
AWS
re:Invent

GPS204

Accelerate migrations with the ISV Workload Migration Program

Hitesh Kumeria

Worldwide Lead – ISV Workload Migration Program

AWS

AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

- Market trends
- The program
- Next steps



AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

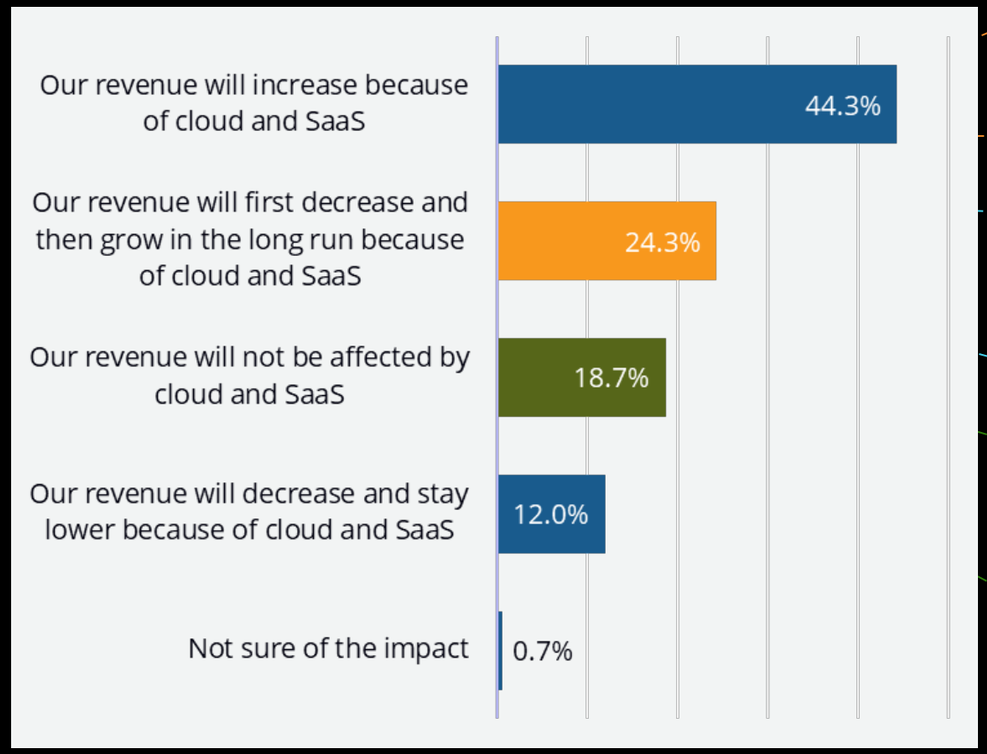
Market trends



© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Nearly 70% of ISVs expect revenue growth from their move to a SaaS and cloud business model

Which statement best describes the expected impact of cloud and SaaS on company revenue?



