
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

ENT213

How to migrate, modernize, and grow using the AWS MAP

Faraz Shafiq

Worldwide Head of Product Management, Migrations and Modernization
AWS

Krishna Srinivasan

Director, Enterprise Architecture, Cloud & DevOps
United Airlines

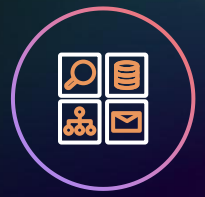
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Industry leaders migrate to AWS



aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



500M

New applications will be built by 2023, the same number built in the past 40 years

Source: Gartner Research. 2017 CEO Survey: CIOs Must Scale Up Digital Business

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Recent customer examples



52%

Cost savings realized



87%

Reduction in data center footprint

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Recent customer examples



44%

Reduction in monthly database costs



60 ms

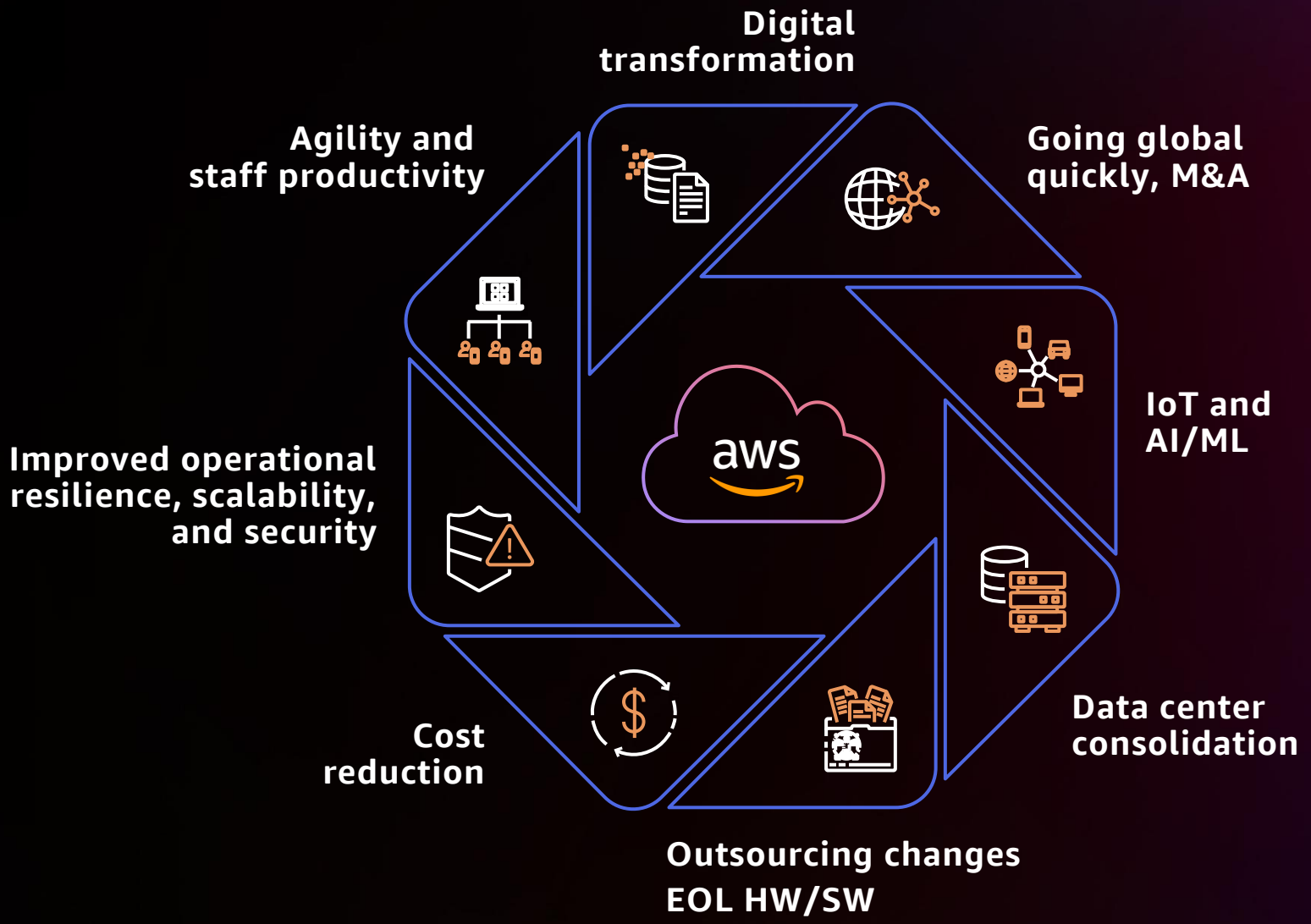
Or less latency, 90% of the time

SAMSUNG

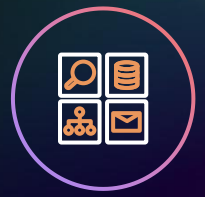
aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Why customers migrate and modernize



