
AWS
re:Invent
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PEX214

Building a successful migration & modernization practice for AWS Partners

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Agenda

Building a migration and modernization practice – Challenges

Migration and modernization – Journey

How AWS can help you ?

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Key challenges – Migration and modernization

- Complexity – Resource planning, process management, technology
- Customer's migration – Modernization journey
- Success criteria – Business drivers, scope, expected outcome
- Project structure – Delivery timeline

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Complexity

Customers





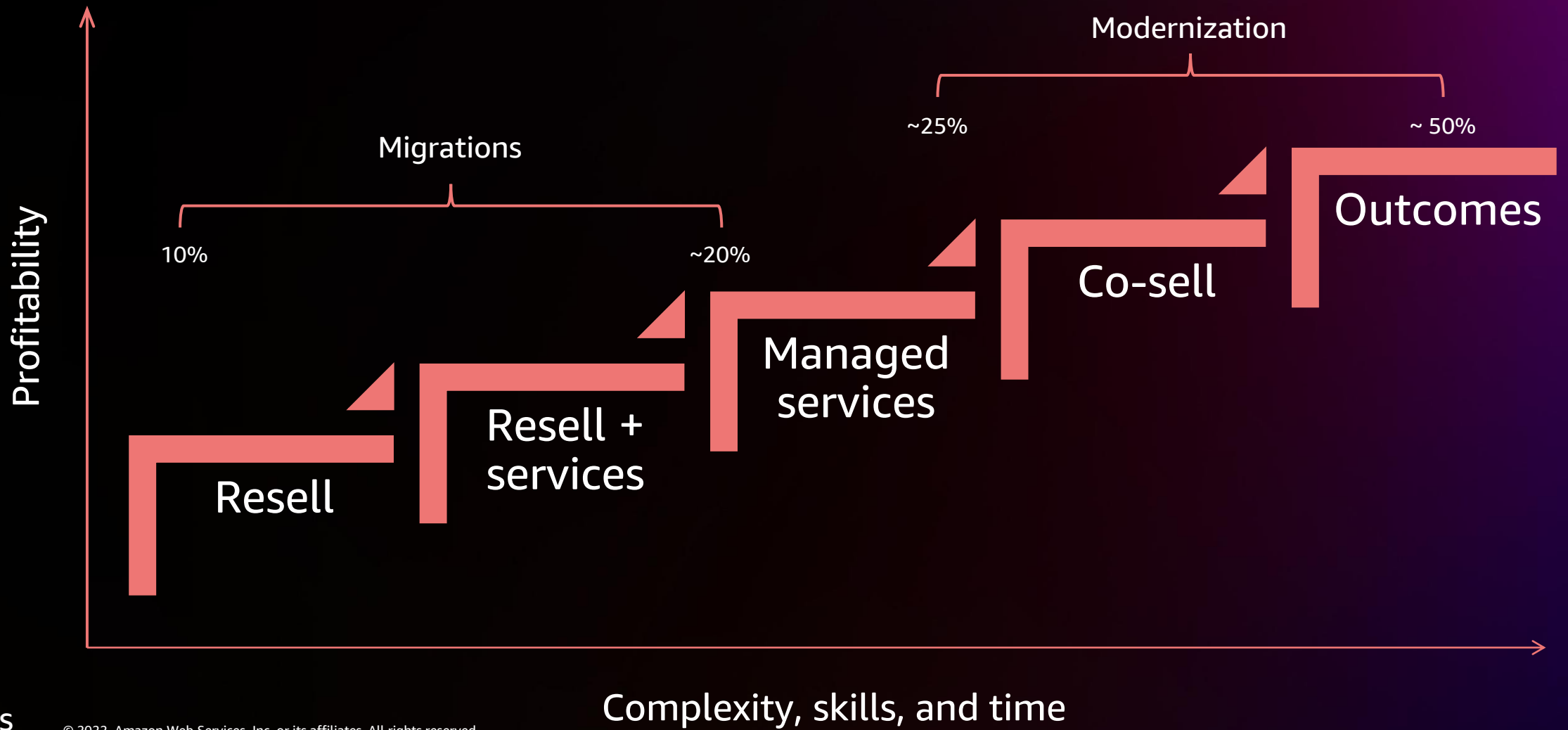
Partners





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Vendor ➡ Partner ➡ Advisor journey



