AWS re:Invent

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

ENT209

Learn how MAP can help you achieve your business outcomes

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AWS

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Director Strategic Alliances
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Industry leaders migrate to AWS



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Recent customer examples

Dow Jones



25%
Cost
savings realized



30%
Increased product
development velocity

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Recent customer examples

Coca-Cola



600

Workloads migrated
in under 14 months



10 seconds

Processing time cut from
36 hours to only 10 seconds

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Recent customer examples

Expedia



360x
Faster
data analysis



5x
Increase in
innovation pipeline

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Why customers migrate and modernize



Digital transformation

Agility and staff productivity

Improved operational resilience, scalability, and security

Cost reduction

Going global quickly, M&A

IoT and AI/ML

Data center consolidation

Outsourcing changes EOL HW/SW

aws

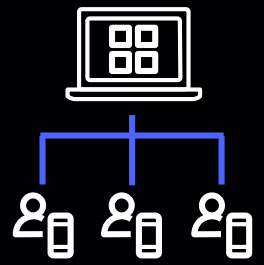
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Average realized benefits



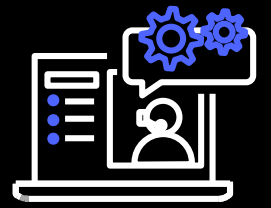
31%

Cost savings over comparable infrastructure



62%

More efficient IT infrastructure teams



75%

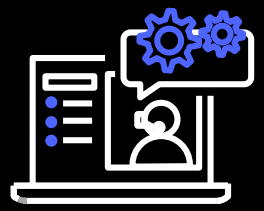
Increase in agility in delivering new features

Source: IDC, "Fostering Business and Organizational Transformation"

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Average realized benefits



75%

Increase in agility in delivering new features

Source: IDC, "Fostering Business and Organizational Transformation"

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Agility benefits

46x more releases

440x faster lead time

170x faster MTTR

90% automation changes

5x lower failure rate



~15,000 Releases shipped per day

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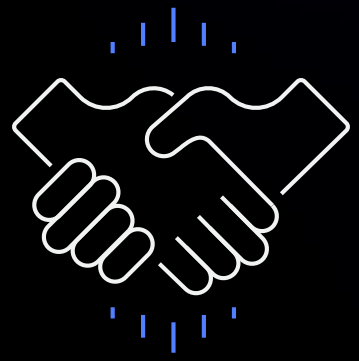
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> **“Invention requires two things: the ability to try a lot of experiments, and not having to live with the collateral damage of failed experiments.”**

Andy Jassy
CEO, Amazon

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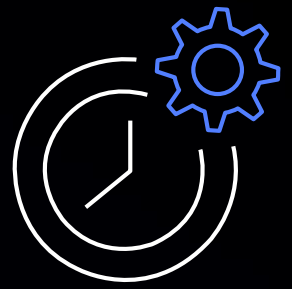
Guidance learned from migrating 1,000+ customers



