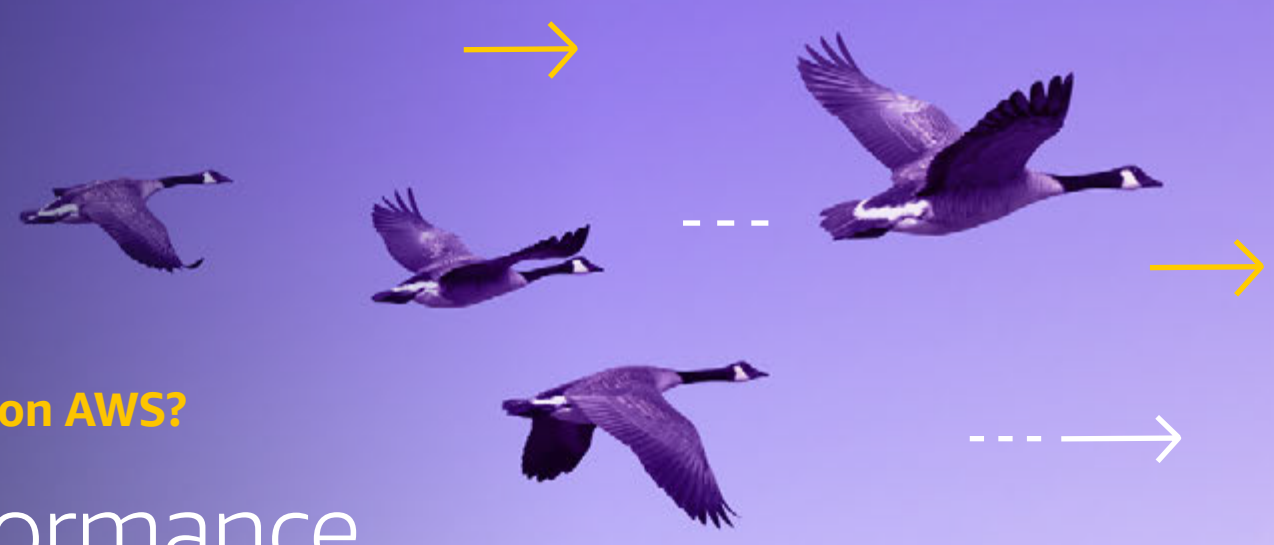
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**Why run Windows workloads on AWS?**

# Get better performance, security, and availability for less

AWS delivers:

**2x** price/performance advantage[1]

**71%** faster deployment[2]

**98%** reduction in unplanned downtime[2]

**26%** higher developer productivity[2]

## Spend 62% less running SQL Server workloads compared to the next largest cloud provider

Discover four ways you can lower costs by moving your on-premises and business-critical Windows Server and SQL Server workloads to AWS.

## Save on flexible licensing options for Windows Server and SQL Server workloads

**Buy license-included instances**
Access fully compliant Microsoft software licenses bundled with Amazon Elastic Compute Cloud (Amazon EC2) or Amazon Relational Database Service (Amazon RDS) instances and pay for them as you go with no upfront costs or long-term investments.

**Bring existing licenses**
License Mobility lets you bring eligible Microsoft licenses with active Software Assurance to AWS to save licensing costs by moving your existing licenses.

**Leverage Amazon EC2 Dedicated Hosts**
With AWS License Manager, you can easily track and manage your licenses on your own dedicated, physical servers that allow you to use eligible licenses from other vendors on AWS.

Koch Industries
**reduced on-premises costs 38%**
by migrating to AWS

**99.999% availability**

**3x higher throughput**

**25% lower latency**

## Better performance and availability at a lower cost for Windows workloads

With 99.999% availability for each Amazon EC2 across 24 global regions, AWS has the most reliable cloud infrastructure for your Windows workloads with unique ways to save.

Achieve 3x higher throughput and 25 percent lower latency[3] than the next largest cloud provider with the consistent network performance of Amazon EC2. AWS provides the broadest and deepest set of networking services with the most security features and highest performance. This helps ensure you can run your Windows applications with even the highest throughput and lowest latency requirements.

# Unlock multiple pricing options

AWS offers customers more ways to save now—and in the future.

Achieve up to

**72%**

savings

with Savings Plans for a commitment to a consistent amount of usage for a one- or three-year term.