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



88%

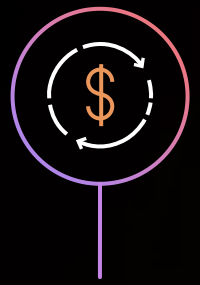
Lower carbon footprint for AWS to perform the same task

Source: 451 Research, “Carbon Reduction Opportunity,” https://bit.ly/3E8G7QC

aws

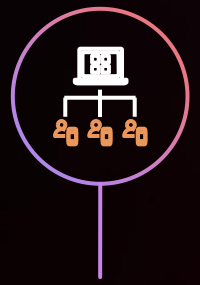
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Average realized benefits



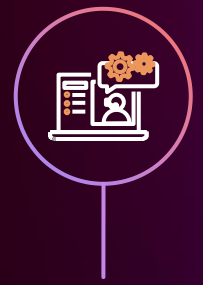
31%

Cost savings over comparable infrastructure



62%

More efficient IT infrastructure teams



75%

Increase in agility in delivering new features

Source: IDC, “Fostering Business and Organizational Transformation,” https://bit.ly/3DZyADC

aws

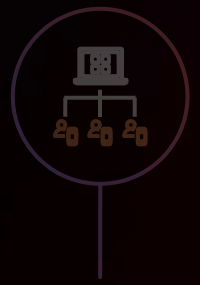
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Average realized benefits



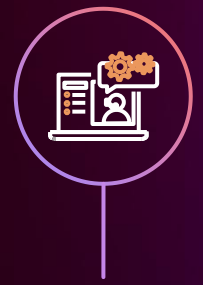
31%

Cost savings over comparable infrastructure



62%

More efficient IT infrastructure teams



75%

Increase in agility in delivering new features

Source: IDC, “Fostering Business and Organizational Transformation,” https://bit.ly/3DZyADC

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agility benefits



~10,000+

Releases shipped per day

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“Invention requires two things: the ability to try a lot of experiments, and not having to live with the collateral damage of failed experiments.”

Andy Jassy

CEO, Amazon

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

POLL: What are an organization’s biggest barriers to moving to the cloud?

PARTICIPATE ON YOUR MOBILE DEVICE

prod-livepolling.awseventservices.com

889726

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

POLL: What are an organization's biggest barriers to moving to the cloud?



- Complexity
- Skills or talent gaps
- Unclear business case
- Organizational readiness or dynamics

prod-livepolling.awseventservices.com **889726**

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship



Set bold and outcome-focused goals

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship



Set bold and outcome-focused goals



Build early momentum and avoid stall

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship



Set bold and outcome-focused goals



Build early momentum and avoid stall



Take a portfolio-driven approach

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship



Set bold and outcome-focused goals



Build early momentum and avoid stall

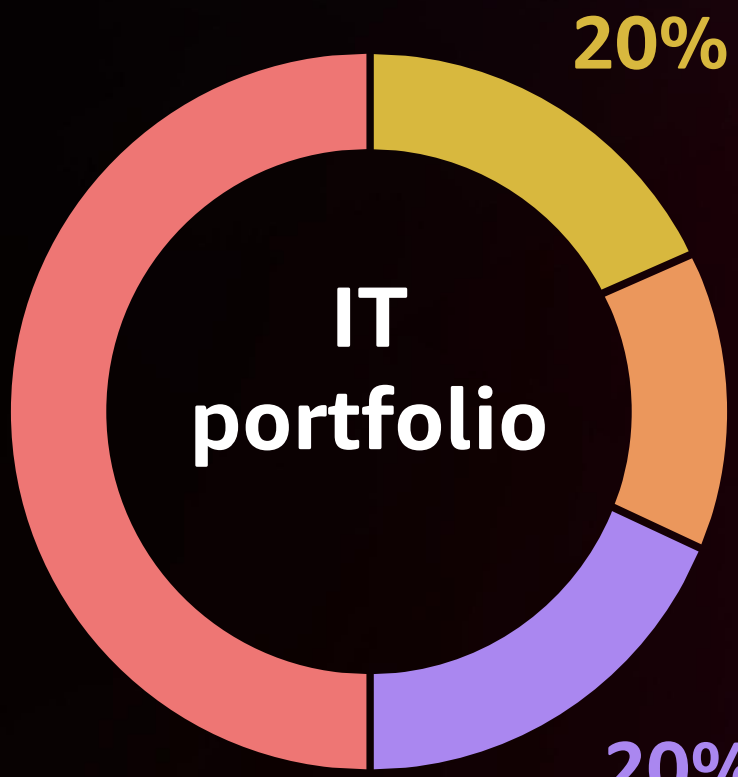


Take a portfolio-driven approach

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Use the full spectrum of migration patterns



