AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

GPS213

Accelerating data-led migrations

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Agenda

Database modernization trends

Common customer migration paths to AWS databases

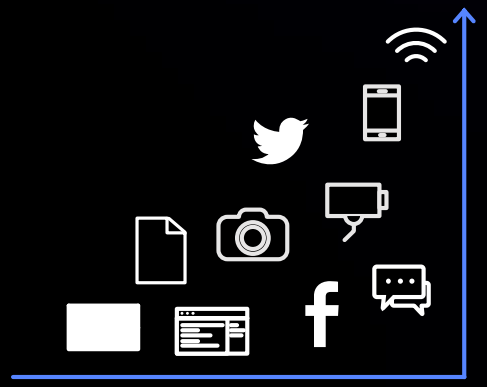
AWS Partner customer success stories

AWS programs, funding, and enablement

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Rapid expansion of data requirements for modern workloads

Explosion of data



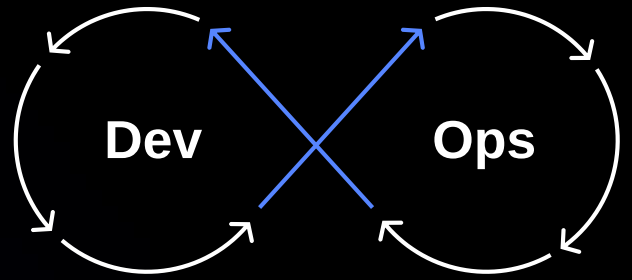
Data grows 10x every 5 years, driven by network-connected smart devices

Microservices change data and analytics requirements



Microservices architecture decreases need for one-size-fits-all databases and increases need for real-time monitoring and analytics

Accelerated rate of change driven by DevOps



Transition from IT to DevOps increases rate of change

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>500,000 databases migrated with AWS DMS



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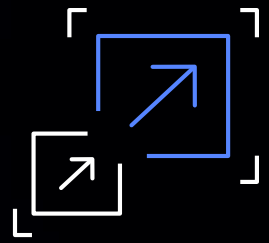
Desired outcomes



Increase agility



Innovate faster



Improve performance and scalability



Reduce Cost

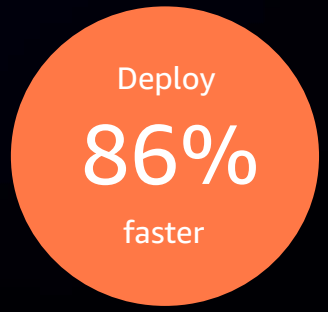
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IDC business impact analysis for Amazon RDS



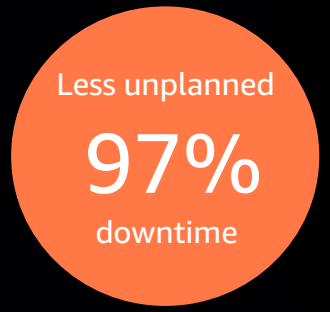
Productivity

Automation of mundane activities resulted in a **40% increase for strategic initiatives**



Agility

On average, customers increased **developer productivity by 42%,** supporting faster delivery and new applications



Risk

IDC identified the added benefit of **34% less database latency and 21% faster queries** for optimal user experience



Reduce cost

Customers achieved **39% lower cost** of database operations with a **264% ROI** over 3 years

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Common customer migration paths to AWS databases

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Lift-and-shift, move to managed, or break free?

Value

Time

Migrate: Lift-and-shift
(rehost)

- Quickest way to onboard workloads
- Self-managed (i.e., runs as on-premises)
- Vendor lock-in on commercial databases (e.g., Oracle, SQL Server)

Migrate: Move to managed
(replatform)

- Reduce undifferentiated heavy lifting (backup, recovery, patching, etc.)
- RDS commercial engines (Oracle, SQL Server) and open source (PostgreSQL, MySQL, MariaDB)
- Support for growing number of third-party applications

Modernize: Break free
(refactor)