NA	EMEA	APAC
42.2%	38.9%	50%

NA	EMEA	APAC
26.7%	23.3%	25.3%

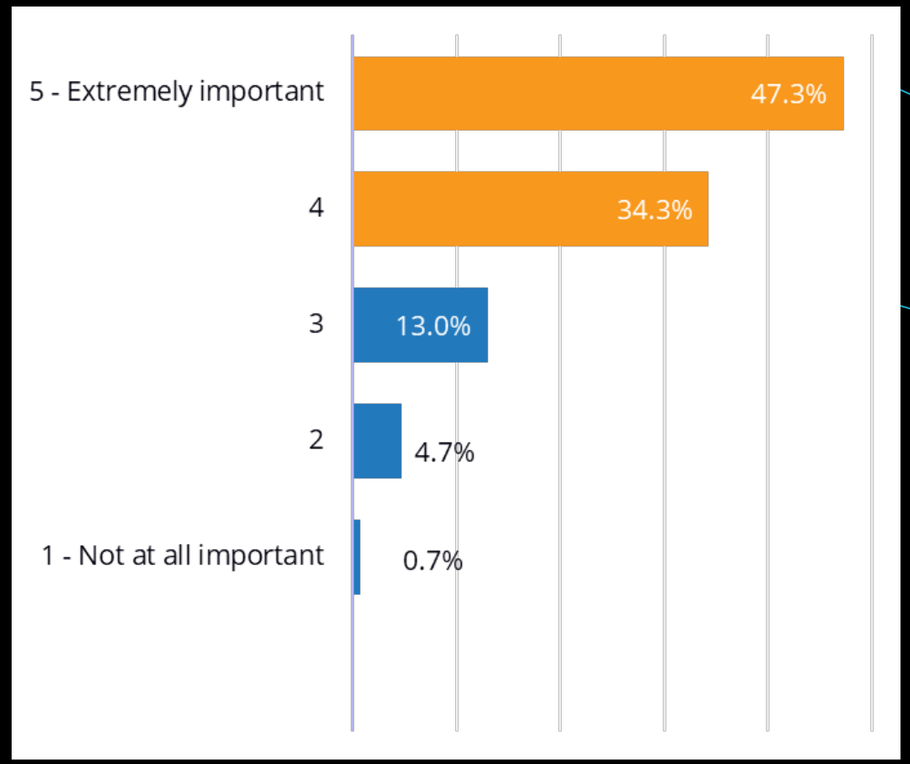
NA	EMEA	APAC
21.1%	20%	15.8%

Source: CloudShare ISV Survey, Unweighted Sample Size = 300

© IDC

Cloud service provider migration programs continue to be very important for SaaS ISVs

On a scale of 1 to 5, with 1 being “not at all important” and 5 being “extremely important,” how important are the cloud migration programs and services offered by cloud services providers like AWS, Azure, and GCP?



India	NA	EMEA	APAC
96.7%	80%	73.3%	89.2%
N=60	N=90	N=90	N=120

Source: CloudShare ISV Survey, Unweighted Sample Size = 300

© IDC

Market trends



- ISVs are working to migrate customers to cloud-based versions of their software
- Often they do not have the skills, staff bandwidth or a prescriptive methodology and tools to quickly and securely migrate their customers
- Time to market is key
- To increase agility, innovation and cost-effectively migrate these ISV workloads, customers need help from AWS, ISVs and SIs (with ISV-workload domain knowledge)

The solution



The AWS ISV Workload Migration Program (WMP) works with our ISV and SI partners to create a repeatable migration capability and joint go-to-market driving customer migrations to their cloud offers, at scale

