASE, AIDA, Aviko, areas, CIRSA, Barcelonesa, EXETER FAMILY FRIENDLY, HASSAN ALLAM HOLDING, HIPRA, Navantia, Globe Treks, nobia, Northern Gas Networks, wanup

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Learn more about SAP on AWS

June 7th - 14:00 – 15:00 - Room Doppler - AWS Session

Move Enterprise SAP Customers to SAP HANA on AWS in Record Speed

June 7th - 12:15 – 13:00 - Room Amelia - Partner Session - itelligence

SAP Hybris Commerce – Leveraging the Public Cloud

Sponsor Partners at the Exhibition Hall

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Customer Use Case

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT Partner

Q&A

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT Partner

Making it Real – How to Start Partnering about Microsoft on AWS

Harjeet Kumar

EMEA Partner Segment Lead – Microsoft, Amazon Web Services

Jürgen Jõgeva

Director Axinom Products

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Future-proof your legacy IT investments

Customers rely on Microsoft workloads

70%

of on-premises apps run on Windows Server

End-of-life software can leave applications vulnerable and outdated

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Why AWS for Microsoft Workloads?

Experience & Innovation

10

years

Running Windows workloads

Availability & Performance

55

Availability Zones

Spanning 18 geographic regions

Security & Compliance

Compliance Certifications

FISMA, HIPAA, GDPR, ITAR, EU Model Clauses
SOC-1,2,3 FIPS, ISO

Over

100

Service offerings

Database Migration Service

70000

Databases Migrated

66

price reductions

Since 2006

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Run any Microsoft workload on AWS

Advanced Threat Analytics

Skype for Business Server

System Center Server

BizTalk

Visual Studio

R Server

Microsoft Office

Visual Studio Team Foundation Server

Remote Desktop Services

SQL Server

Project Server

Exchange Server

Windows Desktop Enterprise Operating System

Core Infrastructure Suite

MSDN

Windows Server

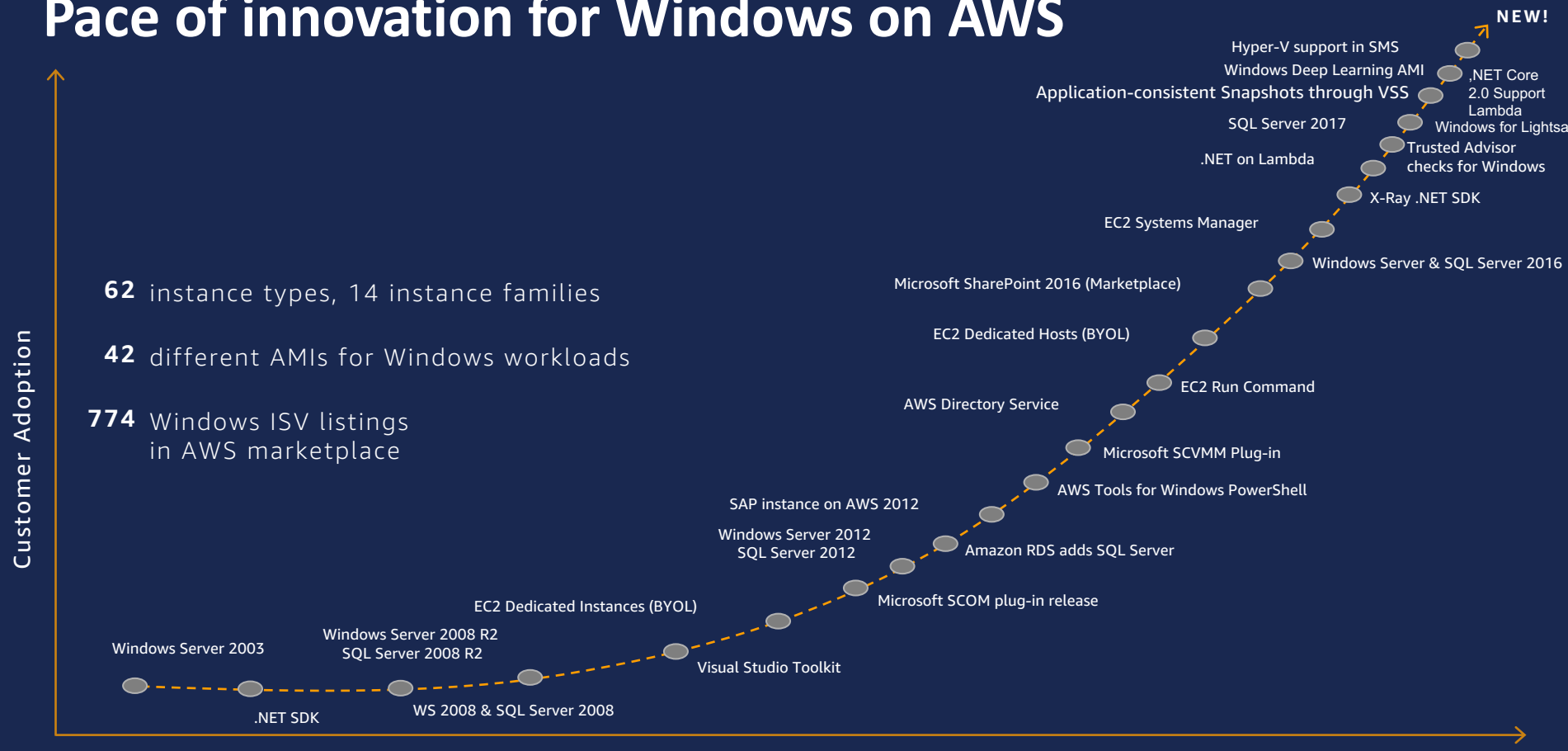
Microsoft Dynamics

System Center

SharePoint Server

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Pace of innovation for Windows on AWS



62 instance types, 14 instance families

42 different AMIs for Windows workloads

774 Windows ISV listings in AWS marketplace

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT

But, I'm a .NET Shop!