- Reduced licensing costs
- Move to AWS modern managed databases like Amazon Aurora, Amazon DynamoDB, and Amazon Redshift for faster innovation
- Break free from legacy databases
- Avoid lock-in with open-source database
- Pick the right tool for the right job: choose from 15 purpose-built databases

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Migrate: Replatform

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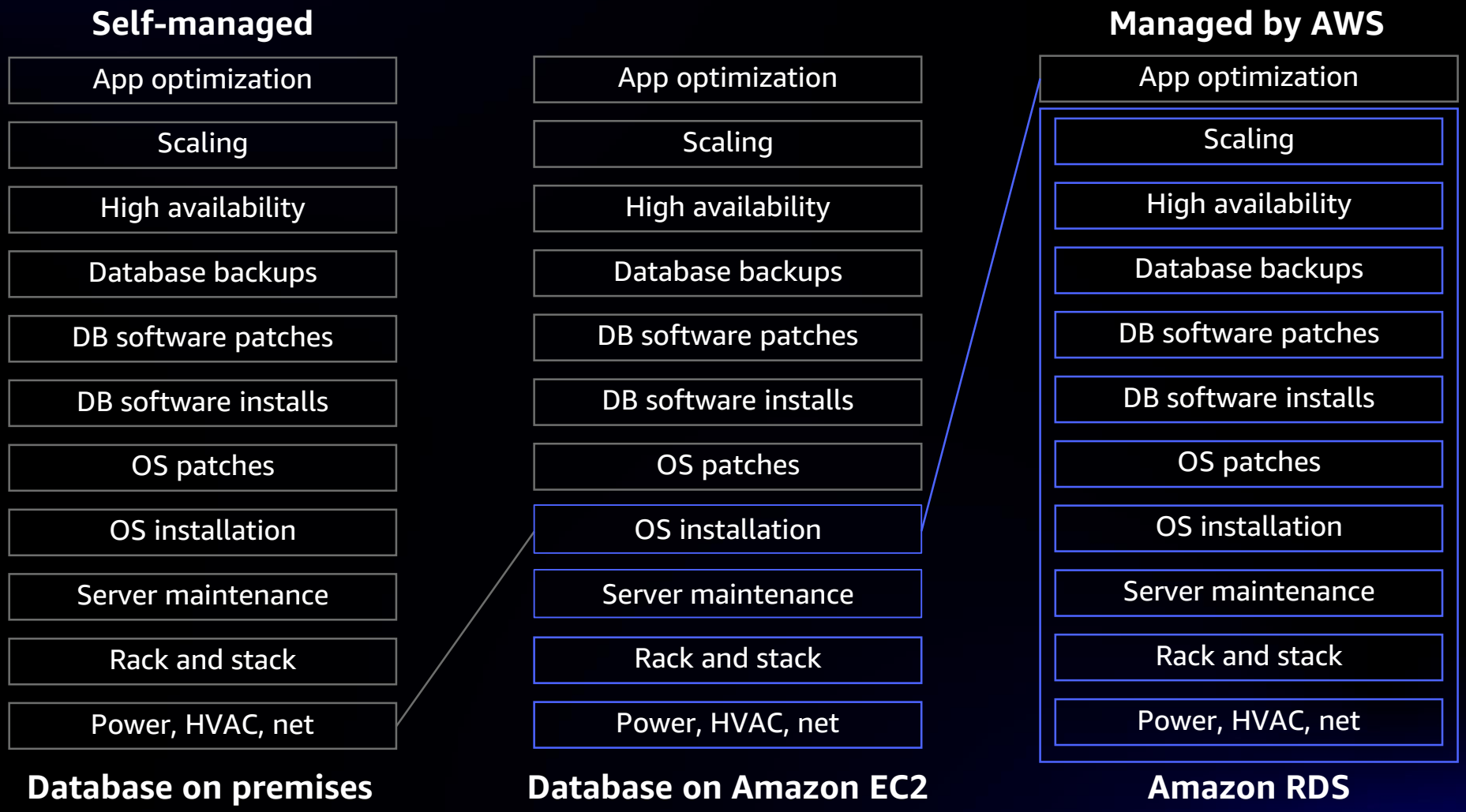
Self-managing databases and analytics services are time-consuming, complex, and expensive

