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MAY 2024

AWS for VMware

Migrate and optimize your VMware-based workloads to AWS

Kevin Murakoshi
Principal Solutions Architect

Broadcom Changes

PRODUCT, PARTNER, AND PRICING CHANGES SINCE ACQUISITION

May 2022
Broadcom Announces intention to acquire VMware

NOV 2023
Broadcom Completes VMware Acquisition

DEC 2023
VMware Partner Program ends

FEB 2024
Free ESXi hypervisor ends

DEC 2023
End of new perpetual licensing sales

JAN 2024
Announced end of VMware CSP/MSP program

APR 2024
End of AWS Resale for VMware Cloud on AWS

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Market dynamics and sentiment are shifting

VMWARE CUSTOMER SENTIMENT AND MODERNIZATION MOMENTUM

68%

of VMware customers are
exploring alternatives

Source: Gartner Poll

95%

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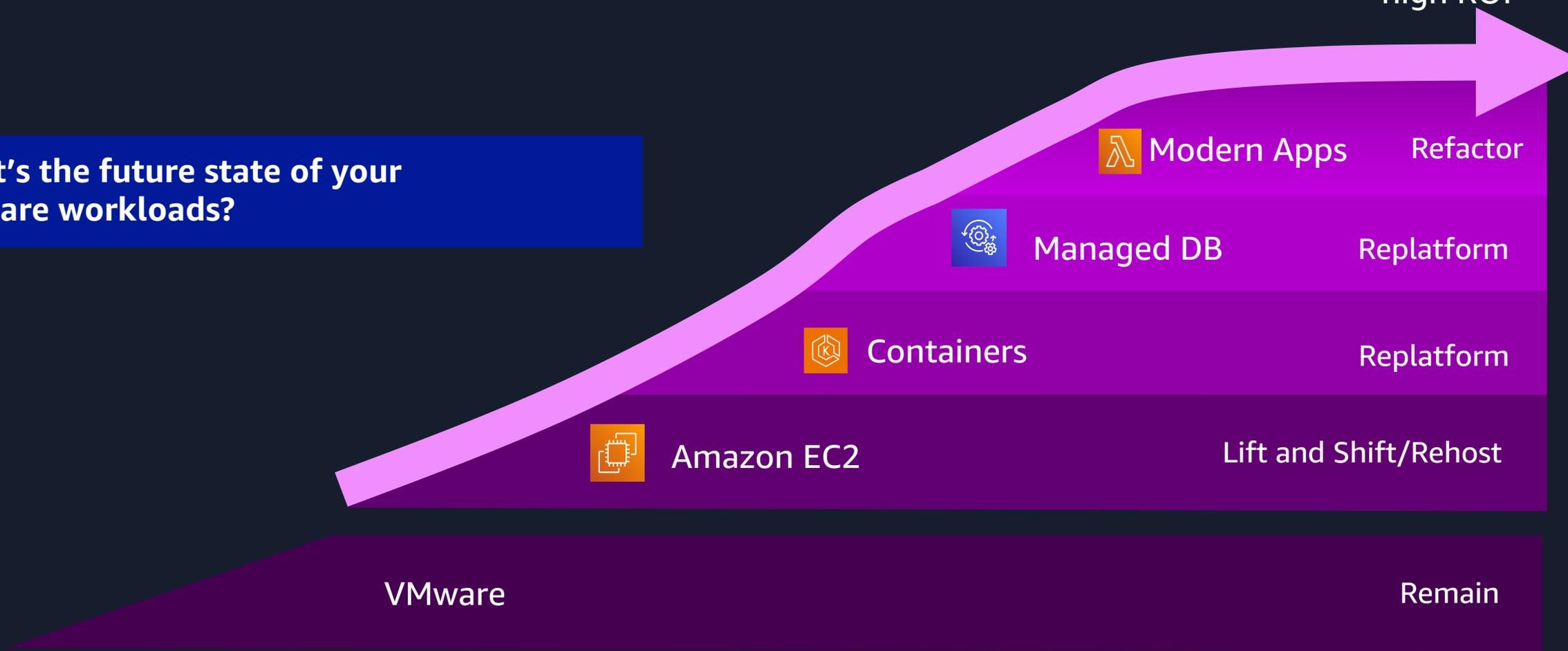will be deployed on cloud-
native platforms by 2025

Source: Gartner Press Release

Decision point

YOUR BUSINESS PRIORITIES DICTATE YOUR STRATEGY

All Cloud Native Benefits & high ROI

What's the future state of your VMware workloads?