The ISV WMP



AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

How the AWS Partner Network helps you grow

THE VALUE OF PARTNERING WITH AWS



Faster
time-to-market



Get closer
to customers



Enter new markets
and meet demand



Maximize partnerships,
mergers and acquisitions



Increase profitability

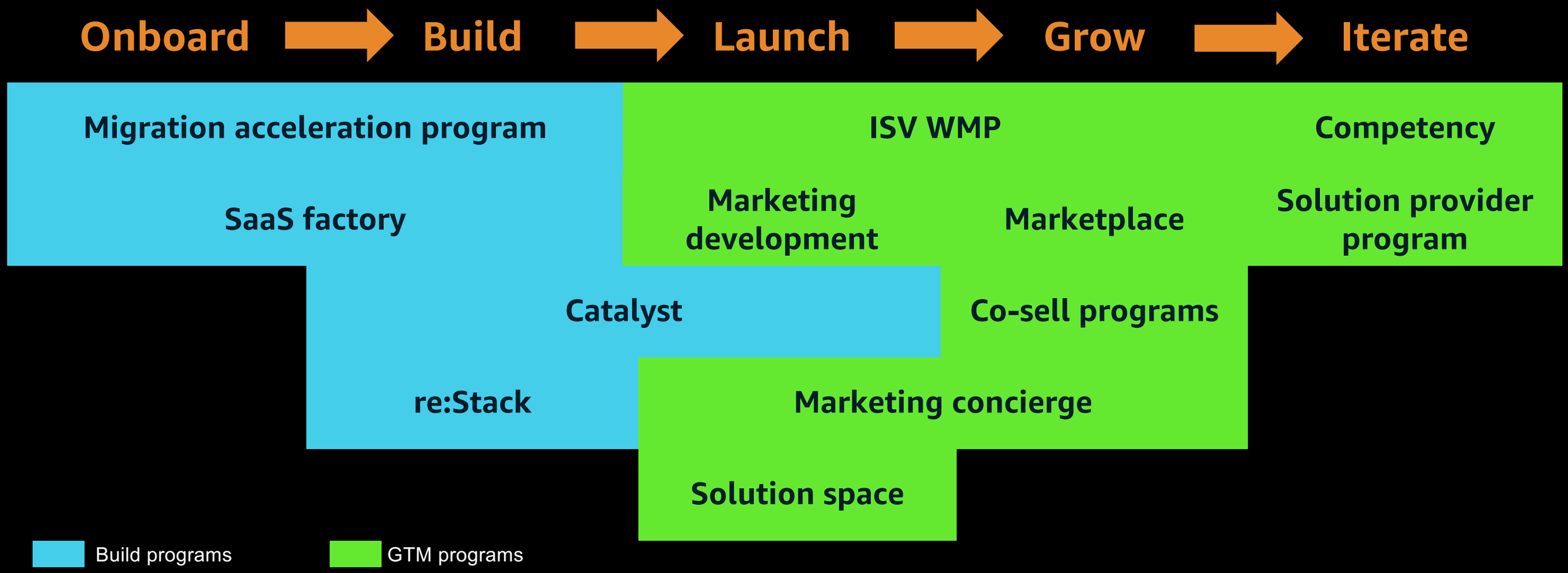


Lower business risk



Increase employee
education

WMP and the APN technology partner journey



WMP program components

*Helping technology partners **accelerate** customer migrations to cloud by creating repeatable migration processes to **de-risk** and **mitigate** costs*



Technical enablement



Investment



APN community

Focused on customer success!

Technical enablement



Workload qualification

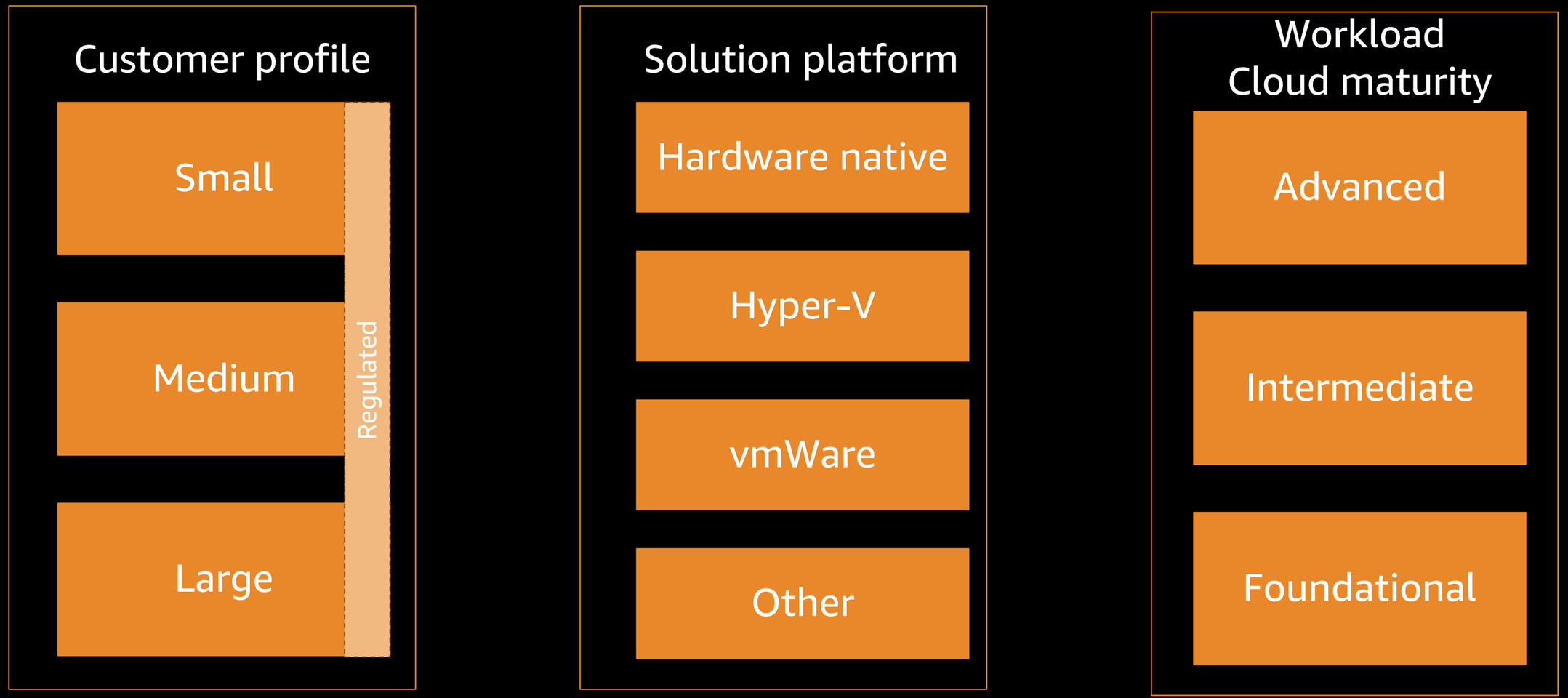
- Define sizing model
- Define migration paths