AWS SDK for .NET, PowerShell & Visual Studio Toolkit	Visual Studio Team Services
AWS Lambda	.NET Core 2.0
AWS Elastic Beanstalk	Microsoft IIS
AWS CodeBuild	.NET
Amazon EC2	Windows and SQL Server
Amazon ECS	.NET

And we are, too!

Microsoft Developer Dojo

- Serverless development
- Storage and database
- Artificial Intelligence
- Operations Management

CLOUD NINJA

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Licensing Windows Workloads on AWS

License Included

- On demand, Spot, or Reserved Instance
- Pay-as-you-go pricing
- Multi-tenant or Dedicated Instance
- AWS provides images
- Legacy versions supported
- Amazon manages the licensing and compliance

License Mobility (Bring your own license - BYOL)

- Requires active Software Assurance
- Includes SQL Server, Remote Desktop Services, Exchange, SharePoint
- Does not include Windows Server, Windows Desktop and Microsoft Office
- Requires a verification process with Microsoft
- Customers import and use their own software

Dedicated Hosts / Instances (Bring your own license - BYOL)

- Includes Dedicated Host and Dedicated Instances
- Software Assurance/license mobility not required
- Windows Server can be deployed on a Dedicated Host
- MSDN eligible for Dedicated Host or Dedicated Instance
- Customer is responsible for compliance with Microsoft
- Customers import and use own their software

*AWS has Microsoft licensing specialists to help you.

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Customer success with Microsoft workloads on AWS

"We've seen much stronger performance for our database-backup workloads and we're also saving 75% on our monthly backup costs."

Richard Sharp,
Director of Databases

"We haven't met a workload we can't run in AWS, and run better including Windows Server. With zero downtime"

Bill Rothe,
VP Enterprise Systems

"We chose AWS for our data center workloads, including Windows, based on our assessment of the security, availability and performance of the platform."

Rajeev Bhajwardi,
Sr. Director Enterprise Technology

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Re:think for Microsoft workloads

AWS Credits

- Proof of Concept
- Migration

Requirements:

- Statement of work
- Monthly cost calculator link (showing MRR)

SAP and SQL Server

Core Windows workloads on AWS

To apply, send an email with required information to:
Harjeetk@amazon.com cc: Microsoft@amazon.com

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Next Steps

- Get familiar with Microsoft on AWS via AWS Trainings and AWS Partner Team.
- Identify strategic workloads
  - Tech refresh
  - Line of business applications
  - Licensing / cost pressure
- Windows EC2 Service delivery program and Microsoft Competency helps differentiate.
- Run a “proof of concept” and make use of Re:Think program.

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

axinom!

Jürgen Jõgeva

Director Axinom Products

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT

aws SUMMIT Partner

Q&A

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT Partner

Making it Real – How to Start Partnering about VMware Cloud on AWS

Michael Vogt

Partner Solutions Architect, VMware

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda: VMware Cloud on AWS

1.) The Market for Hybrid Cloud

2.) VMware Cloud on AWS

3.) Partner Ready Use Cases to start with...

©2018 VMware, Inc.

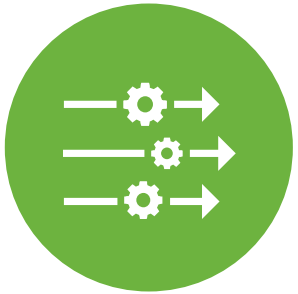
2018 Digital Transformation Agenda

OF ORGANIZATIONS HAVE A HYBRID CLOUD STRATEGY

"Enterprise Adoption Driving Strong Growth of Public Cloud Infrastructure as a Service, According to IDC." Press release. IDC. July 14, 2016

©2018 VMware, Inc.