Modern Apps — Refactor

Managed DB — Replatform

Containers — Replatform

Amazon EC2 — Lift and Shift/Rehost

VMware — Remain

Why AWS?

EXPERIENCE

17 years

helping millions of customers

GLOBAL REACH

33 Regions

spanning 105 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
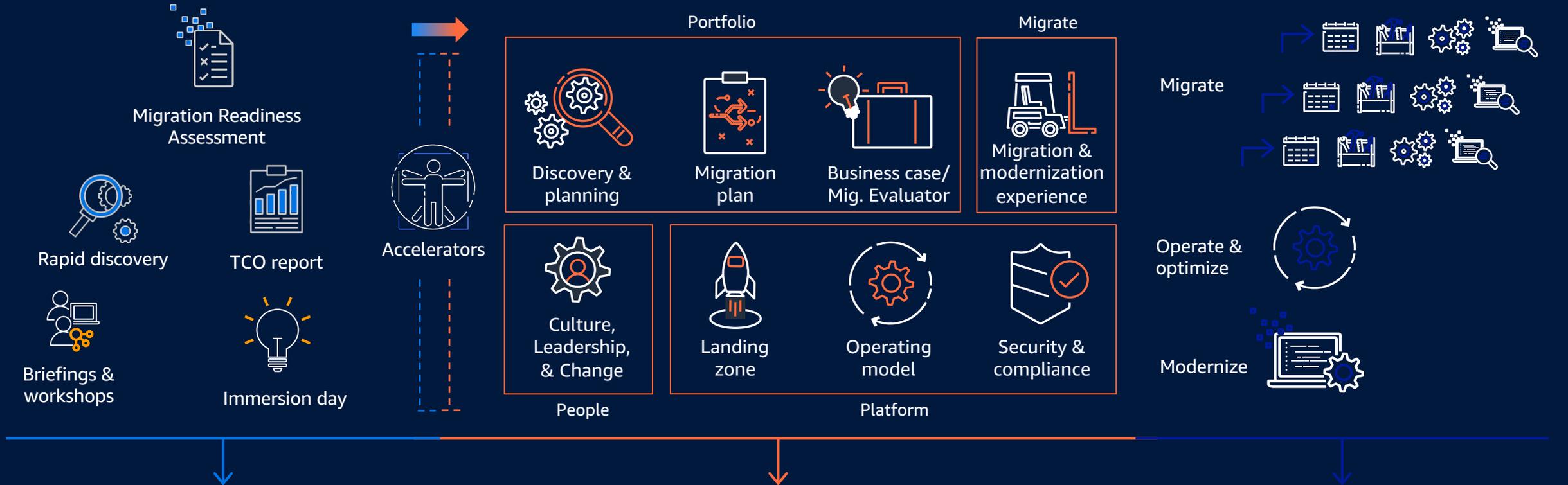
AWS Migration Framework

AWS Migration Framework

Assess → **Mobilize** → **Migrate & Modernize**

Assess

Migration Readiness Assessment

Rapid discovery

TCO report

Briefings & workshops

Immersion day

Accelerators

Mobilize

Portfolio

Discovery & planning

Migration plan

Business case/ Mig. Evaluator

Migrate

Migration & modernization experience

People

Culture, Leadership, & Change

Platform

Landing zone

Operating model

Security & compliance

Migrate & Modernize

Migrate

Operate & optimize

Modernize

Create a case for change **Build readiness through experiences** **Accelerate transformation at scale**

Using a proven framework greatly increases your odds of success and speed to market

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AWS Migration Framework

Assess

Migration Readiness Assessment
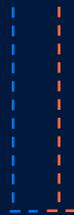
Rapid discovery

TCO report

Accelerators

Briefings & workshops

Immersion day

Create a case for change

Creating a Case For Change

- Establishing Data Requirements and Collecting Data
- Evaluating potential third-party license cost savings
- Developing a compelling business Case
- Aligning on an understanding of the capabilities required
- Establishing a Roadmap for the activities to come
- Agreeing to a Prioritized List of Actions
- Gaining organizational commitment to the journey ahead
- Taking the first step