- Hardware & software installation, configuration, patching, backups
- Performance and high-availability issues
- Capacity planning and scaling clusters for compute and storage
- Security and compliance

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With fully managed services on AWS

CUSTOMERS SPEND TIME INNOVATING, NOT MANAGING INFRASTRUCTURE

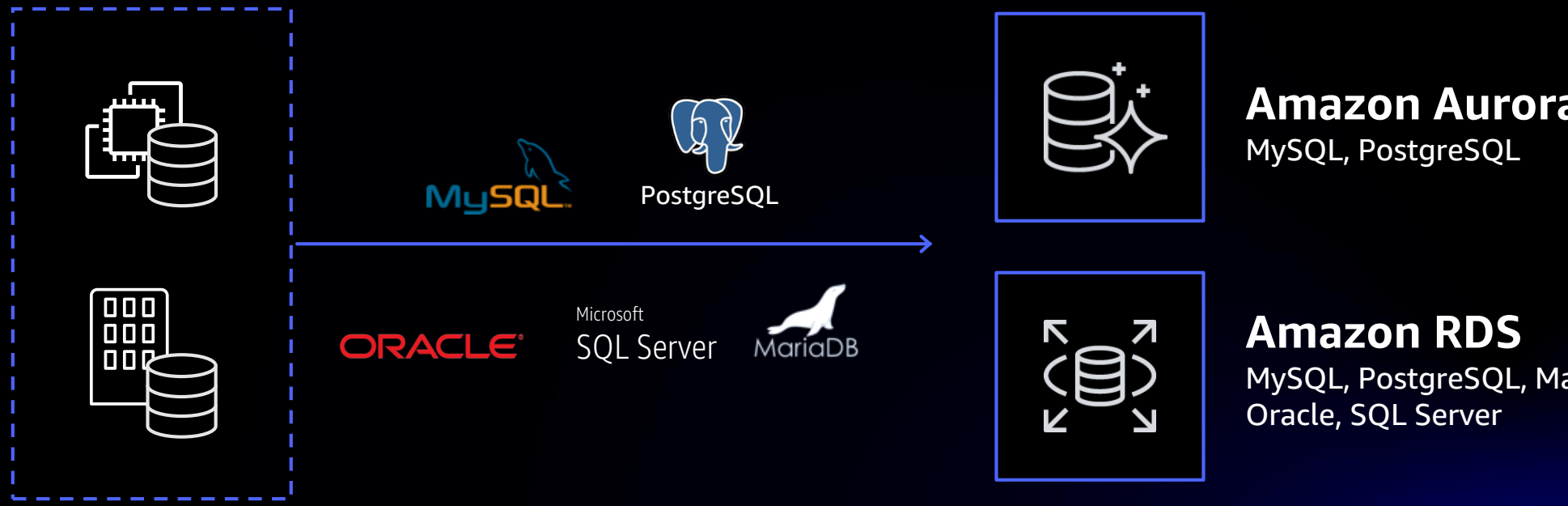


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Move to managed relational databases

Benefits of migrating on-premises or self-managed relational databases to managed services

- Migrate without the need to rearchitect existing applications
- Reduce DB administrative burden
- Get better performance, availability, scalability, and security



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Target customer for move to managed database opportunities



Is self-managing databases on premises, in Amazon EC2, and/or in a public cloud



Wants to reduce DB admin burden and reallocate DBA resources to app-centric work



Does not want to rearchitect applications



Needs a simple path to a managed service in the cloud for DB workloads

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Modernize: Refactor

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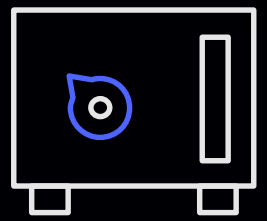
Challenges with legacy databases



Very expensive



Proprietary



Lock-in



Punitive licensing



You’ve got mail

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Customers are moving to open databases







+

Commercial-grade performance and reliability?