Cloud Building Challenges



CONSISTENT CLOUD MANAGEMENT

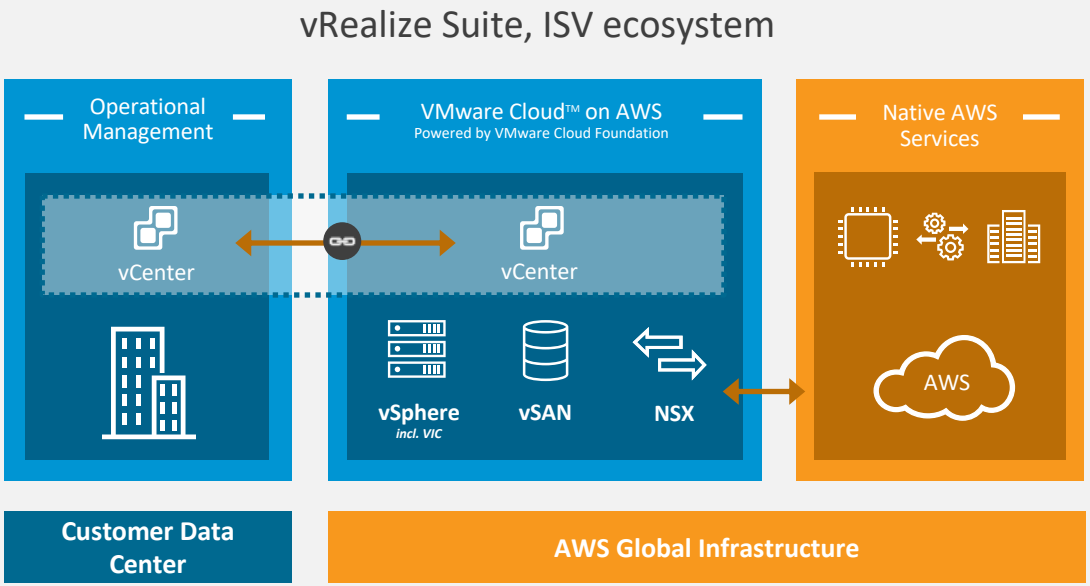
EXISTING SKILLSET & TOOLS

CONTROL, MANAGE & SECURE

ENTERPRISE-CLASS APP SLA

VMware Cloud on AWS

Service Overview



Service Highlights

VMware SDDC running on AWS bare metal

Sold, operated and supported by VMware & its partners

Support for containers and VMs

On-demand capacity and flexible consumption

Full operational consistency with on-premises SDDC

Seamless workload portability

Direct access to native AWS services

Global AWS footprint, reach, availability

©2018 VMware, Inc.

Use Case 1: *Disaster recovery as a service:*

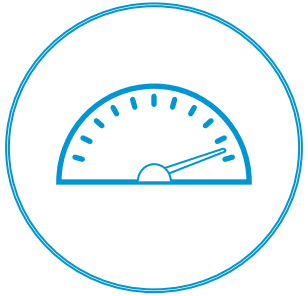
On-demand site protection with VMware Site Recovery

