

DMS - General Info

Last updated by | Vitor Tomaz | Aug 5, 2020 at 12:41 PM PDT

Contents

- [Database Migration Service](#)

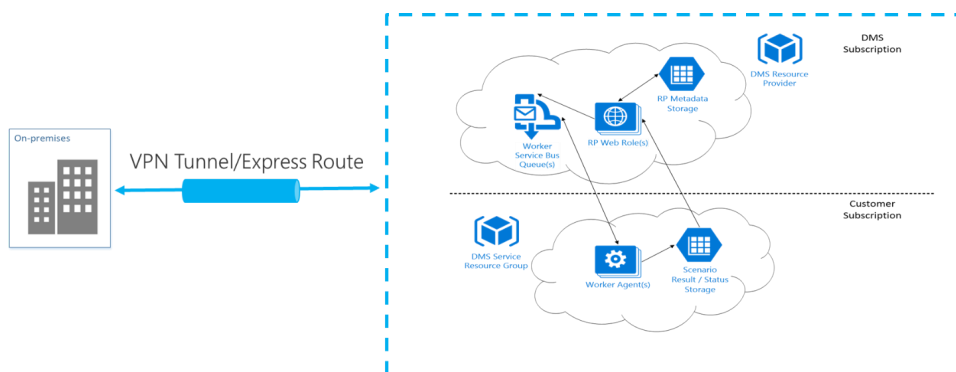
Database Migration Service

What is Database Migration Service (DMS)?

As organizations look to optimize their IT infrastructure so they have more time and resources to focus on business transformation, Microsoft is committed to accelerating these initiatives. The new Azure Database Migration Service (DMS) is a fully managed, first party Azure service that enables seamless and frictionless migrations from heterogeneous database sources to Azure Database platforms with minimal downtime. This service will streamline the tasks required to move existing 3rd party and SQL Server databases to Azure. Deployment options will include Azure SQL Database, Azure SQL Database Managed Instance and SQL Server in Azure VM at Public Preview.

How does Database Migration Service work?

DMS will provide customers with assessment reports that guide them through the changes required prior to performing a migration. When the customer is ready, the DMS will perform all the steps associated with the migration process. Unlike existing tools and services, Azure DMS is designed as a comprehensive, highly-available solution requiring minimal downtime that allows customers to “fire and forget” migration projects, providing them peace of mind in knowing that the migrations will occur based on the best practices set by Microsoft.



What databases will Database Migration Service support?

Azure Database Migration Service will support SQL 2005+ and Oracle 9.3+ migrations to Azure SQL Database, Azure SQL Database Managed Instance and SQL Server on VM at public preview in Q4 CY2017. With this initial release, DMS will not provide minimal downtime support, but it will be available in Q1 CY18.

What other migrations will Database Migration Service support?

Database Migration Service will continue to evolve through GA in Q3 FY18, adding the following new source-target pairs *plus minimal downtime support* to the service through Q4 FY18:

Migration Source	Supported Targets
SQL Server 2005+	<ul style="list-style-type: none"> • Azure SQL Database • Azure SQL Database Managed Instance • SQL Server on VM
Oracle 9.0+/Exadata	<ul style="list-style-type: none"> • Azure SQL Database • Azure SQL Database Managed Instance • SQL Server on VM • Azure SQL Data Warehouse
RDS MySQL RDS PostgreSQL PostgreSQL MySQL	<ul style="list-style-type: none"> • Azure Database for MySQL • Azure Database for PostgreSQL
Sybase, DB2	<ul style="list-style-type: none"> • Azure SQL Database • Azure SQL Database Managed Instance • SQL Server on VM
Redshift, Teradata, Netezza	<ul style="list-style-type: none"> • Azure SQL Data Warehouse

What is the difference between DMA/SSMA/DEA (aka Migration Tools) and DMS?

Migration tools such as Database Migration Assistant (DMA), SQL Server Migration Assistant (SSMA) and Database Experimentation Assistant (DEA) support on-premises/private cloud to on-premises/private cloud migrations, typically migrating one database at a time.