20% SaaS

10% Retire

20% Modernize

50%
Lift and shift

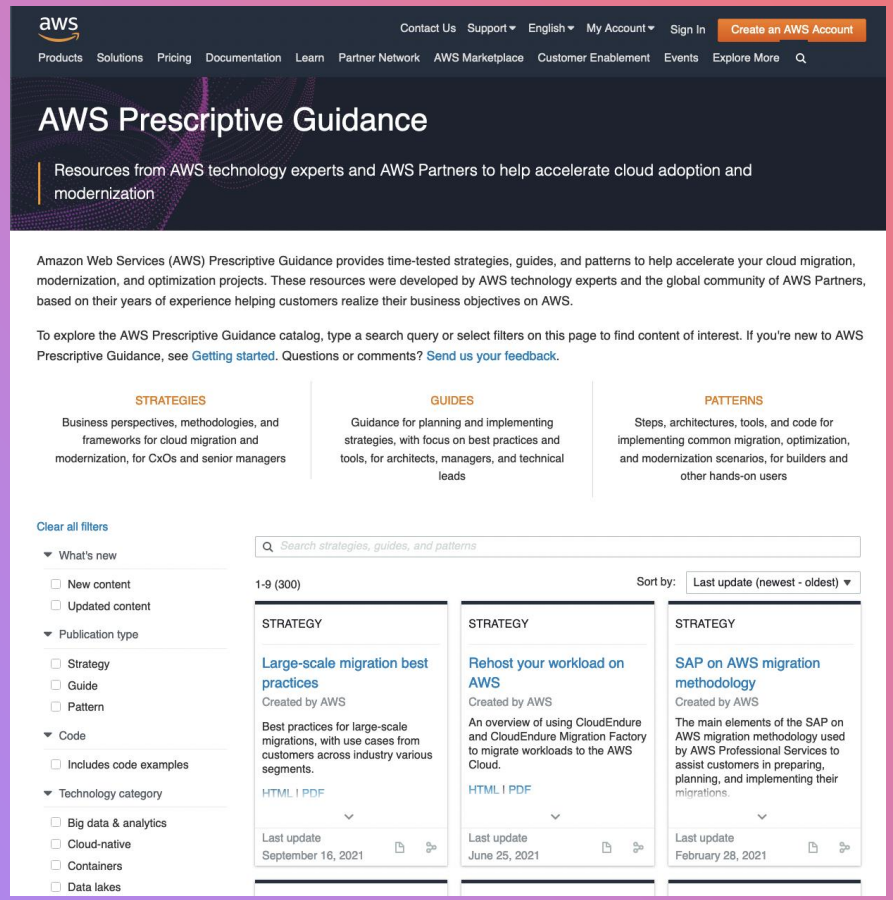
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS Prescriptive Guidance (APG)