Reduce Secondary Site Costs

Lower capital costs

Granular, on-demand

Protect more apps

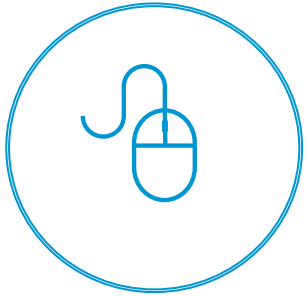


Accelerate Time-to-Protection

Consistent environment

No app conversions

Ready-to-go infrastructure



Simplify Disaster Recovery Operations

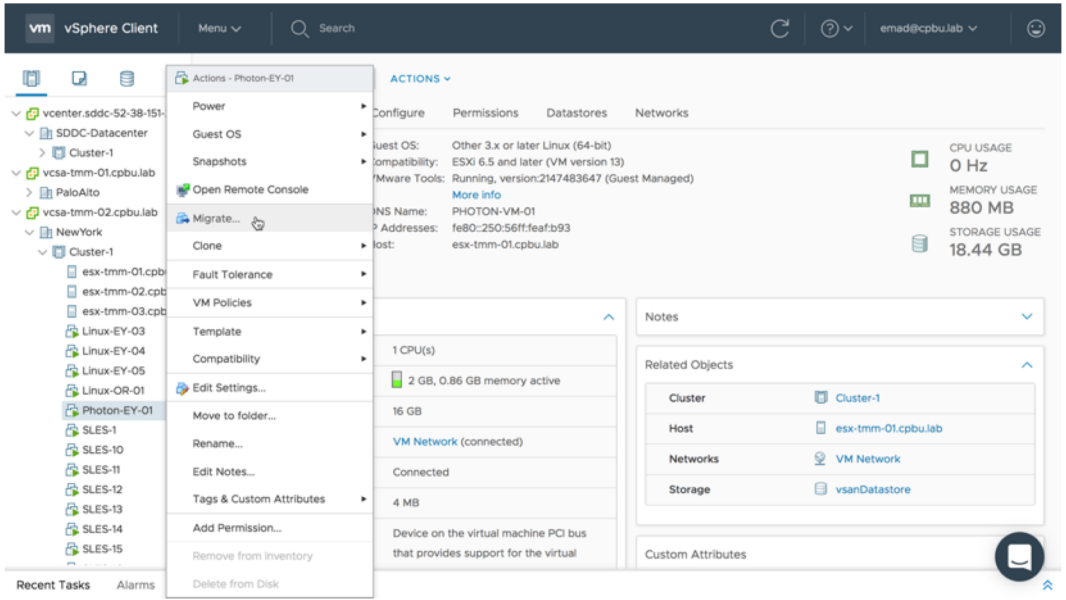
Automated orchestration

Simple, familiar tools

Non-disruptive testing

Use Case 2: *Seamless application mobility*

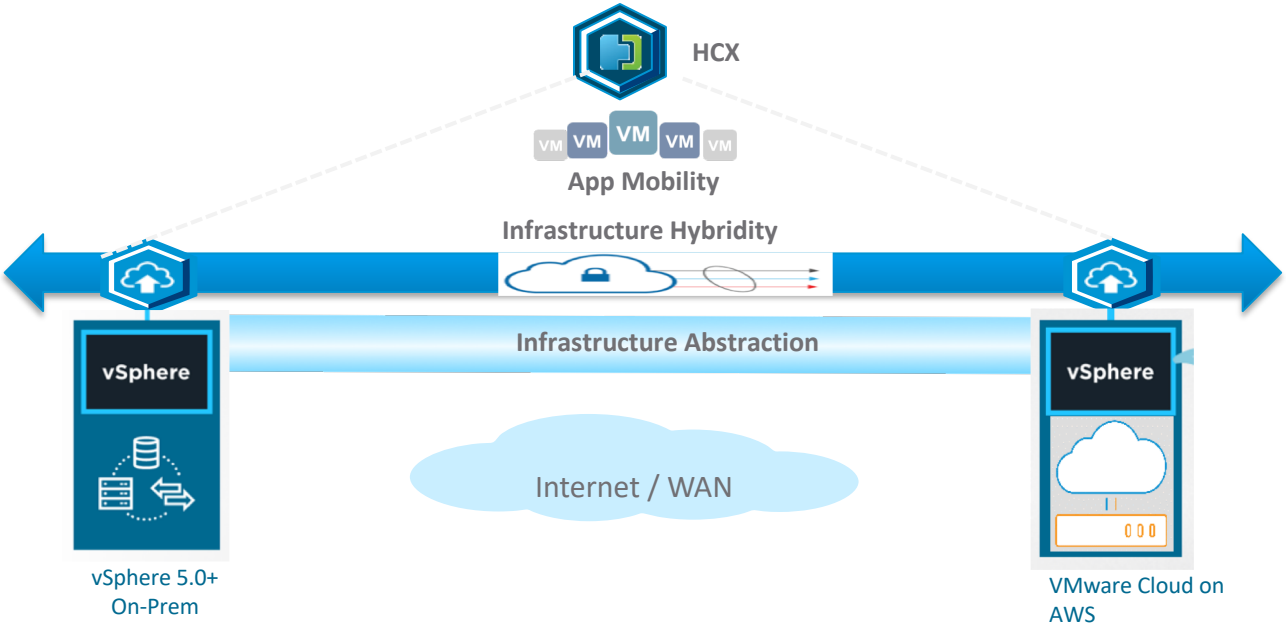
vMotion to the Cloud is here!



- Exciting new capability to vMotion VMs from on-prem to SDDC and back over L2VPN
- No need to power off the VM
- No need to re-IP / retool of the VM
- Move apps from Test to Production
- Burst Capacity on Demand

Use Case 3: *Consolidate & Migrate*

VMware Hybrid Cloud Extension Service



***Accelerate* cloud adoption**
App Mobility across vSphere 5.0+ version on-premises to VMware Cloud on AWS.

Hybrid Cloud Extension
Multisite, WAN Optimized, Secured, Load Balanced, Traffic Engineered Network Extension

Transform With *Bulk* Migration
Zero-downtime live migrations and scheduled large-scale warm migrations.

USAGE SCENARIOS

- Migrations and Transformation
- Hardware/Software Refresh/upgrades
- Consolidate smaller DCs to cloud
- Hybrid Applications
- Legacy Equipment Replacement Avoidance
- Rapid Migration
- Burst Capacity

VMware Cloud on AWS partner opportunities

CLOUD SERVICES

1) Help to "Hybrid"

- Customer Cloud Readiness (vSphere 6.5 Upgrade)
- Assessment and Planning
- Workload and Application Migration

2) Value-Added Services

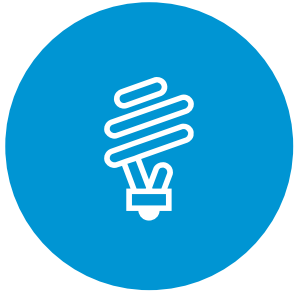
- DevOps Solutions and Services
- Technology-specific Solutions IoT / RDS / DWH
- Industry-Specific Solutions & Services

©2018 VMware, Inc.

Call to Action: How to get ready for the Hybrid Cloud?

Understand how VMware Cloud on AWS will fit into your cloud strategy.

Use “**cloud.vmware.com**” to start …



Get certified / VSP / VTSP

Help your customers to leverage the hybrid cloud

Be Part of the VMware Cloud on AWS community

©2018 VMware, Inc.

Next Steps

- EMPOWER 2018 in Vienna (2-4 July)
  - First access to NEW VMware Cloud on AWS training and accreditation
- VMworld 2018 in Barcelona (5-8 Nov.)
- re: Invent 2018 in Las Vegas (26-30 Nov.)