Ensure strong executive sponsorship



Set bold and outcome-focused goals



Build early momentum and gain expertise



Take a portfolio-driven approach

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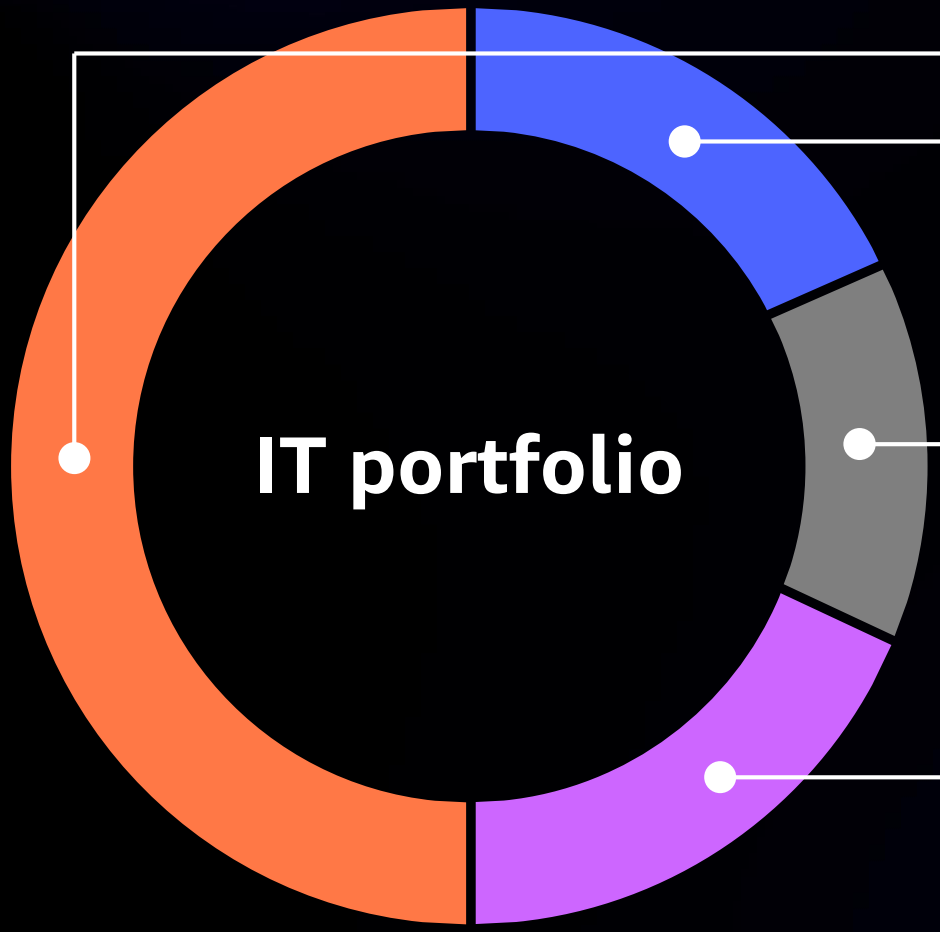
Guidance learned from migrating 1,000+ customers



Take a portfolio-driven approach

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Leverage full spectrum of migration patterns



50% Lift and shift

20% SaaS

10% Retire

20% Modernize

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Leverage full spectrum of migration patterns