Differences across the tools are generally focused on database sources and targets. For example, DMA is used to upgrade legacy on-premises SQL versions (2005+) to newer on-premises SQL versions. DEA is an A/B testing solution for SQL Server upgrades that assists in evaluating a targeted version of SQL for a given workload. SSMA is used primarily for third party database migrations to SQL Server. It supports Oracle (9.3+), Sybase, DB2, MySQL, and Microsoft Access.

DMS is fundamentally used for high-scale migrations to Azure data services (ie Azure SQL Database, Azure SQL Database Managed Instance, SQL Server on VM/IaaS, Azure SQL Data Warehouse) with minimal downtime.

What is the Attunity Replicate for Microsoft Migrations limited time offer?

This limited time offer grants the license of the Attunity Replicate for Microsoft Migrations tool for customers with mission critical application migration projects to the Microsoft Data Platform looking for **near zero downtime now**. Attunity will support the following migration sources and targets:

Migration Source	Supported Targets	
Oracle	<ul style="list-style-type: none"> • Microsoft SQL Server • Azure SQL Database • Azure Database for PostgreSQL 	
PostgreSQL	<ul style="list-style-type: none"> • Azure Database for PostgreSQL 	
MySQL	<ul style="list-style-type: none"> • Microsoft SQL Server • Azure SQL Database • Azure Database for MySQL 	
Data warehouse workloads from Oracle	<ul style="list-style-type: none"> • Azure SQL Data Warehouse 	
Sybase,	<ul style="list-style-type: none"> • Microsoft SQL Server • Azure SQL Database 	
Redshift, Teradata, Netezza	<ul style="list-style-type: none"> • Azure SQL Data Warehouse 	

You may find the Attunity Software License Agreement [here](#), and the product brochure with more details [here](#). In case you need technical content related to the solution, please click [here](#).

The offer does not include partner services. This software must be downloaded by 12/31/2017 and used within a twelve month period.

Is Database Migration Service the only service/tool needed to move SQL databases to Azure?

No. The best resource to guide you through your migration project is the new Data Migration Portal (<https://datamigration.microsoft.com/>), which brings detailed technical guidance and resources to move SQL and Third Party databases and data warehouse workloads to the Cloud.

Are customers charged for Azure Database Migration Service usage during preview?

No. Database Migration Service is free during preview. You will not pay for any resources you consume during your migration.

How will customers be charged for Database Migration Service during public preview?

The Azure Database Migration Service will be free of charge during public preview.

Sales Tools/Offers/Resources

What are the existing sales and marketing tools to help sellers engage with customers?

The new [Data Capability tool](#) was designed to allow sellers to have productive conversations at a business and technical levels to identify the challenges and gaps in a customer's current solution. These value discovery assessments are a crucial part of the overall sales motion—the outputs help entice customers with real value and give an entry point to move customers forward in their modernization journey. The questions are meant to be flexible, so sellers can answer them with the customer or use what you know to do it for them. Either way, customers get a valuable data maturity assessment along with recommendations on data platform modernization paths.

What are the available MCS offerings?

The [Cloud Modernization](#) offer is designed to specially target enterprise organizations, who are looking to modernize/migrate existing workloads to the cloud. This covers both Windows and Linux workloads, including legacy versions of Microsoft, third-party and custom applications. The target for these workloads could be either on-premise (Hyper-V & Azure Stack) or Azure using a combination of IaaS, PaaS and Containers.

The [Data Insights Services Portfolio](#) is your destination for customer-centric assets to build solutions with Advanced Analytics & Internet of Things, Business Intelligence, and Modern Data Platform. These solutions harness the power of data to surface predictive and cognitive insights that enable customers to make better, faster decisions and achieve differentiation by driving Customer Experience Transformation and Operational Transformation. Visit the Data Insights Customer Use Cases and Scenarios page for powerful use cases that can shape your customers' digital transformation journeys. Also visit the Asset Insight tool to see recent Data Insights wins.

What sales offers / programs are available to help me drive modernization with my customers?