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT Partner

Q&A

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

aws SUMMIT Partner

Strategic View: How to accelerate cloud adoption around SAP, Microsoft and VMware through a business case

John Enoch

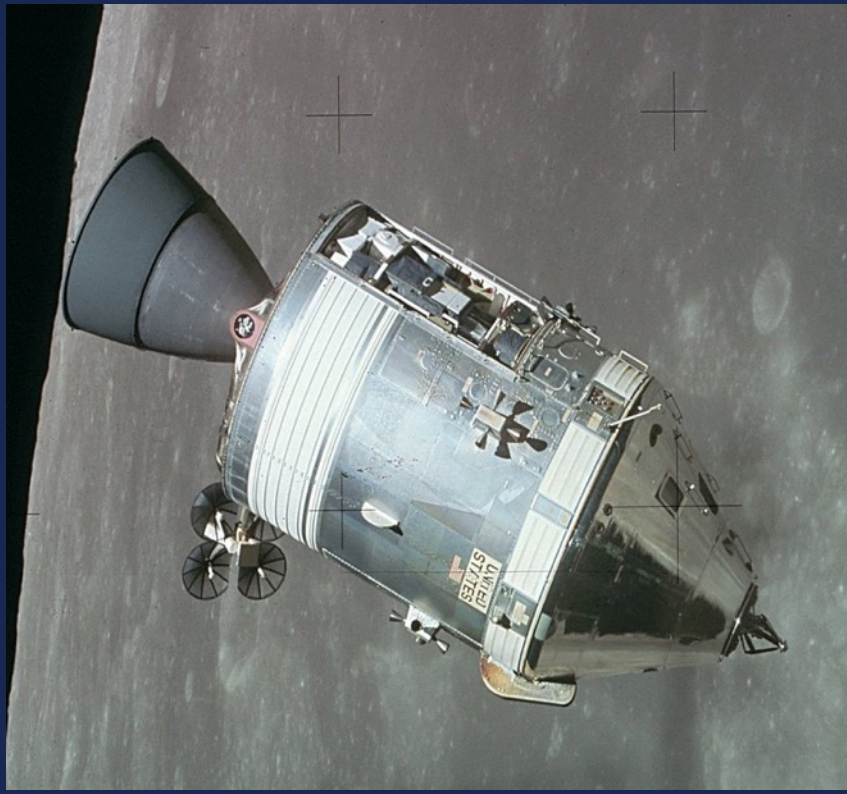
Principal Technical Business Development Manager, Amazon Web Services

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Are your outcomes driven by cognitive bias?

“ It's a very sobering feeling to be up in space and realize that one's safety factor was determined by the lowest bidder on a government contract.”

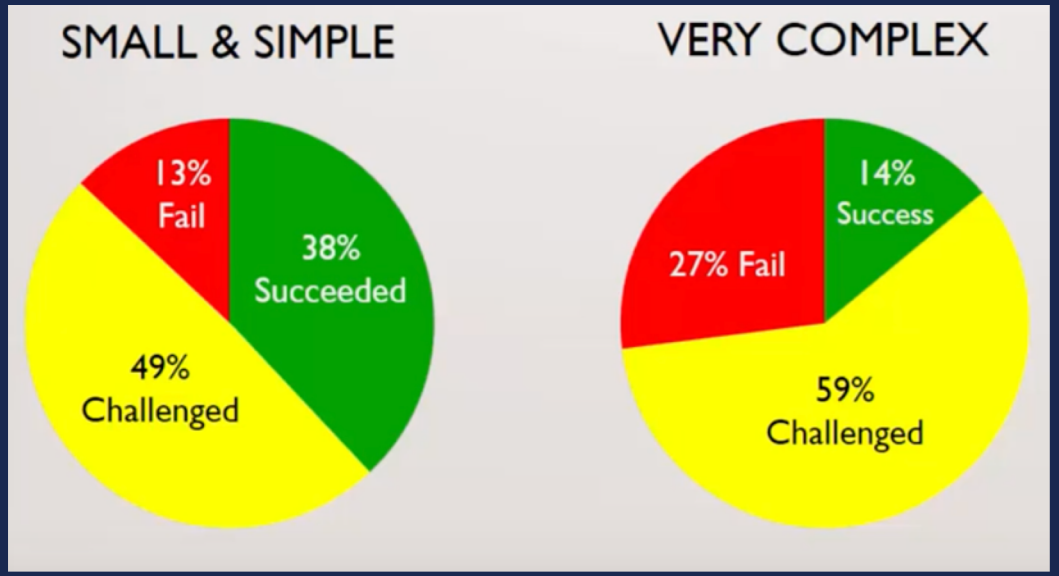
Alan Shepard,
Apollo 14 Astronaut



© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

What are your odds in IT? Speed & Complexity

Standish Group's Chaos Report



Source: Standish Group Chaos Report: Decision Latency Theory, 2018

- Success = delivered on [time, budget, to expectations]
- Validates "Keep IT Simple" thinking
- Decision speed is critical