7+ strategies

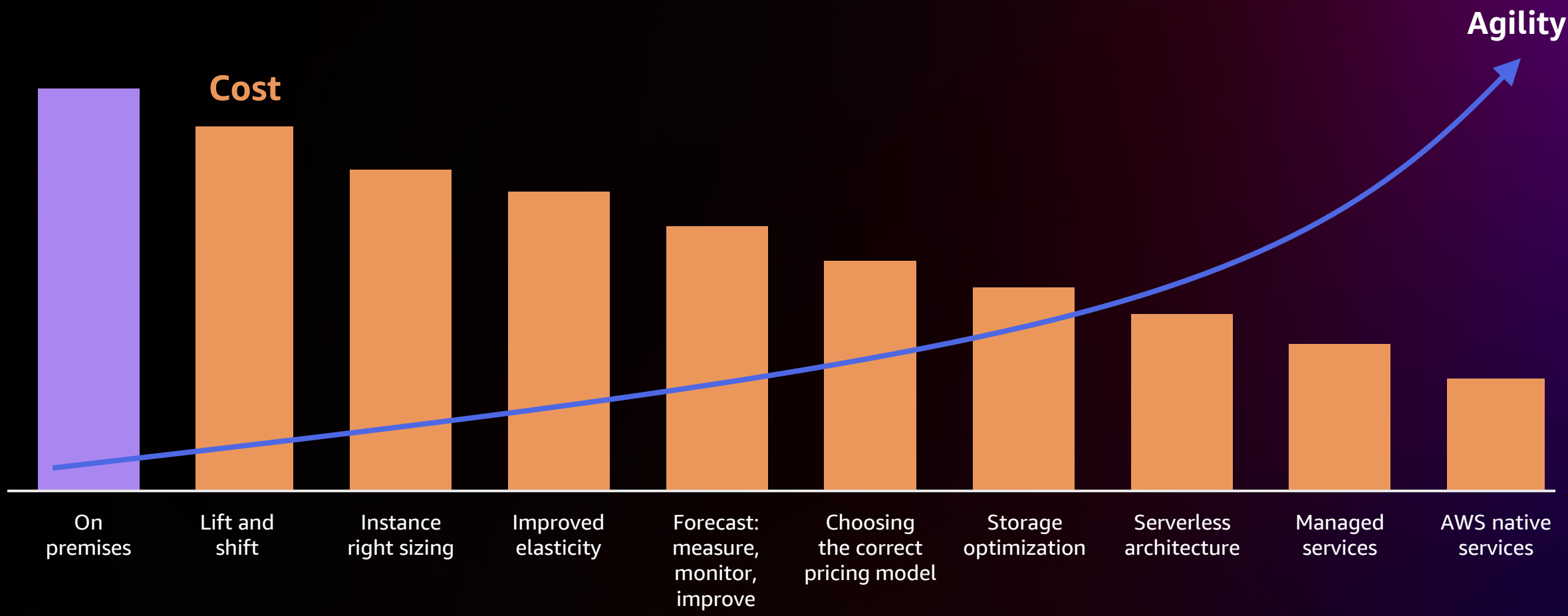
52+ guides

241+ patterns

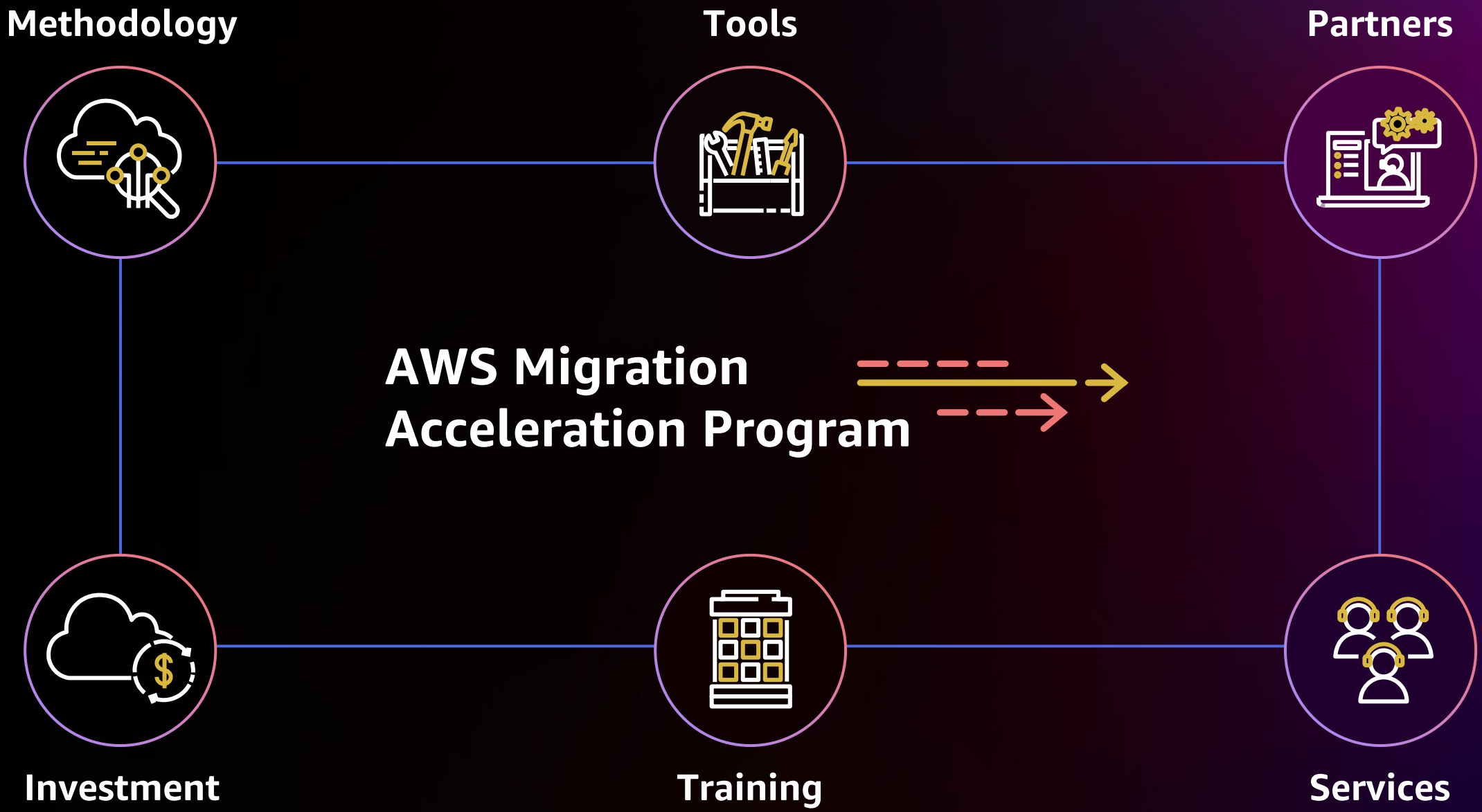


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Use both migration and modernization to fully realize cloud benefits



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS uses a structured approach to drive migration success

Assess

Discovery and assessment



Rapid discovery



TCO report



Briefings and workshops



Migration Readiness Assessment

Mobilize

Build momentum and gain experience



Discovery and planning



Migration plan



Business case/ Migration Evaluator



Migration experience



Skills/Center of excellence



Landing zone



Operating model



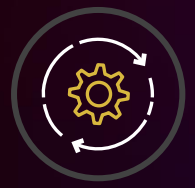