AWS Migration Evaluator
AWS Migration Readiness Assessment
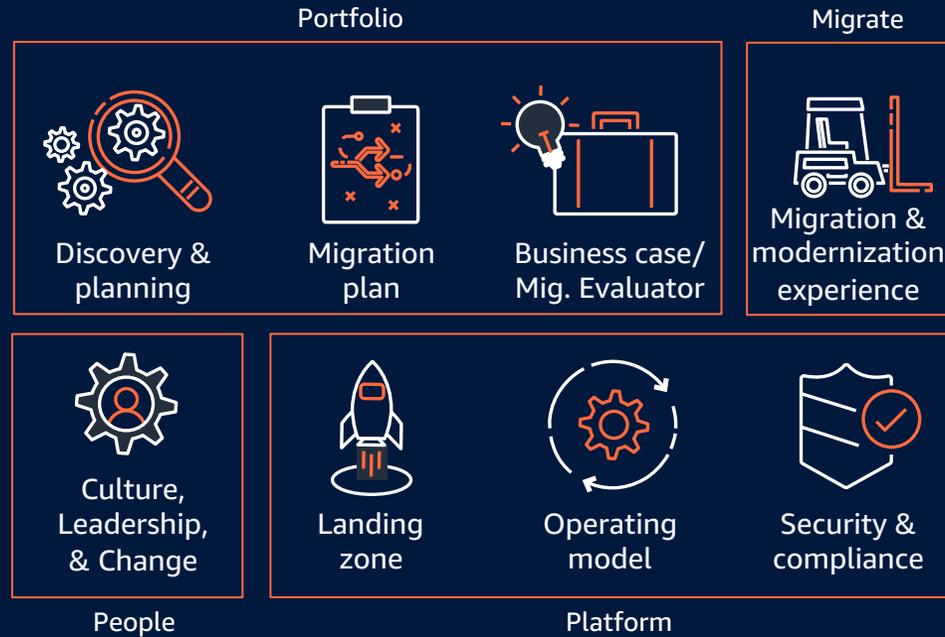AWS Optimization and License Assessment

Using a proven framework greatly increases your odds of success and speed to market

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AWS Migration Framework

Goals

- Build AWS foundational environment
- Establish governance and security posture
- Scale enterprise operations to AWS
- Identify migration patterns
- Define team model and agile work streams
- Develop cost and resource model for the migration of a defined portfolio

Mobilize

Portfolio

Discovery & planning

Migration plan

Business case/ Mig. Evaluator

Migrate

Migration & modernization experience

Culture, Leadership, & Change

People

Landing zone

Operating model

Security & compliance

Platform

Outcomes

Platform
- Landing Zone with security controls
- Operational tools and procedures

Portfolio
- 7R disposition and decision criteria
- App discovery and migration Wave Plan

Migration
- 3–5 applications migrated to AWS
- Hands-on migration experience and patterns
- Migration proposal

People
- Cloud Leadership functional optimization
- Organization Change Acceleration plan(s)
- Cloud skills assessment and role ramp-up plans