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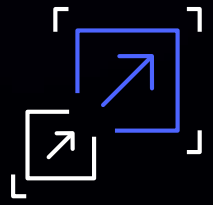
Modernize with Amazon Aurora

Performance and availability of commercial-grade databases at 1/10 the cost



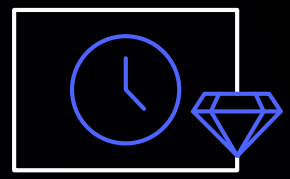
Highly secure

- Network isolation, encryption at rest/transit



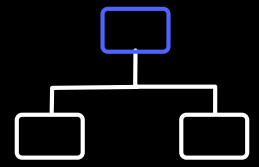
Performance and scalability

- 5x throughput of standard MySQL
- 3x of standard PostgreSQL
- Scale-out up to 15 read replicas



Availability and durability

- Fault-tolerant, self-healing storage
- Six copies of data across three AZs
- Continuous backup to Amazon S3



Fully managed

- Managed by Amazon RDS
- No hardware provisioning, software patching, setup, configuration, or backups

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Most comprehensive database and analytics services

BROADEST AND DEEPEST PORTFOLIO



Relational databases

- ORACLE
- Microsoft SQL Server
- MySQL
- PostgreSQL
- MariaDB

Nonrelational databases

- mongoDB
- Cassandra
- redis
- MEMCACHED

Data warehouses

- ORACLE
- Microsoft SQL Server
- NETEZZA
- GREENPLUM DATABASE

Hadoop and Spark

- hadoop
- Spark

Operational analytics

- Elasticsearch
- Logstash
- Kibana

Real-time analytics

- kafka

Machine learning

- TensorFlow™
- PyTorch
- mxnet

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Target customer for break free opportunities



Running applications on commercial databases, like Oracle or Microsoft SQL Server



Has open-source strategy & is vocal about desire to move off proprietary technologies



Upcoming contract expiration for commercial databases



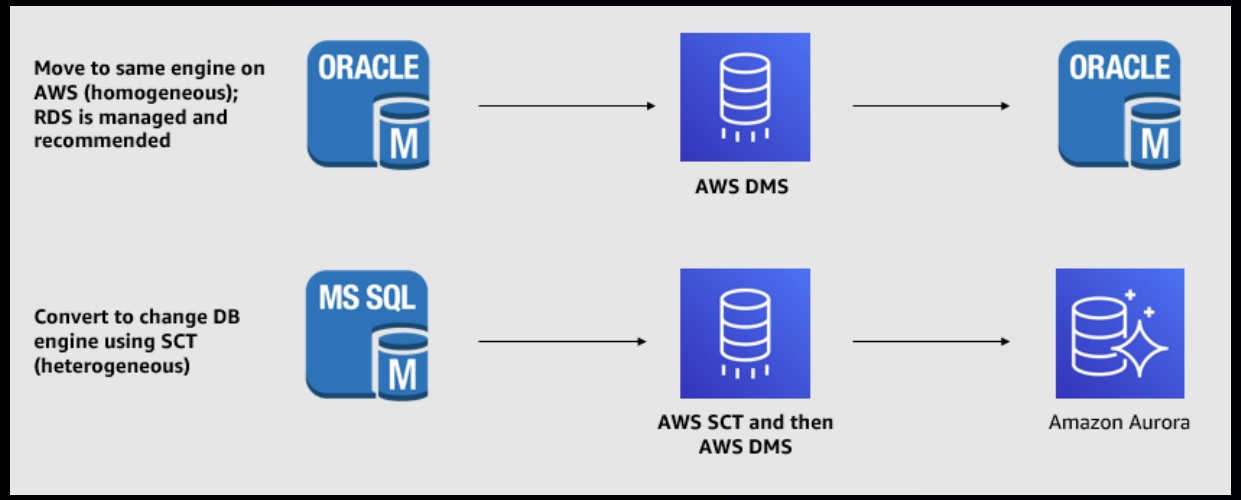
Seeking improved agility, flexibility, and significant reduction in database costs