Migration playbook

- Review workload architecture and AWS operating model
- Validate migration patterns and increase automation via migration tooling, QuickStarts
- Joint playbook development

Building repeatable migration process by identifying patterns



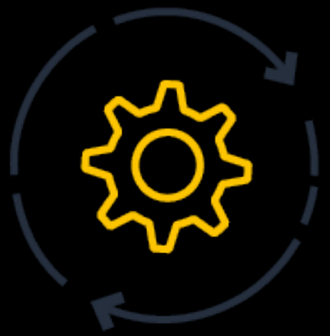
WMP joint investment



Joint funding

- AWS investment to help customers mitigate financial risks and accelerate migration decisions

GTM



- Field sales interlocks
- Helping align the program with your sales plays
- Content and campaign enablement – thought leadership content, AWS speakers for events, roadshows, conferences, webinars
- Case study development and promotion
- SI / partner training

Program note: *Some accounts may not be eligible for funding or other benefits, please check with your AWS alliance team*

Program entry criteria



- Partner offer on AWS
- Significant installed base to migrate
- Ability to create a repeatable migration motion to cloud offer
- Driving a cloud-first strategy
  - Executive sponsorship
  - Lead with a cloud proposal
  - Incentivize sellers on cloud deals
- Demonstrated expertise and practice around a specific ISV workload (applicable to SI partners)
- Sign up for joint goals

Migration use cases supported under ISV WMP



- ISV product on-premises → ISV cloud offer on AWS
- ISV product on other cloud provider → ISV cloud offer on AWS
- Cloud native workloads qualified for specific use cases

Use cases not supported –

- Customers using ISV software in their AWS account moving to ISV's SaaS
- Migration / build of ISV's platform on AWS (other programs address this)

A successful ISV WMP engagement



- Executive sponsorship
- Commitment to a cloud strategy
- Recognized migration patterns
- Strong joint GTM
- Customer references
- Organizational enablement – sales, professional services, channel

"Being part of the AWS Workload Migration Program (WMP) has helped us better support our customers' cloud journey by making it easier to migrate workloads to Vantage on AWS. Teradata has proven processes and tools to make migrations to Vantage on AWS low risk and the fastest path to customer value. The AWS WMP enhances that value by offsetting some of the one-time costs associated with the migration and further de-risks our customers decision to move to the cloud."

Scott Collins

VP of Global Alliances, Teradata



© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Summary and next steps



© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.

In summary



- Customers want to move their ISV products to the cloud and are looking for a low-risk prescriptive approach
- The ISV WMP offers a prescriptive approach and cost mitigation
- Joint GTM with AWS drives cloud adoption
- Automation via QuickStarts and other tools to migrate at scale
- Thought leadership, demand generation and field alignment with AWS

Next steps

- See program guidelines and resources – https://aws.amazon.com/partners/isv-workload-migration/
- Contact – aws-isv-workload-migration@amazon.com or your AWS alliance team
- Nominate your applications for the program

Thank you!



AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Please complete the session survey

AWS re:Invent

© 2020, Amazon Web Services, Inc. or its affiliates. All rights reserved.