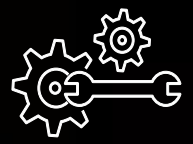
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Operating model building blocks



Architecture, platform, operation, security

Technology



Agile, automation, transformation, governance

Process



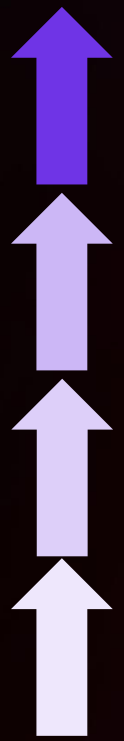
Skill, role, responsibility, DE&I

People



Customer, product, service, strategy, growth

Business outcome and value



Well-Architected Framework

Cloud Center of Excellence (CCOE)

Migration readiness assessment (MRA)

Cloud Adoption Framework (CAF)

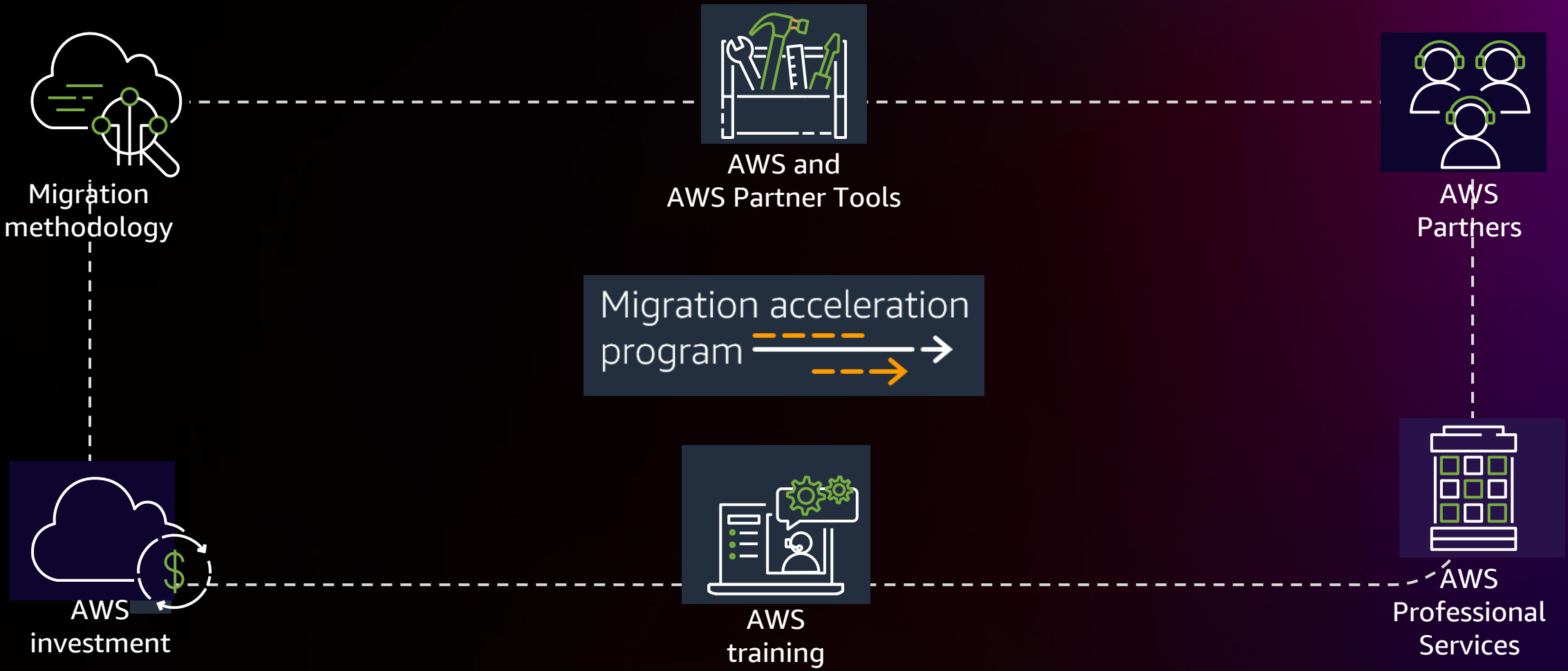
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How AWS can help you?