Security and compliance

Migrate and modernize

Accelerate, scale, and modernize



Scale



Operate and optimize



Modernize

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Experience-based acceleration

IMMERSIVE, HANDS-ON, AND AGILE APPROACH TO HELP CUSTOMERS QUICKLY BUILD CAPABILITIES



Create organizational capability



Accelerate delivery of results



Build and deploy end-to-end solutions

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Krishna Srinivasan

Director, Enterprise Architecture, Cloud & DevOps
United Airlines

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


Connecting people.
Uniting the world.

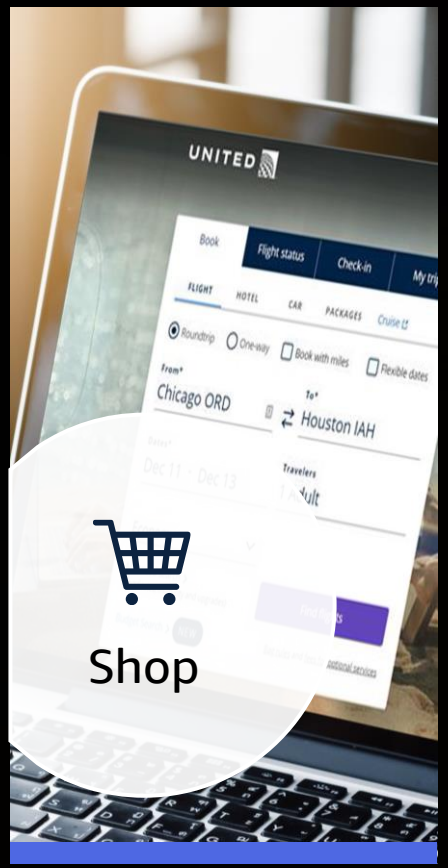
Connecting people.
Uniting the world.