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

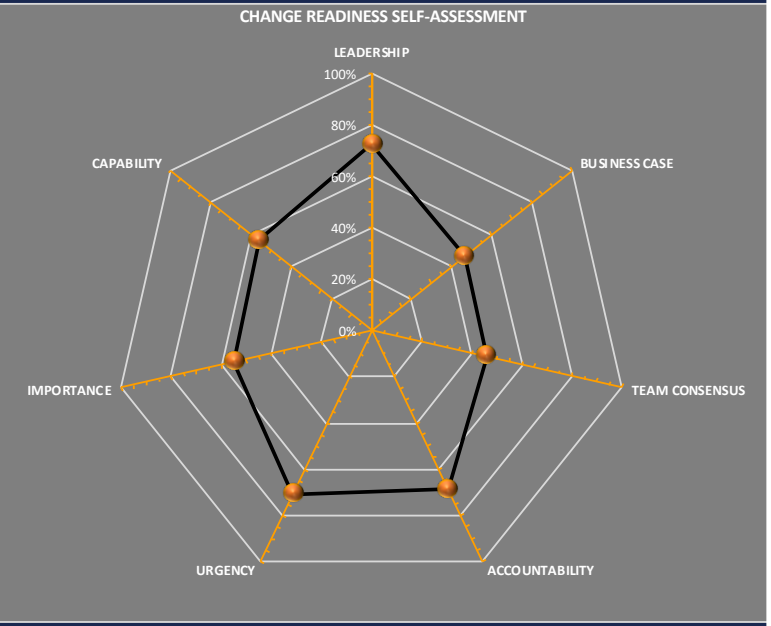
7 Cloud Choices that impact outcomes

1. Focus on technology, not business impact
2. Accountability and KPIs
3. Learnings (reflected in the business case)
4. Importance of planning head
5. Stakeholder consensus
6. Leadership: managing & motivating
7. Execution capabilities: talent, tools & techniques

Discenza, R. & Forman, J. B. (2007). Seven causes of project failure: how to recognize them and how to initiate project recovery. Paper presented at PMI® Global Congress 2007—North America, Atlanta, GA. Newtown Square, PA: Project Management Institute.

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Your decisiveness (i.e. decision latency) is… ?



Q1. Are tasks, capabilities and planning in IT really aligned to business needs?

Give your opinion on how well IT teams understand business drivers and deliver value for your organisation. Questions cover IT's impact on (i) Process (ii) Culture (iii) Cost governance (iv) Innovation (v) Customers.

	Yes	Somewhat	No
Does IT ensure business processes run fast and efficiently?	○	○	○
is the IT team is motivated and focused on customer satisfaction?	○	○	○
Does Finance have a clear and accurate view of IT costs and ROI?	○	○	○
Is there is a lot of customer-innovation enabled by IT?	○	○	○
Is customer service often improved due to IT?	○	○	○

Q2. What is your organisation's decision making culture?

Some organisations have a top-down command structure, especially for decisions that need to be made quickly. Others try to achieve a broad consensus across the management team. There's no right or wrong, just different leadership styles, but the way your organisation makes decisions does impact on your ability to embrace broad-brush technology changes – including cloud adoption.

Move the slider to indicate how your organisation typically makes decisions.

Chaotic			Debate			Consensus			Top-Down		Dictatorial
0	1	2	3	4	5	6	7	8	9	10	

Move the slider to match how your organisation comes to decisions

Q3. Leadership

How well does your leadership define a vision and inspire others to help realise it?

	Yes	No
The decision sponsor (CEO, CFO, COO) is active in change initiatives.	○	○
The sponsor has set up a formal team structure, assigned roles and timelines.	○	○
Change initiatives have clear leadership and effective internal communications.	○	○
Decision making is done with insights from independent advisors.	○	○

AWS tool: Can we help?

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“

A solid, optimized business case needs real cost, usage and licensing data, not guesswork.

”

TSO Logic finds good data quality can reduce costs in excess of 30% and accelerate migration timelines by 90 days

Aaron Rallo,CEO TSO Logic

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Directional
1-2 weeks
High-level, directional
Limited customer data
Presentation
±30%

Detailed
4-10 weeks
Detailed and
broad customer data
Presentation
Multiple tools
Multiple Excel outputs
±10%

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Business Case Process

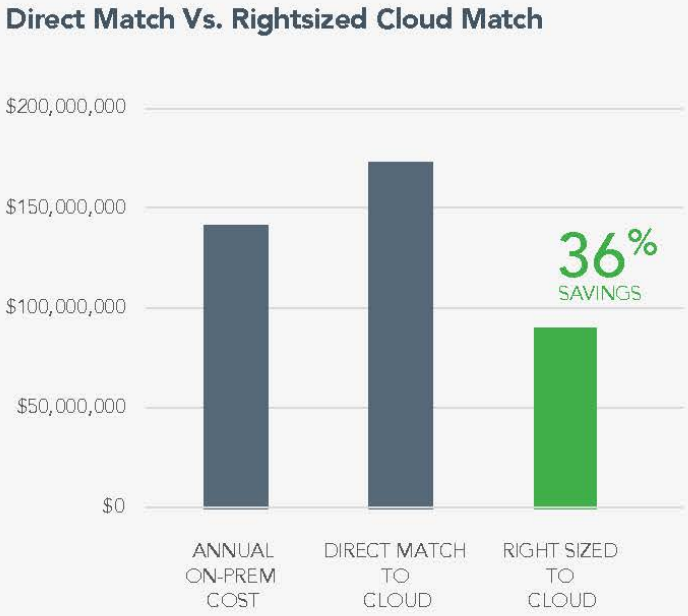
Discovery

Analysis

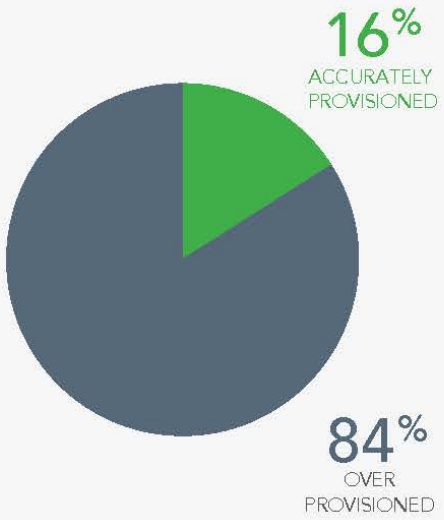
Outputs

© 2018, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

Optimise on compute e.g. rightsizing…



Instance Count: 104,823; GB Storage: 20,663,049;
Annual On-Premise Cost: $141,578,171;
Direct Match to Cloud:$172,827,367;
Rightsized Match to Cloud: $90,092,019; Savings: 36%