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AWS Migration Acceleration Program (MAP)



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AWS tools for migration and modernization

	Discovery, planning, and recommendation	Business case analysis	Application mobility	Data mobility	Application monitoring and orchestration
Rehost and replatform	Migration Evaluator AWS Application Discovery Service AWS Migration Portfolio Assessment AWS Migration Hub Strategy Recommendations	Migration Evaluator	CloudEndure Migration Porting Assistant for .NET AWS App2Container AWS Server Migration Service (AWS SMS)	AWS Database Migration Service (AWS DMS) AWS DataSync	AWS management & governance services AWS Proton
Refactor		AWS Migration Portfolio Assessment	AWS Migration Hub Refactor Spaces AWS Mainframe Modernization Blu Age AWS Mainframe Modernization Micro Focus Microservices Extractor for .NET	AWS Schema Conversion Tool (AWS SCT)	

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Proven migration customer journey

Assess

Migration Evaluator

Rapid migration business case (RMBC)



Rapid discovery



TCO report

Accelerators



Briefings & workshops

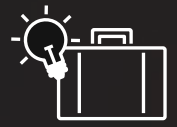


Immersion day

Mobilize



Discovery and planning



Business case



Migration plan



Landing zone



Security & compliance



Operating model



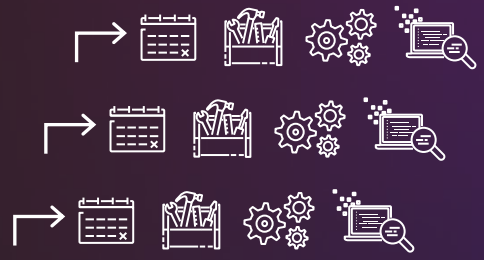
Migration experience



Skills/Center of excellence

Migrate & modernize

Migrate



Operate



Modernize



Create case for change

Mobilization through experiences

Accelerate migration at scale

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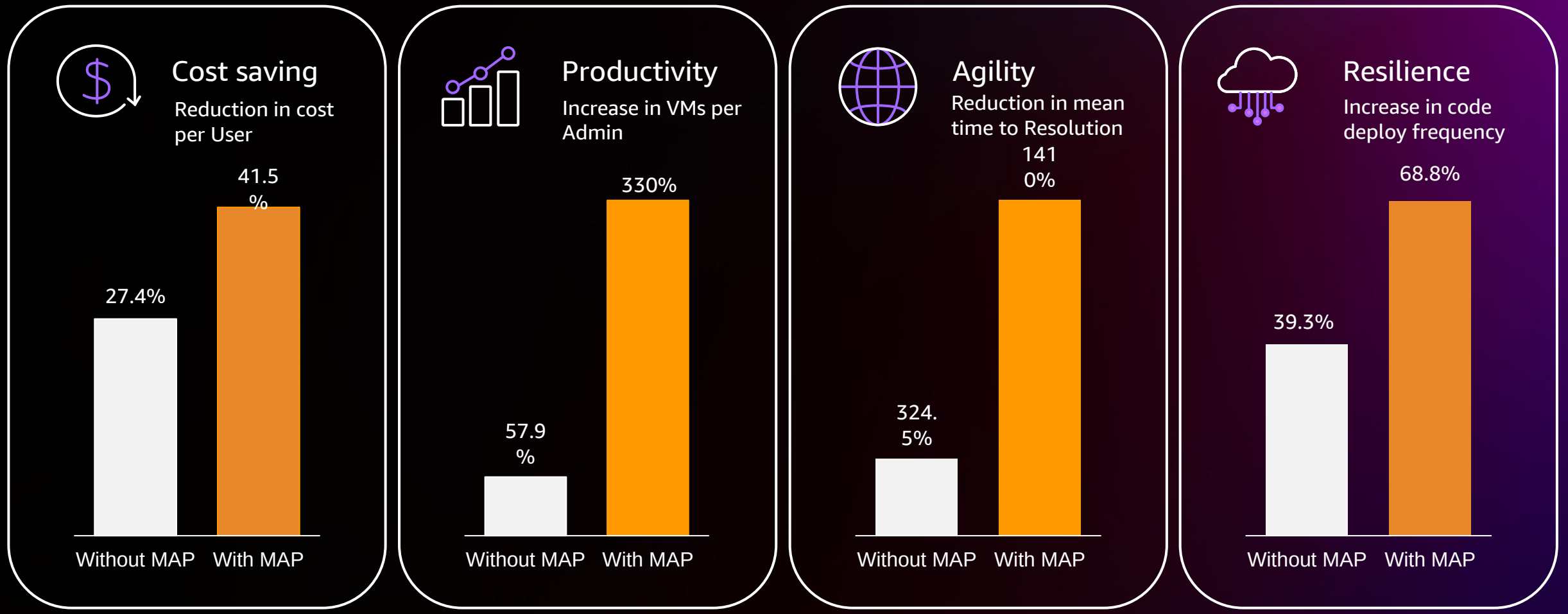
AWS MAP funding accelerates deal velocity and conversion