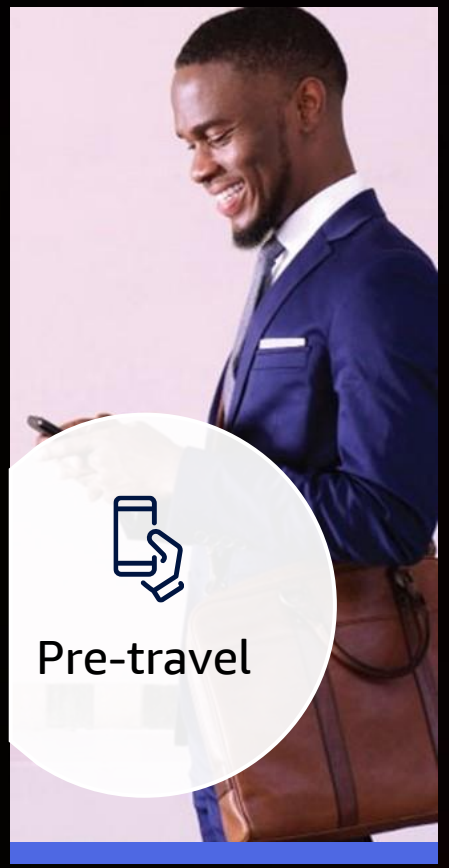


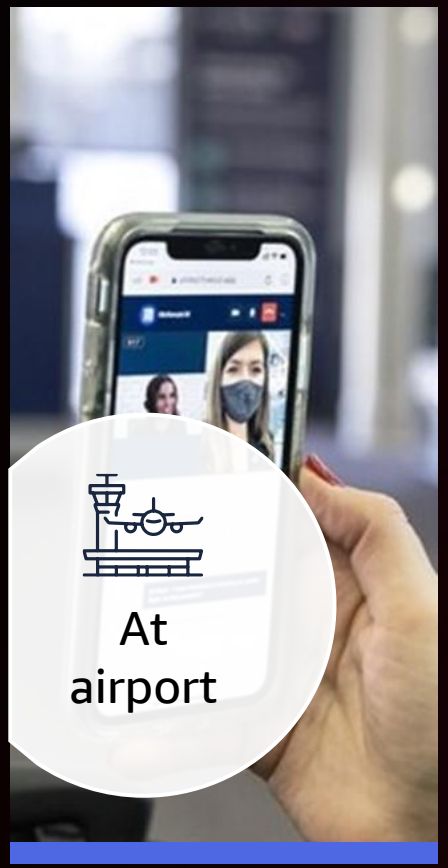
86,000 employees
1,300+ aircraft
332 destinations

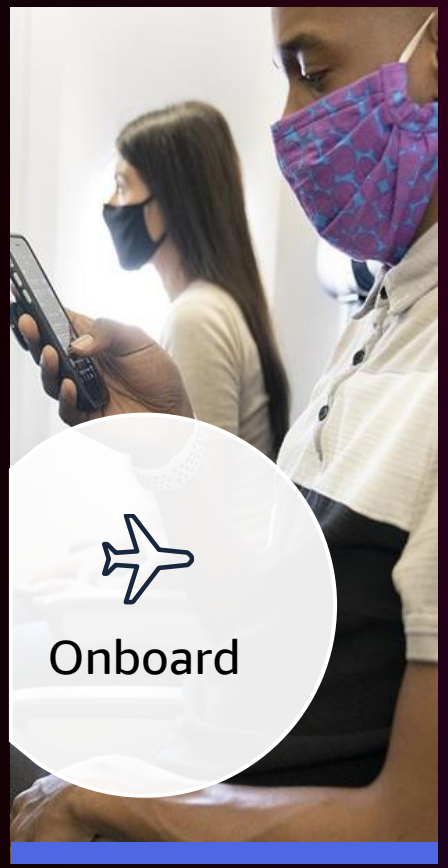
36 million passengers in 2021 alone

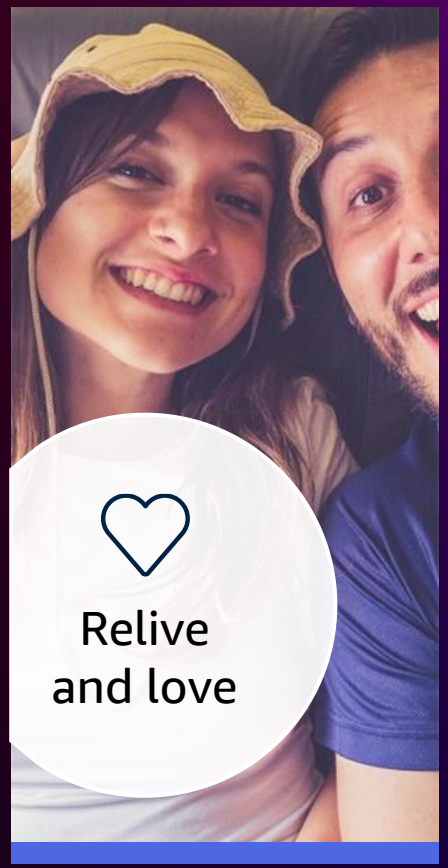
Technology is a differentiator across our customer's journey