Scenario	Offer/Resource
Customers that use Linux	SQL Server on Red Hat Enterprise Linux offer
Customers migrating from competitive databases (Windows & Linux)	SQL Server Competitive Migration Offer
Customers with on-premises licenses willing to move to IaaS	License mobility through Software Assurance Azure Hybrid Benefit for Windows Server Azure credits
Customers with on-premises licenses willing to move to PaaS	Azure Hybrid Benefit for SQL Server Azure credits
Customers willing to create a private cloud	Unlimited virtualization benefits
Customers planning to go hybrid	secondary-license SQL Server editions New SA benefits Azure credits
Customers planning to grow with analytics/modernize analytics	R Server for HDInsights & Access Power BI
Customers migrating from Teradata to Azure SQL DW	PoC with Cognizant

What is the SQL Server on Linux subscription promotion?

This offer provides access to install and run SQL Server on Linux through an annual subscription at significant savings from our traditional subscription price, with a discount of up to 30% off.

What Volume Licensing Programs offer the SQL Server on Linux subscription promotion?

The promotion is offered through Enterprise Agreement, Enterprise Agreement Subscription, and Server Cloud Enrollments

What are the terms and conditions of the SQL Server on Linux subscription promotion?

Promotional term runs October – June 30, 2018 and is available for Standard and Enterprise Edition per core. Customers can add the SQL Linux promotion SKU to eligible agreements through June 30, 2018. Customers will continue to pay the promo price through the duration of the enrollment for SKUs added by June 30, 2018. Customers cannot add the promo SKU after June 30, 2018 and there are no true ups.

Where can I find the SKUs for the SQL on Linux promotion?

The promotional SKUs are on VL price lists starting October 1, 2017 and are visible to partners. 7JQ-01222 SQLSvrEntCore ALNG SubsVL MVL 2Lic ForLinuxPromo CoreLic 7NQ-01107 SQLSvrStdCore ALNG SubsVL MVL 2Lic ForLinuxPromo CoreLic

Is the discount already built into the SQL on Linux promotion price?

Yes. The price of the SKU reflects approximately a 30% discounted from a full price subscription offers for SQL Server.

Am I compensated for selling the SQL Server on Linux promotion SKU?

If your sales role has quota retirement for SQL Server, then selling the SQL Server on Linux promotion will retire quota as well

How does the SQL on Linux pricing compare with other Open source databases like MySQL or PostgreSQL?

The SQL Server on Linux promotion is priced in-line with commercially supported OSS database offerings like Maria DB, MySQL Enterprise.

Can my customer deploy SQL Server on Windows using the SQL Server on Linux promotion SKU?

No. The SQL Server on Linux promotion SKU provides the rights to install SQL Server on Linux only.

How does the SQL Server on Linux price compare to Oracle database on Linux?

The exiting pricing comparisons for running SQL Server vs. Oracle apply, and the SQL Server on Linux promotion SKU provides an even greater savings against Oracle on Linux.

What is the Red Hat Enterprise Linux promotion?

Microsoft is partnering with Red Hat to enable a discount to customers buying new Red Hat Enterprise Linux licenses to support SQL Server on Linux deployments. The promotion provides customers with an approximate 30% discount off of new Red Hat on Linux licenses

How do customers buy the Red Hat Enterprise Linux promotion?

Customers should engage with their Red Hat sales team to transact the Red Hat Enterprise Linux promotion. It is sold by Red Hat and transacted through Red Hat agreements

Can I combine the Red Hat Enterprise Linux offer with the SQL Server on Linux subscription promotion?

Yes. Combining the Red Hat Enterprise Linux and SQL on Linux subscription promotions provide a great cost savings opportunity for our combined customer

My customer is asking me about the Red Hat Enterprise Linux promotion, what do I do?

You should tell your customer to connect with their Red Hat Sales team.

Point of Escalation: Michelle Hoover, mhoover@redhat.com

SQL Server Competitive Migration Offer in the EA

Please refer to the [SQL Server Competitive Migration](#) in the Empowerment Guide for the offer details.

What competitive databases customer needs to be running, in order to qualify for the offer?

Oracle, SAP Hana, DB2 or other paid, commercial solution with similar licensing and deployment characteristics as SQL Server. MySQL, MongoDB and other open source vendors would not qualify, nor would niche small database providers.

What changed about the offer post Dec 1st 2016?