Assess	Mobilize	Migrate & modernize
Funding to **offset** the cost of an AWS Partner-delivered **business case**	**Co-investment** with the **customer** for an AWS Partner's professional services to drive readiness, planning, and migration experience	Funding to **offset** the AWS **Partner's professional services** cost or AWS Promotional **Credits**

Partner eligibility – AWS Migration Competency Partners or AWS Partners with relevant use case or workload competencies or AWS Service Delivery designations

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Customers that use MAP realize higher benefits



- Based on 2019 AWS value Benchmarking Research – a double-blind study conducted by independent third party market research firm (Omnicom Group)
- 1000+ US AWS customers with 1 year plus on AWS after migration and respondents are IT Leaders and application/LOB owners.
- Sample size – 1036 customers without MAP | 32 customers with MAP

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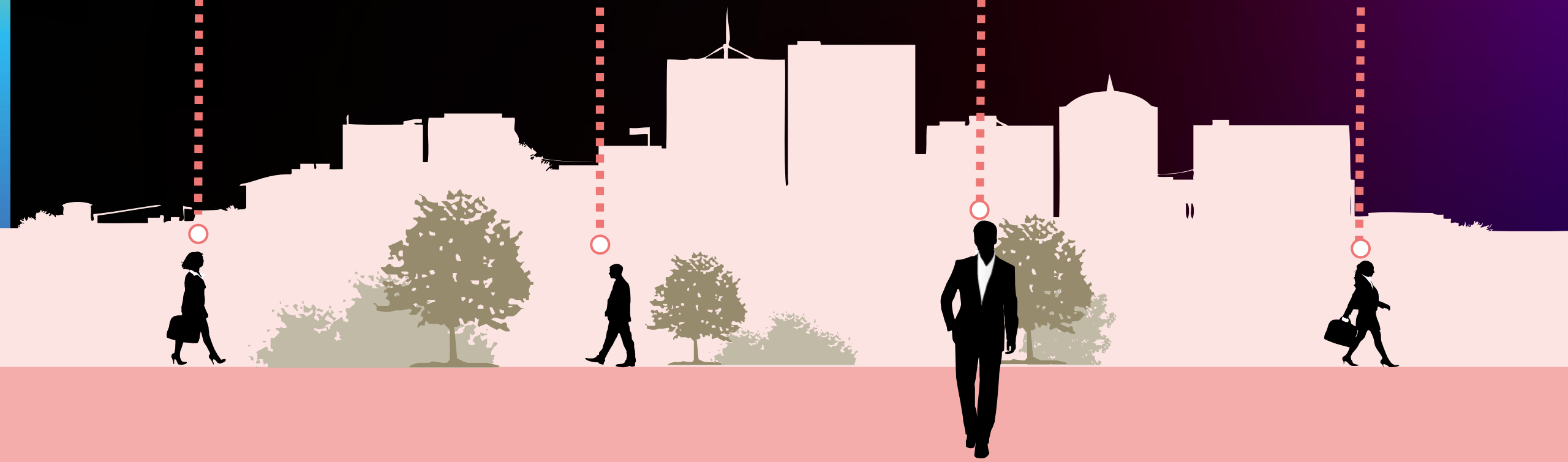
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"We've used the MAP program to achieve an over 90% conversion rate on customers, our clients have realized $500k to $1m savings from MAP"
CEO AllCloud

"The consolidation of multiple funding programs into a single framework streamlines and simplifies the process for customers and partners"
CEO Slalom

"MAP has enabled out business to grow over 280% YoY"
CEO Innovative Solutions

"AWS MAP is the best cloud funding program bar none. Great to see it being extended to smaller customer opportunities as well"
Cloud Comrade



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Next steps

Learn more



[AWS Migration Acceleration Program]

Build your migration and modernization practice



Engage your partner development manager to become a [Migration Competency Partner]

Drive new opportunities



Leverage the [AWS Customer Engagements (ACE) program] and co-sell with AWS

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Thank you!

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