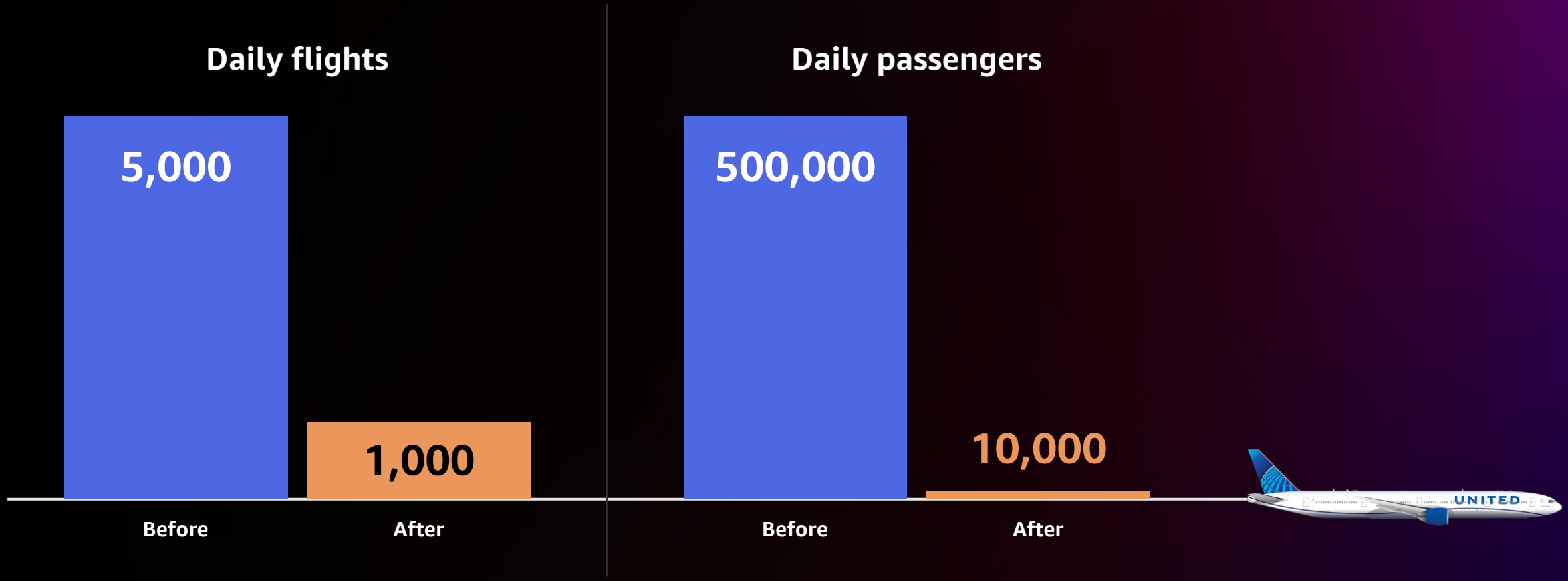






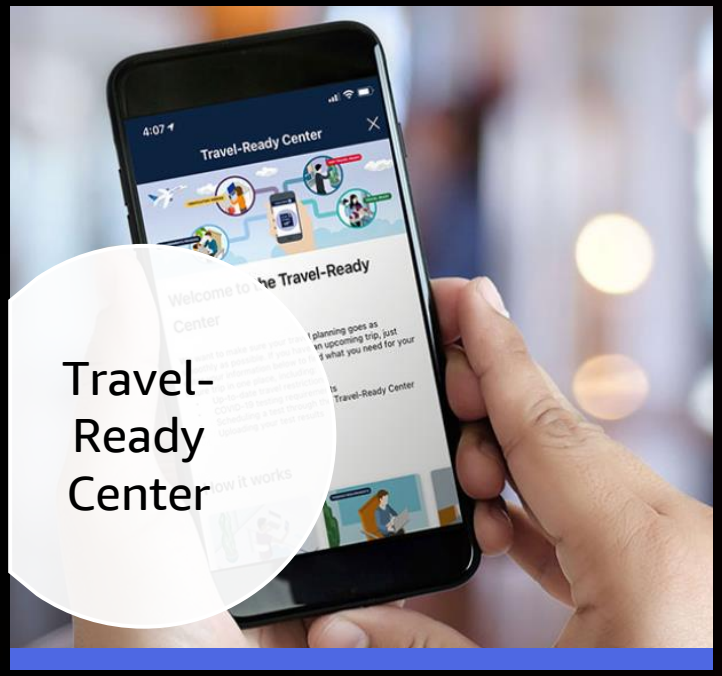
aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

The pandemic impacted our industry significantly



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

United responded quickly by using AWS MAP



Travel-Ready Center

19.5M

Documents uploaded



Agent on demand

2M

Customer interactions



Bag drop shortcut

2.25M

Bags inducted since August 2021

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Collaborating with AWS helped reduce costs while gaining agility and innovating faster