We no longer require customers to have 100% SA coverage on their SQL Server, therefore we opened it up to our EA customers. Customers do not have to repurchase dark licenses to qualify for the offer. All the other conditions of the offer remain the same. Customers receive L&SA licenses at a heavily discounted price (= to SA only) in exchange for their commitment to migrate off our competitors' relational databases.

How will this offer be transacted?

Customers with a new or existing EA will need to sign the standard Amendment and a CPS for this offer. This amendment requires customers to list the applications/workloads they plan to migrate and to specify their SQL Server licensing needs for these applications including the editions of SQL Server and the number of SQL cores they require.

What lead status SQL Server migration SKUs can customers purchase?

Product Description	SKU	
SQLSvrEntCore ALNG LicSAPk MVL 2Lic Migrtn CoreLic	7JQ-00965	
SQLSvrStdCore ALNG LicSAPk MVL 2Lic Migrtn CoreLic	7NQ-00758	

These will be L&SA added at signing SKUs with the L cost discounted out (the discount amount is ~52%).

If the opportunity exceeds 100 SQL EE cores, offering a Custom SCE with custom terms may be a better option than the Competitive Migration offer, as it may lead to a larger deal for Microsoft and include better terms for the customer. Please see the N-SCE guidance for more details on Custom SCEs.

Is this a promo?

No, it is not a promo.

Can I offer additional discounts?

Due to the large discount already being offered to customers, please refrain from further discounting these SKUs.

Are we granting customers free licenses?

Customers will receive license grants in return for committing/paying for 3 years of Software Assurance. Customer will own the licenses at agreement end and have the option to renew them as SA only. When customers purchase the offer, they are purchasing L&SA SKUs (with the Ls portion discounted out so they are priced the same as SA only)

Will Public Sector customers be eligible?

Yes. Please do not include references to "free" licenses in any documentation for government customers. The offer should be positioned only as a discount to avoid violating government policies. A government specific amendment is available.

If the customer already is on a SCE, do we still impose the 50 core (or 5 servers x 250 CALs) min order requirement on them?

If the customer is already on a SCE for SQL Server, then they will have satisfied the 50 core (or 5 servers x 250 CAL) min order requirement by the fact that they already have a SCE for SQL Server. If not, then they must comply with the same SQL minimum requirements, in order to qualify for the offer.

Are there any other SQL offers customers can take advantage of in conjunction with this offer?

We highly recommend utilizing BIF migration funding in conjunction with this offer, as licensing costs are not typically the primary roadblock to a competitive migration. Please work with your local subsidiary marketing teams to evaluate options.

For larger competitive opportunities, please work with the Business Desk to evaluate other potential options to offer your customers. For some situations, a Custom SCE may be a better solution for both Microsoft and the customer.

The Amendment states that customer needs to maintain proof of migrating workloads. What qualifies as proof of migration?

Customers just need to show that they migrated their application to SQL Server. Examples of this may include:

- (1) MAP Tool report or any other equivalent inventory report,
- (2) SOW for migration execution with Microsoft or third party;
- (3) internal documentation such as data migration reports etc.;
- (4) official migration report or letter of execution signed by CIO.

Is PR required?

It is not required but we highly recommend encouraging customers to sign a PR agreement to create marketing collateral and support the Competitive Migration motion. Please work with your local subsidiary.

What happens at renewal if a customer signed this offer but did not migrate their workloads?

If a customer requires additional time to migrate beyond enrollment term, they can renew these licenses and re-sign the Amendment that gives them additional time to migrate.

If a customer does not migrate and does not renew SA, Microsoft reserves the right to void the core licenses that customer purchased under this offer.

How do I deal with Year 2 and 3 deals now?

Year 2 and 3 deals, just as before, require additional renewal requirements to ensure at least 2-3 years of SA revenue coming from these customers. In case customer has SQL as an additional program in the EA, they can renew their SQL commitment in any other program (Open etc.).

Can customers run any applications (other than specified in the Amendment) on these discounted cores?

No. These cores are offered at a discounted price and reserved for the applications / workloads that are migrated from competitive platforms. Customers may not use them for any other applications / workloads within the term of the first enrollment. Once customers show proof of migration and renew SA on these licenses, they may use these licenses for any applications / workloads.

Are there additional SI / Channel incentives to support this motion?

Not at this time.

How good have you found this content?