Migrations and modernization – use both patterns to fully realize cloud benefits

Non-differentiated, low rate of change applications



Lift and shift

Invest the quickly realized savings toward modernizing business differentiators

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Methodology



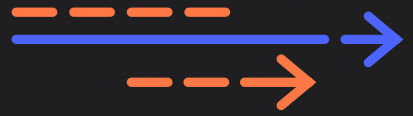
Tools



Partners



Migration acceleration program





Investment



Training

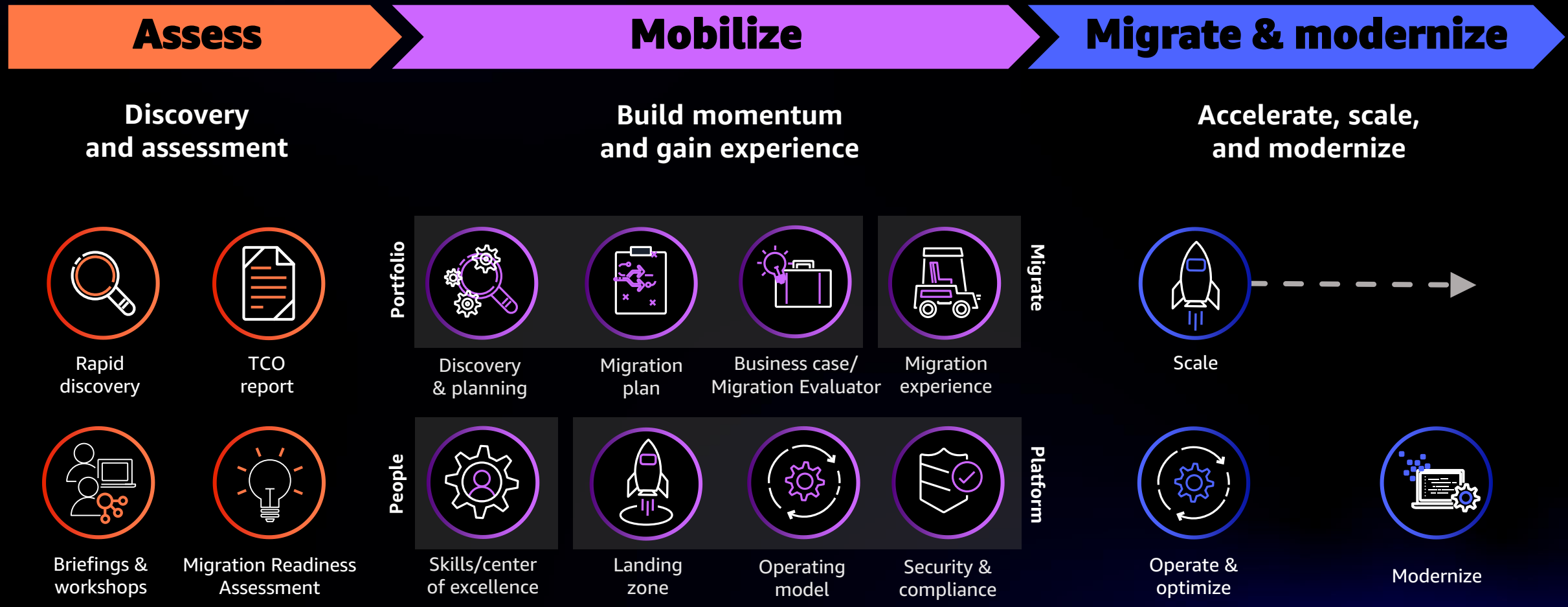


Services

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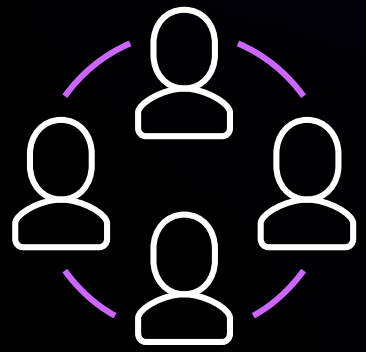
AWS uses a structured approach to drive migration success



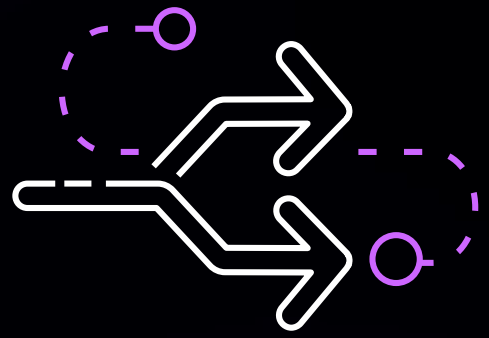
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Experience-based acceleration

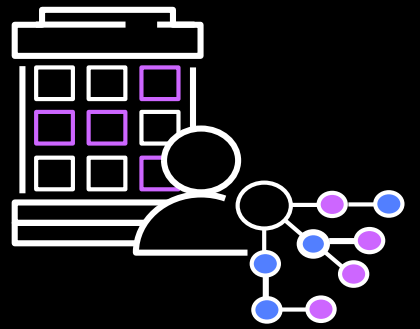
Immersive, hands-on and agile approach to help customers quickly build capabilities



Create organizational capability



Accelerate delivery of results



Build and deploy end-to-end solutions

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Alon Radzi

Director Strategic Alliances
Amdocs

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Modernizing, automating, and digitizing the communications and media industry