Save up to

**25%**

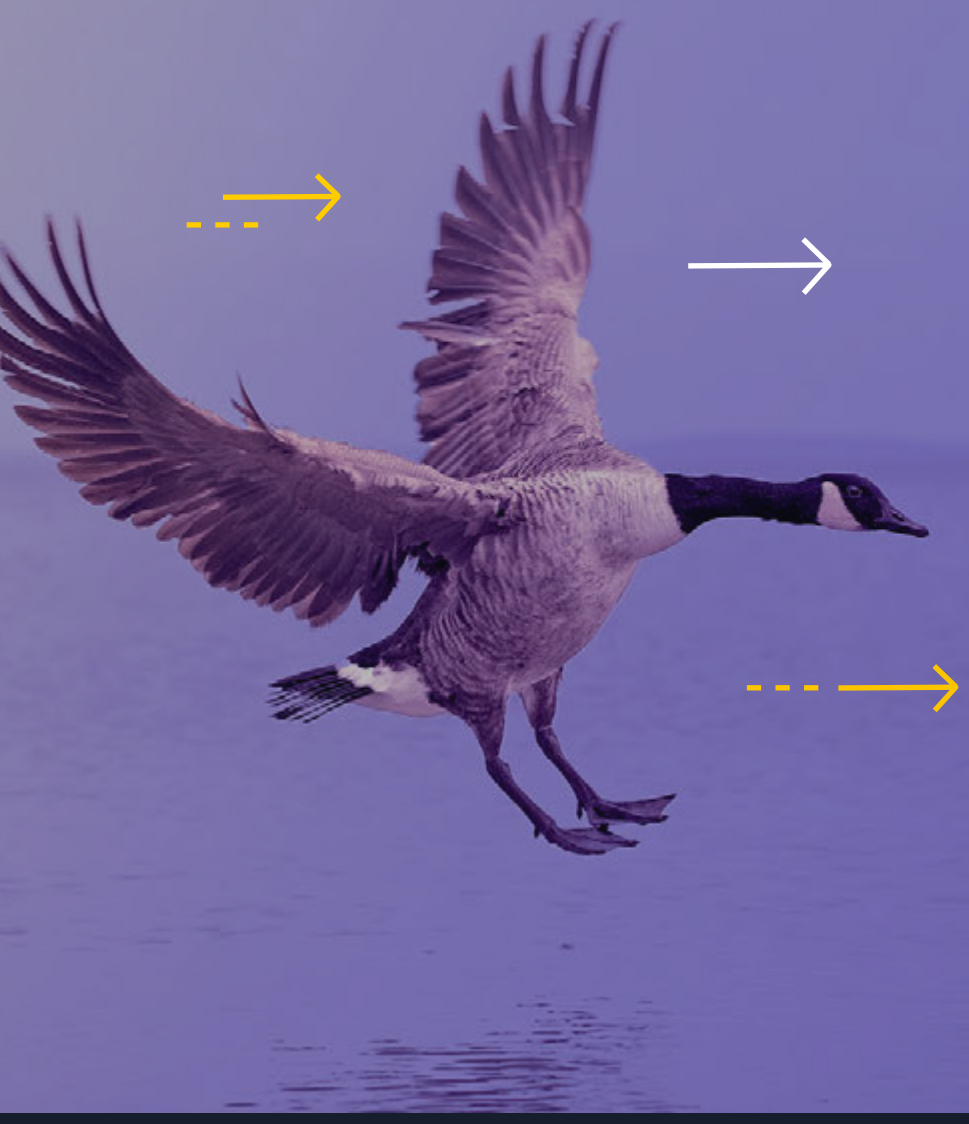
on applications running on Amazon EC2 with Compute Optimizer, which provides optimization recommendations based on historical compute usage to help you further reduce costs and improve performance based on your actual utilization.

Get up to

**90%**

discount

on Amazon EC2 Spot Instances compared to On-Demand prices and combine with On-Demand, Reserved Instances and Savings Plans to save even more.



## Migrate with AWS programs and start saving

AWS offers unique programs to help you save with the AWS Optimization and Licensing Assessment (OLA) and the AWS Migration Acceleration Program (MAP) for Windows.

**Optimize your licensing spend before you migrate**

AWS OLA is a free program that evaluates your cloud and on-premises environments based on actual resource utilization, third-party licensing, and application dependencies. With OLA, you can right-size your resources to run them more efficiently and save on licensing costs.

**Reach your migration goals faster**

AWS MAP for Windows accelerates migration and lowers costs by providing access to AWS services, best practices, tools, and incentives. MAP for Windows also provides services credits to reduce the risk of migrating to the cloud, to build a strong operational foundation, and to offset the initial cost of migrations.

When you add it all up, AWS is the proven, reliable, and secure solution for running Windows workloads. It's the most performant cloud for your business-critical Windows Server and SQL Server workloads, offering more cost savings and unique programs to fit your specific business needs.

## The sooner you start, the sooner you'll save →

Visit Windows on AWS to learn more and contact your AWS representative today.

[1] https://zkresearch.com/blog/2018/11/comparing-sql-server-deployments-on-microsoft-azure-andamazon-web-services/
[2] IDC, The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud, Doc #US45111619, June 2019
[3] ESG, Measuring the Success of Organizations Running SQL Server on Public Cloud Infrastructure,Mark Bowker, May 2020

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