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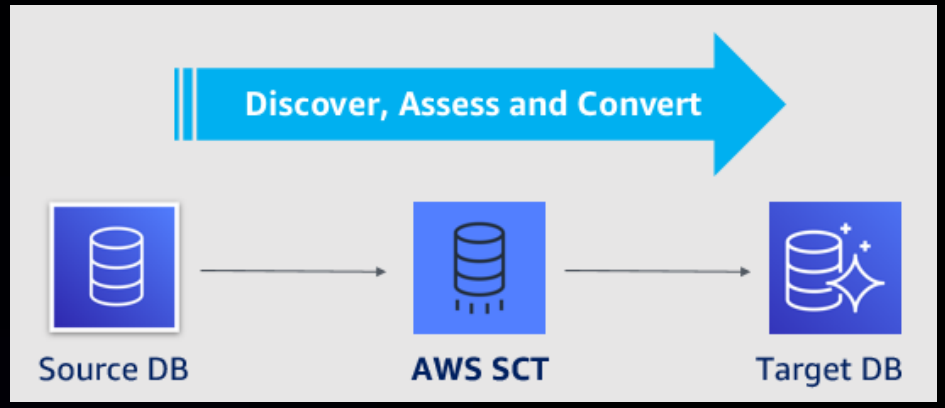
Flexible, powerful migration tooling

MOST SOURCES AND TARGETS, HIGHER CONVERSION AUTOMATION

AWS Database Migration Service (AWS DMS)



AWS Schema Conversion Tool (AWS SCT)



For heterogeneous migrations (e.g., Oracle to Aurora PostgreSQL or Aurora MySQL, and Cassandra to Amazon DynamoDB)

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AWS Partner customer success stories

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Acoustic modernizes applications on AWS with ClearScale in only 10 months

acoustic

Challenge

Acoustic's legacy infrastructure included 6,300+ servers, large complex data management workloads – including Oracle, IBM DB2, IBM Cloudant, and MongoDB databases, and 8 full-stack applications.

Solution

Working with AWS Partner ClearScale and using the AWS Migration Acceleration Program (MAP), Acoustic completed a large migration and modernization project in just 10 months. Modernization of Acoustic's flagship product leveraged Amazon DynamoDB, Amazon DocumentDB, and Amazon Aurora.

Benefits

- Break free from legacy IT dependencies
- Significant cost savings through reduced data center costs and license renewal fees
- New revenue by enabling a pay-per-use SaaS model

clearscale

AWS Premier Consulting Partner

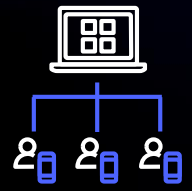
11 AWS Competencies
including Migration and Data & Analytics Competencies

9 AWS Service Validations
including: Amazon RDS, Amazon DynamoDB, Amazon Redshift, and Amazon EMR Delivery

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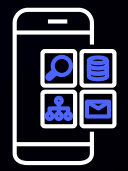
Customer drivers for business transformation