Enable readiness for a mass migration, modernization, or greenfield

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AWS Migration Framework

- Cloud Migration Factory

- AWS End-of-Support Migration Program (EMP) for Windows Server

- Application Modernization (Assessment, Lab)
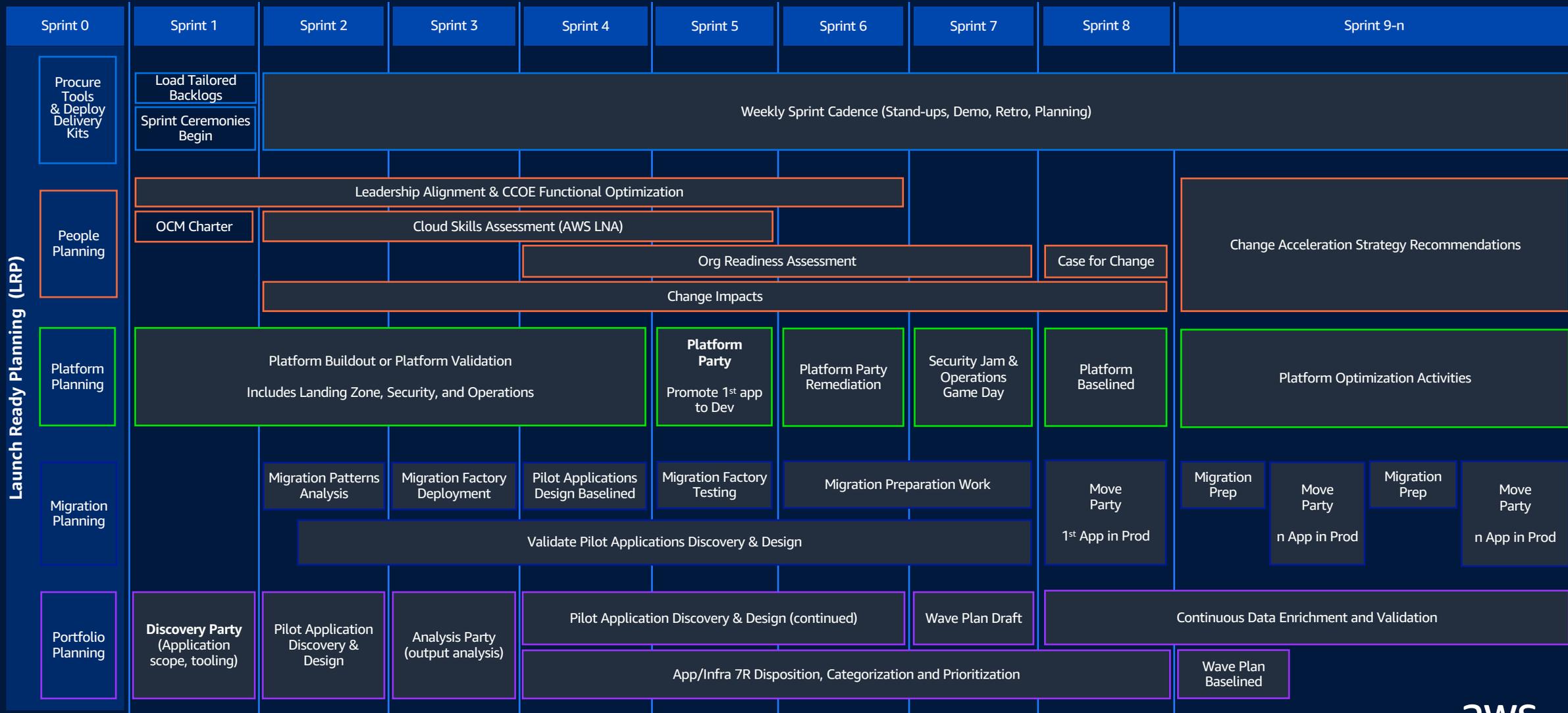
- SaaS Transformation

Migrate
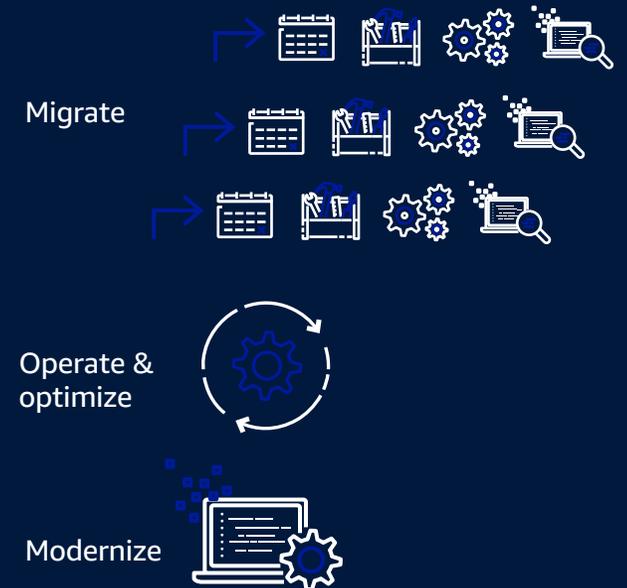
Operate & optimize

Modernize

Accelerate transformation at scale

Using a proven framework greatly increases your odds of success and speed to market

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Roadmap & timeline (estimated)

Weekly Customer Executive Meeting

Launch Ready Planning (LRP)

	Sprint 0	Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7	Sprint 8	Sprint 9-n
Mobilize Accelerator	Procure Tools & Deploy Delivery Kits	Load Tailored Backlogs / Sprint Ceremonies Begin	Weekly Sprint Cadence (Stand-ups, Demo, Retro, Planning)							
People Accelerator	People Planning	OCM Charter	Leadership Alignment & CCOE Functional Optimization / Cloud Skills Assessment (AWS LNA) / Change Impacts			Org Readiness Assessment			Case for Change	Change Acceleration Strategy Recommendations
Platform Accelerator	Platform Planning	Platform Buildout or Platform Validation — Includes Landing Zone, Security, and Operations				**Platform Party** Promote 1st app to Dev	Platform Party Remediation	Security Jam & Operations Game Day	Platform Baselined	Platform Optimization Activities
Migration Accelerator	Migration Planning		Migration Patterns Analysis	Migration Factory Deployment	Pilot Applications Design Baselined	Migration Factory Testing	Migration Preparation Work		Move Party 1st App in Prod	Migration Prep / Move Party n App in Prod / Migration Prep / Move Party n App in Prod
			Validate Pilot Applications Discovery & Design							
Portfolio Accelerator	Portfolio Planning	**Discovery Party** (Application scope, tooling)	Pilot Application Discovery & Design	Analysis Party (output analysis)	Pilot Application Discovery & Design (continued)			Wave Plan Draft		Continuous Data Enrichment and Validation
			App/Infra 7R Disposition, Categorization and Prioritization						Wave Plan Baselined	