$120M

savings on ground equipment purchases

1.3M

hours of personnel search-time saved

8M

bags re-routed, saving ramp-personnel hours

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

UNITED NEXT



UNITED NEXT



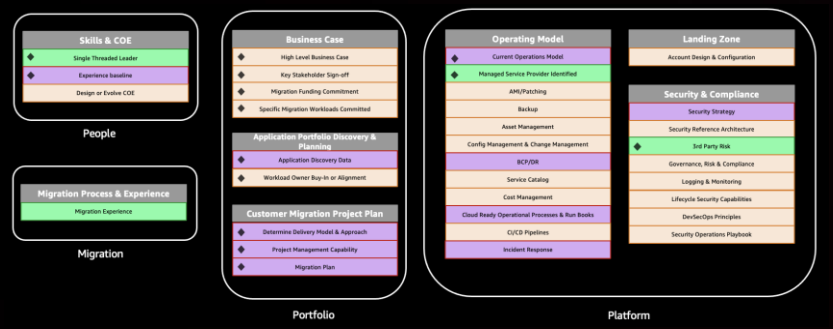

THIS IS THE STORY
OF AN AIRLINE WHEN
GOOD
LEADS
THE
WAY
UNITED
aws

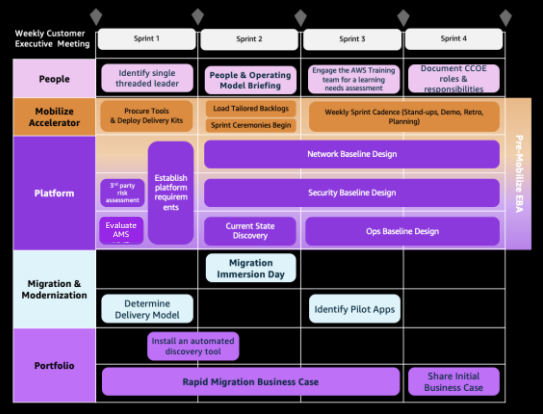
Faraz Shafiq

Worldwide Head of Product Management,
Migrations and Modernization
AWS

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Migration readiness assessment:
Build and align on a plan for change





Business

Business
Value realization

People
Roles and readiness

Governance
Prioritization and control

Technical

Platform
Applications and infrastructure

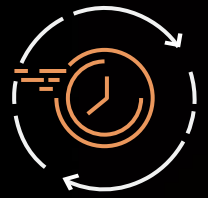
Security
Risk and compliance

Operations
Hybrid and dynamic

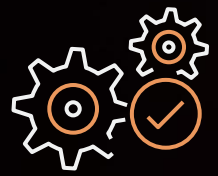
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

https://aws.amazon.com/professional-services/CAF/

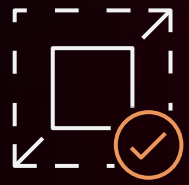
AWS is investing in removing barriers through automation and tooling



Automated



Reliable



Flexible



Secure

Migrate and modernize using AWS Application Migration Service – get started for free

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS is investing in removing barriers through automation and tooling

Assess

Decision support

- AWS Cloud Adoption Readiness Tool (CART)
- Migration Evaluator
- AWS Migration Portfolio Assessment
- AWS Migration Readiness Assessment
- AWS Application Discovery Service

Mobilize

Planning support

- AWS Migration Portfolio Assessment
- AWS Application Discovery Service
- AWS Control Tower
- AWS Prescriptive Guidance
- **Migration Evaluator** Directional business case
- Automated landing zone
- AWS Migration Hub
- CloudEndure Migration

Migrate and modernize

Migration automation and governance

- AWS Service Catalog
- AWS Migration Hub
- AWS Prescriptive Guidance

Server and database migration

- CloudEndure Migration
- AWS SMS
- AWS DMS

Third-party SW and tools

- AWS Marketplace

Hybrid solutions

- AWS Outposts
- AWS Direct Connect
- VMware Cloud on AWS

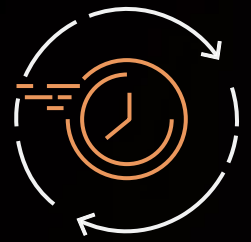
Data and storage transfer

- AWS DataSync
- AWS Transfer Family
- AWS Snowball
- Amazon Kinesis Data Firehose
- AWS Direct Connect
- AWS Storage Gateway

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

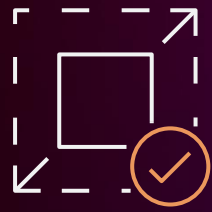
AWS Migration Hub Refactor Spaces



Fast



Flexible



Simple

Start refactoring applications in days instead of months

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Partners are key to transformation success



Advanced
Competency
Partners

247
AWS Competency
Partners

Established
migration
services practice

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Where do you start?



Business case

Understand the main business drivers and ROI;
align your transformation plan with business outcomes



Assessment and readiness

Get a detailed assessment of your current state and understand your organizational readiness

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Resources

1. **Cloud migration homepage**
   https://aws.amazon.com/cloud-migration/

2. **Additional migration resources**
   https://aws.amazon.com/cloud-migration/resources/

3. **Migration Immersion Day**
   https://migration-immersionday.workshop.aws/en

4. **All AWS workshops available here**
   https://www.workshops.aws/

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Faraz Shafiq
Fashafiq@amazon.com



Please complete the session survey in the **mobile app**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.