Agility and staff productivity



New customer experiences



Application modernization

CIO – CHIEF INFORMATION OFFICER



Security and compliance



Scale globally quickly, M&A

CSO – CHIEF SECURITY OFFICER

VP BIG DATA



IoT and AI/ML



Data transformation

VP INFRASTRUCTURE AND OPERATIONS



Scale globally quickly, M&A



Digital contracts/ supply chain



IT vendor consolidation



Cost reduction

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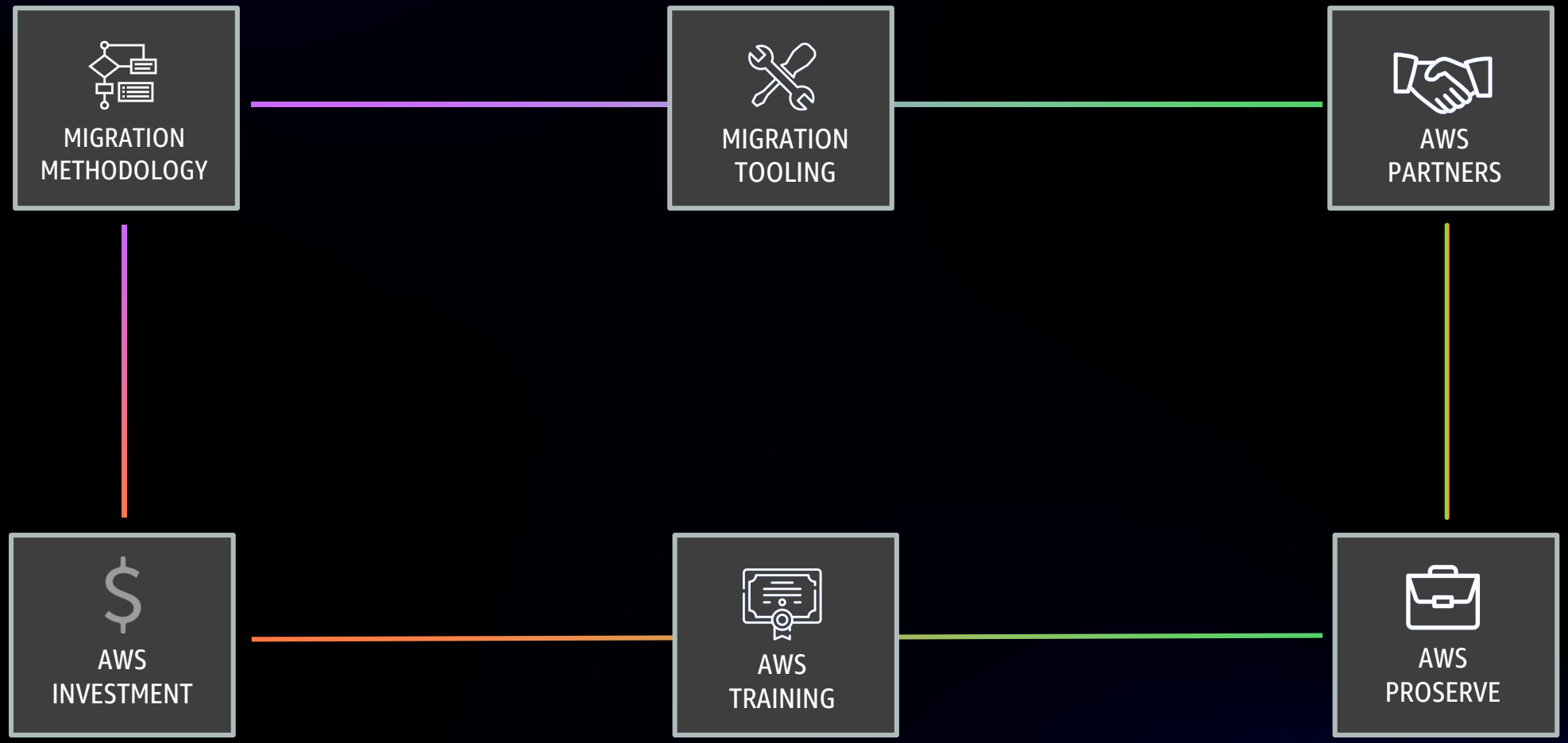
AWS programs to support you

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Migration Acceleration Program (MAP)

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AWS Migration Acceleration Program (MAP)



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Proven migration customer journey

ASSESS

Migration Evaluator

Rapid migration business case (RMBC)



Rapid discovery



TCO report

Accelerators



Briefings & workshops

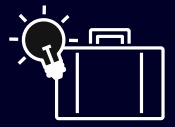


Immersion day

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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MAP funding accelerates deal velocity and conversion

ASSESS	MOBILIZE	MIGRATE & MODERNIZE
Funding to offset the cost of an AWS Partner-delivered business case	Coinvestment 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 Service Delivery Designations

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AWS Competency Program

Highlight your AWS technical expertise and specialization to differentiate your business