$4.2 billion
Revenues

27,000
Employees

1.7 billion
Daily digital journeys

500+
Video service providers

85
Countries

350+
Customers including the world's most advanced service providers

3 billion
People touched by our platforms

$527 million
Full year cash flow

Portfolio | Network | Media | Cloud | Services

aws

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Amdocs NEO

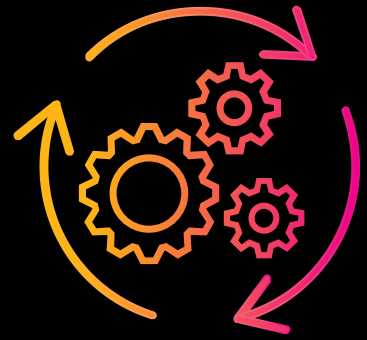
Service & Network Automation Suite



Cloud-native, microservices-based solution



Flexible support for business-driven automation journeys

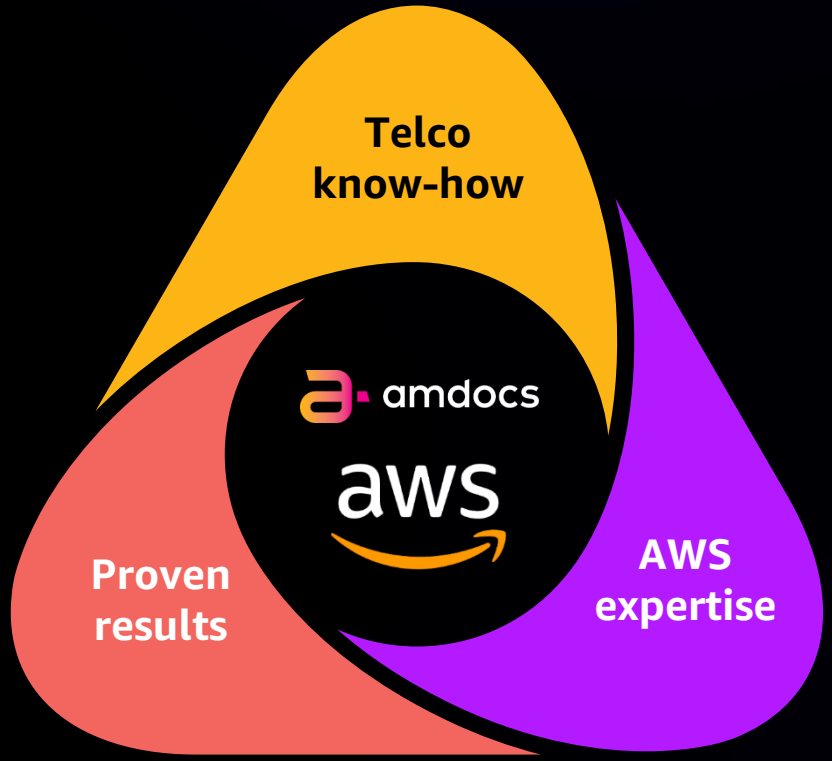


Unified platform for automating end-to-end service lifecycle management

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AWS helps Amdocs deliver proven results for telecom service providers



35+ years of Telco know-how

AWS expertise

Proven results

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Value of choosing AWS services



Seamless upgrade



Minimal service impact



Costs reduction

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Amdocs NEO on AWS examples

vodafone on **aws**

- Service Fulfillment and Activation automation as part of full BSS/OSS
- Consolidation of multiple service Inventories to Amdocs Inventory
- Greenfield directly on AWS

North American MSO on **aws**

- Consolidation of three soiled OSS stacks to Amdocs OSS on AWS
- On-premises to cloud migration

Tier-1 APAC on **aws**

- Three Amdocs OSS stacks supporting B2B, B2C and Transport services
- Upgrade to cloud-native OSS on AWS

Always-on

Auto-scalability

Blue Green

No business impact when upgrading

Faster introduction of new services

Reduced TCO

Open standard based APIs

Leveraging AWS services


Amazon EKS


Amazon OpenSearch Service


Amazon RDS


Amazon MSK


Amazon CloudWatch


AWS CloudFormation

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Amdocs modernization journey with AWS

Single

One single app
production and NFT

POC

20 Engineers rapid POC
EBA Journey Party

Rollout

75 engineers fully working
on AWS only

Engineers do not want to go back
32% overall cost reduction (Dev)