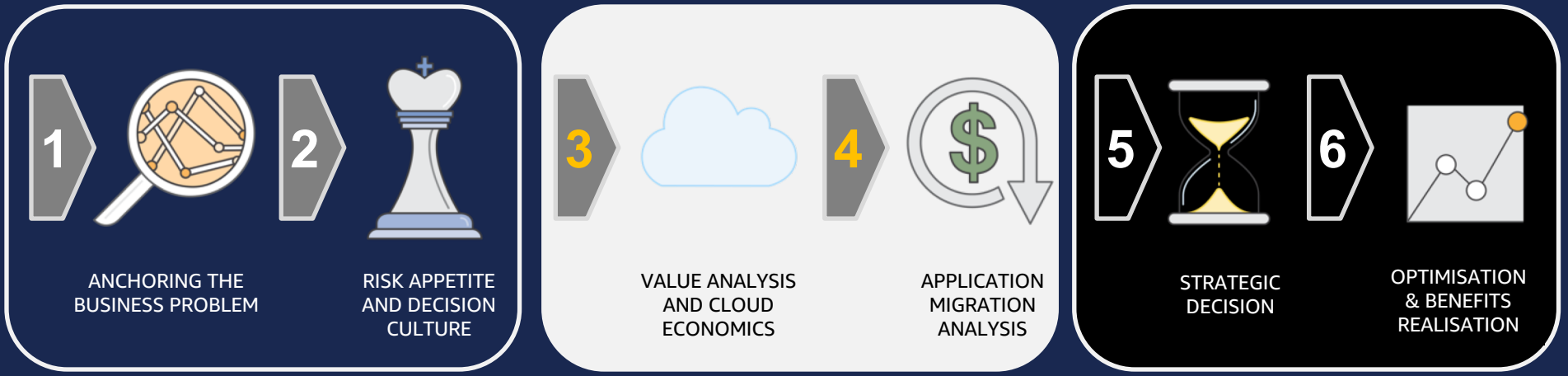
Source: TSO Logic 2017 - Economics of Cloud Migration Report

TSO Logic

Automated Tooling

Inventory	Business Case	Discovery & Planning	Dependency Mapping	Workload & Data Migration	Validation
RISC Networks	TSO Logic	RISC Networks	RISC Networks	ATAMOTION	New Relic
TSO Logic	Cloudamize	Cloudamize	New Relic	CLOUDVELOX	dynatrace
Cloudamize	APPTIO	ATAVISION	ATAVISION	CloudEndure	AppDynamics
ATAVISION			dynatrace	ATTUNITY	
			AppDynamics	VELOSTRATA	

1. Thinking



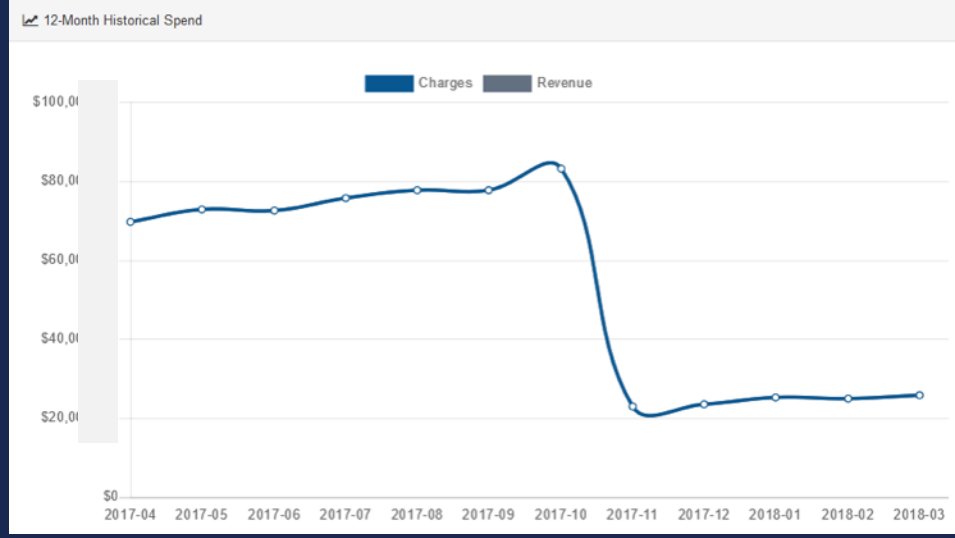
Problem & Objectives.... **Options & Outcomes....** **Trade-Offs & Tracking**