The AWS Competency Program provides you a significant opportunity to **demonstrate your expertise to customers**

Through the AWS Competency Program, customers are able to easily find and connect with AWS Partners with **expertise in specific industries, use cases, and/or workloads** who can help them take advantage of AWS

The AWS Competency Program is a crucial **vehicle by which AWS endorses AWS Partners** – highlighting AWS Competency Partners to AWS customers and internal sales teams

aws competency



Migration



Data & Analytics

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AWS Service Delivery Program

Highlight your AWS service expertise and differentiate your business

The AWS Service Delivery Program is a validation program that identifies and endorses AWS Partner Network (APN) Partners with customer experience and a deep understanding of specific AWS services



Amazon Aurora



Amazon RDS



Amazon DynamoDB



Amazon Redshift

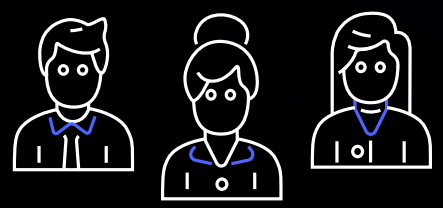


AWS DMS

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APN Customer Engagements (ACE) Program

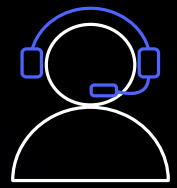
The ACE program can be utilized by AWS Partners to drive successful customer engagements across three sales motions



Partner opportunity referrals



AWS opportunity referrals



AWS lead referrals

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Build your migration and modernization AWS practice

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Profile of successful Migration Competency Partners

1. Drive executive alignment with migrations and modernization as a business priority

2. Create a strategy to acquire new and retain existing customers



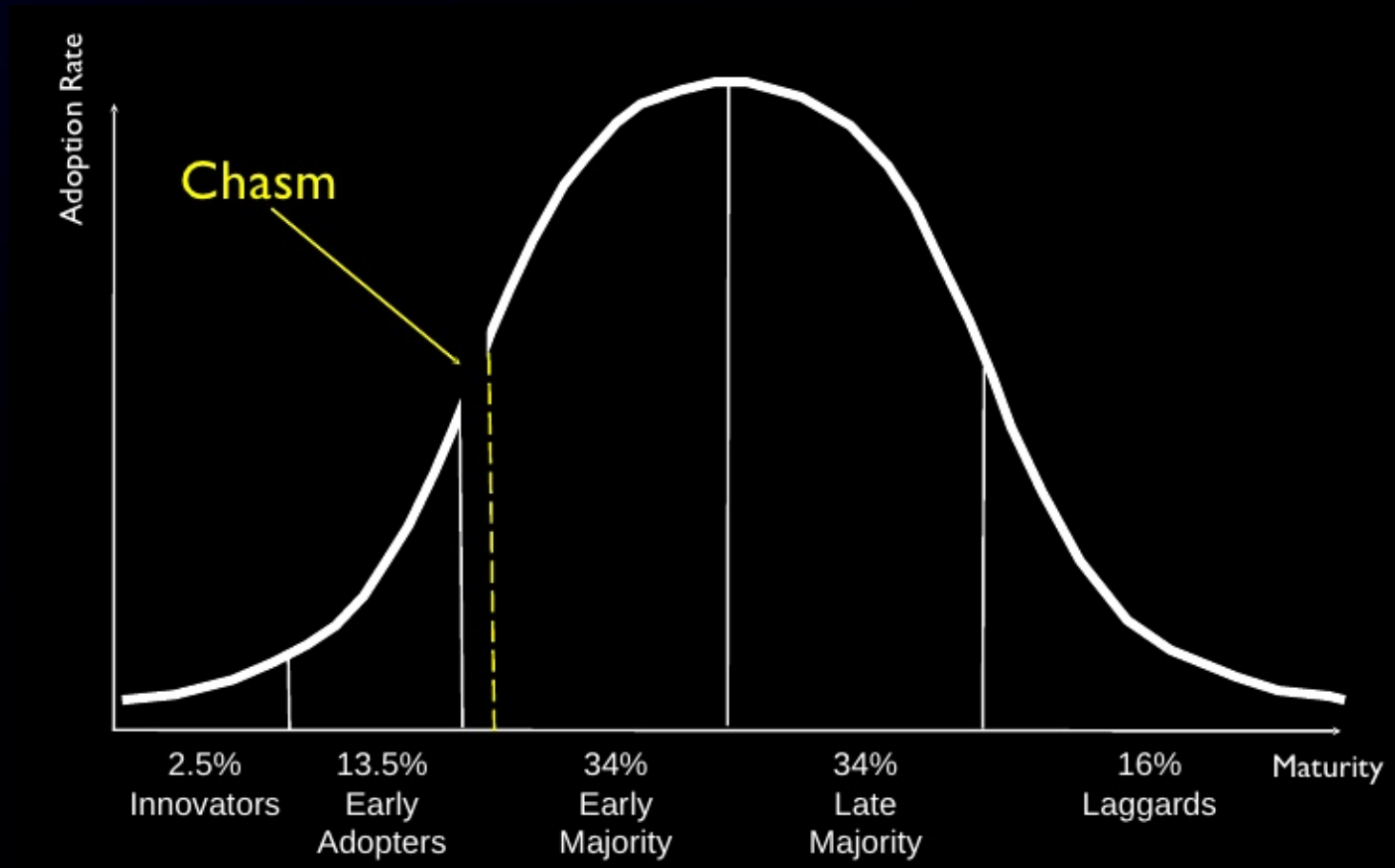
3 Use operational excellence to build and maintain your AWS flywheel