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Critical Components for Success

1 Executive Sponsor conviction and alignment
Set clear direction and expectations with the organization to get everyone on the same page and working towards the same goal. Enabling cloud culture and change leadership capability is a critical first step to minimizing business disruption and accelerating mindset and behavior shift.

2 Train your builders
It's really important that organizations are trained on the cloud and comfortable with the concepts as part of the whole process – we train hundreds-of-thousands of people a year for that purpose.

3 Set top-down aggressive goals
Force the organization to move faster than it would have organically to enable adoption to the new ways of working.

4 Agile methodology and tools
Organizations need tools that support an agile methodology and provide communication and tracking to implement proper governance.

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Migrating VMware

Near-term rapid migration

Assess	Migrate	Optimize
Rapid Discovery & Planning	Landing Zone · Lift & Shift Migration · Security & Compliance	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

Assess	Mobilize	Migrate & Modernize

Assess

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Accelerators

Mobilize

Portfolio

Detailed Discovery & planning

Planning & Governance

Detailed Business case

Skills, Culture, Leadership & Change Mgmt

Landing Zone

Operating model

Security & compliance

People

Platform

Migrate

Migration & modernization experience

Migrate & Modernize

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Operate & optimize

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Create a case for change

Build readiness through experiences

Accelerate transformation at scale

Purpose-built migration services

AWS Application Migration Service (MGN)

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.

AWS Migration Hub

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

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Migration Hub Journeys

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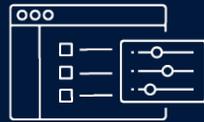
Predefined expert approved migration templates

Collaboration across partners, practitioners and customers

Prescriptive guidance and migration related tooling

Single pane of glass to track migrations

Training and support

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 Application 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

AWS Migration Foundations digital badge

Exhibit **thought leadership** in using AWS for migration & modernization use cases

Available at no cost

Includes:
- ✓ Learning Plan
- ✓ Ramp-up guide

Earn badge after:
- ✓ 80%+ on Assessment

Get started [here](#)

AWS programs & incentives

Start with an AWS assessment

- 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

Expert license advice

OLA

Reducing costs

Capacity optimization

36% average compute cost savings versus on premises[1]

33.83% faster migrations[1]

58% more migrations[1]

[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

AWS Professional Services Rapid Migration for VMware

END-TO-END SOLUTION TO AUTOMATE, DE-RISK, AND ACCELERATE YOUR MIGRATION

Assess → **Mobilize and Migrate** →

Detailed AWS led assessment	Prescriptive framework and tools	Fully automated AWS foundation	Plan and automate migration tasks	Cloud Ops and Specialist Support
Informs the migration scope, timeline, and cost	De-risk the migration with comprehensive delivery kit artifacts	Start migrations weeks sooner with a pre-designed landing zone	Maximize migration velocity with hyper-automation	De-risk with enhanced operating capabilities

AWS Funded

Migration incentives and support

MIGRATE WITH SPECIALIZED PROGRAMS, PEOPLE & TECHNOLOGY

For on-premises VMware customers

vmware®
On-premises and/or other cloud providers

aws

TRAINING & SUPPORT

- AWS-funded Support with 460+ Migration Competency partners
- Upskill with migration and cloud skills courses
- Hands-on for rapid VMware migration from AWS Professional Services
- Guided VMware to AWS Immersion Days

TECHNOLOGY

- Expedite lift and shift with AWS Application Migration Service
- End-to-end planning with AWS Migration Hub Journey
- Automate processes with AWS Professional Services

FUNDING & INCENTIVES

- Increased AWS Migration Acceleration Program (MAP) Partner Funding to support VMware to AWS migration
- Lead with No-cost assessment

Getting started

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

Decide on approach and strategy

Determine on your migration approach and timelines

Utilize incentive programs

Take advantage of our incentive programs designed specifically for VMware migrations

Please Provide Your Feedback

Step 1: Select <Your Track Name>
Step 2: Select <Your Session Title>

Learning Day Content

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Thank you!