**QRM: "Quality and risk management"*

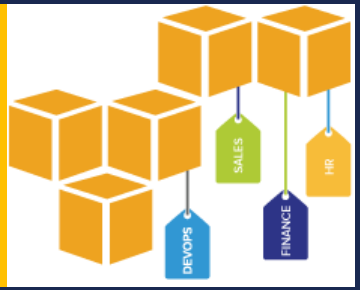
© 2018, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

2. Doing

1. Pricing: Cost vs Commitment

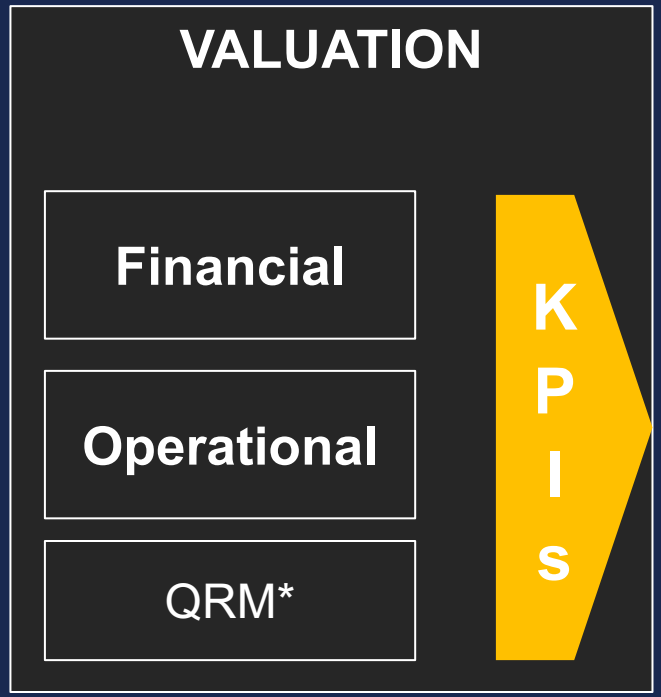


2.Transparency:
Tag,
Trigger,
Report,
Automate.



© 2018, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

3. Measuring



Business Agility

80% reduction in software R&D times (Apeejay Stya & Svran)

Time to launch digital campaigns cut from weeks to 24 hours (91App)

Cale and reporting time cut from 1 O days to 1O minutes (Aon Benfield)

Time to market cut from weeks to hours (FlyDubai)

Clinical simulations 98% faster than on-premise (Bristol-Myers Squibb)

Time to deploy IT compute reduced to < 5minutes (Alcatel-Lucent)

R&D RFS times reduced from 6 months to 1 day (NewsCorp)

Provisioning time cut from 3-4 weeks to 2 days (ENEL)

Test-run time cut to 10 minutes, from up to two hours (Yelp)

Launch of new products in 75 percent faster (Unilever)

5 million financial investment policies recalculated in minutes instead of overnight (ABSI)

Operational Resilience

Scaled to handle a 400% increase in page views (Kurt Geiger)

Improved security posture (CapitalOne)

8600 transactions/second (McDonalds)

Transfer of over 750 TB of data from pipeline inspection machinery (GE)

Processing over 75 billion market events daily (FINRA)

Critical applications run in multiple AZ.s, x-Regions for robust disaster recovery (Expedia)

Supports over 300,000 requests per minute to its API (Easy Taxi)

60% reduced downtime (Trainline)

Migration of SAP on Oracle to AWS with zero unplanned downtime across five countries (Kellogg's)

SAP availability boosted to 100% (MacMillan)

Cost avoidance

DC footprint reduced from 13 to 6 (The Weather Co.)

DC footprint reduced from 8 to 3 by 2018 (CapitalOne)

Costs over storage reduced by up to 60% (ENEL)

Migrated 500 servers, 1 PB of storage, and 100 database servers in 3 months to AWS (Conde Nast)

Over 50% reduction in TCO (GE)

Reducing DC footprint from 45 to 6 (News Corp)

Workforce Productivity

Over 200 Solutions Architects trained in cloud (Hitachi)

Energy Marketing business prepared for acquisition in only 6 months rather than 12 (Hess Corp)

Performance targets over-achieved by 43-66% (McDonalds)

IT Infra consolidation completed in 20% of expected time (Hearst)

25,000 Amazon Workspaces cloudbased desktops deployed (Johnson & Johnson)

Over 500 hours per year of server configuration time saved (Sage)

39 years of Computational chemistry condensed into 9 hours (Novartis)

Operational costs

50% reduction in app costs (Time Inc.)

Cost savings of $20M p.a. (FINRA)

Cost of computational power reduced by over 20% (ENEL)

Cloud deployment has saved US$34 million in CAPEX and reduced OPEX by 85% (Samsung)

Queries run on 450,000 online subscribers 98 percent faster and 80 percent cheaper (FT)

Cost reduction of $40k p.a. (Dow Jones)

Savings of $1.5M p.a. (Trainline)

30% reduction in OPEX (MacMillan)

12% reduction in OPEX (RWE Czech)

© 2018, Amazon Web Services, Inc. or its Affiliates. All rights reserved.

aws SUMMIT Partner

Q&A

© 2018, Amazon Web Services, Inc. or its affiliates. All rights reserved.