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The future

1. No physical lab powering 300 engineers
2. Move core & support services to AWS
3. Support all AWS services



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aws

Faraz Shafiq

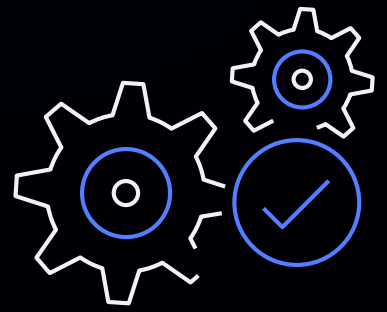
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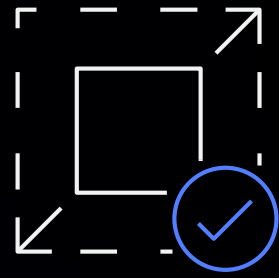
AWS is investing in removing barriers through automation and tooling



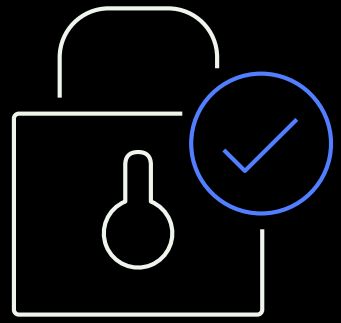
Fast



Non-disruptive



Flexible



Secure

CloudEndure Migration is free for all AWS customers

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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 Simplified Rehost Migration

Migrate and modernize

Migration automation and governance

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

Server and database migration

- CloudEndure Simplified Rehost Migration
- AWS Server Migration Service
- AWS Database Migration Service

3rd 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

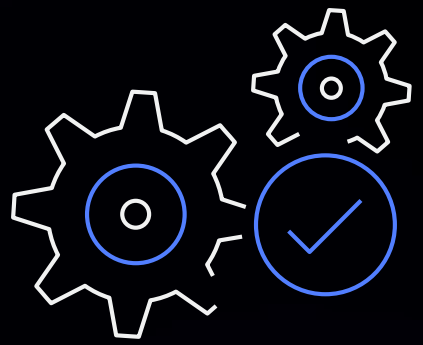
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AWS Migration Hub Refactor Spaces

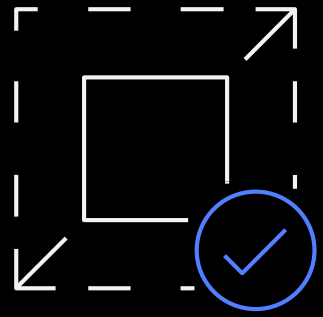
Start refactoring applications in days instead of months



Fast



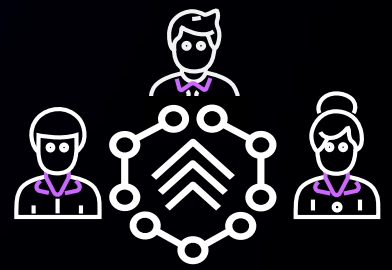
Flexible



Simple

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Accelerate incremental app transformation



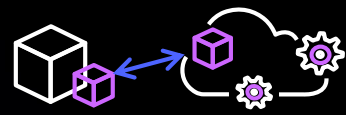
AWS Migration Hub Refactor Spaces



Reduce the time to set up and manage a refactor environment



Shield infrastructure changes from application consumers



Re-route traffic from old to new across multiple AWS accounts

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Partners are key to transformation success



100+
competency
partners

Advanced
competency
partners

Established
migration
services practice

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Where do you start?



Business case

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



Assessment and readiness

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

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Resources

Cloud Migration homepage

https://aws.amazon.com/cloud-migration/

Additional migration resources

https://aws.amazon.com/cloud-migration/resources/

Migration Immersion Day

https://migration-immersionday.workshop.aws/en

All AWS workshops available here

https://www.workshops.aws/

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Thank you!

Faraz Shafiq

Fashafiq@amazon.com



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