4 Develop your delivery capability to accelerate business outcomes with customers



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Still Day 1



"The biggest inhibitor to cloud adoption is lack of skills. Enterprises can't hire and train fast enough."

Gartner

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AWS Partner: AWS Migration Business Case Training

AVAILABLE ON AWS SKILL BUILDER

Leveraging the AWS Cloud Value Framework



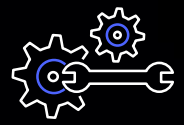
Cost savings (TCO)

Infrastructure cost savings/ avoidance from moving to the cloud



Staff productivity

Efficiency improvement by function on a task-by-task basis



Operational resilience

Benefit of improving SLAs and reducing unplanned outage



Business agility

Deploying new features/ applications faster and reducing errors

Cost impact

Value impact

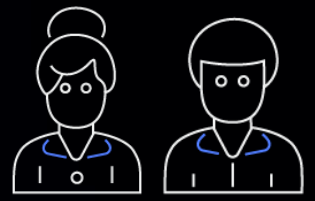
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AWS Partner: Advanced Migration & Modernization Sales Training

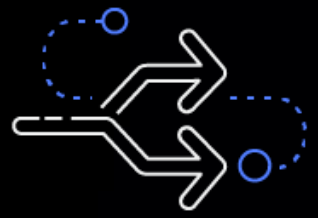
Launching on AWS Skill Builder in mid-December 2021!



First-ever advanced level 300 business/sales course



Hear from migration experts about characteristics of an advanced AWS seller



Learn best practices on how to engage with the AWS field sales organization



Hear about top migration & modernization use cases and how to engage with customers

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2021 Migration Ambassador Foundations

Rewards individuals at AWS Partners who have demonstrated the foundational knowledge about AWS Cloud Migration and the AWS programs to support a customer's migration to the AWS Cloud



Value proposition to the AWS Partner sales person

- **Externally demonstrate knowledge and familiarity**
- **Learn AWS best practices and tools**
- **Build your migration business with AWS**

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Next steps

Learn more



- Databases on AWS
- AWS Migration Acceleration Program

Build your database and migration practice



Engage your Partner Development Manager to:

- Become a Database Service Delivery Partner
- Become a Migration or Data & Analytics Competency Partner

Drive new opportunities



- Activate database go-to-market
- Leverage the AWS Customer Engagements Program (ACE) and co-sell with AWS and a Partner Success Manager

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Thank you!

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