



PUBLIC SECTOR
SUMMIT ONLINE

Executing quick migrations - anytime, anywhere

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Amazon Web Services

Agenda

- Why customers migrate to the cloud
- Understanding business outcomes from migrating to the cloud
- Customer success story – FINRA
- Customer success story – Canadian Digital Services
- How to migrate, a phased approach
- Migrate with CloudEndure
- Migrate with VMware Cloud on AWS
- Migrate with Outpost
- Summary

Business drivers for migrating to the cloud



Real business outcomes



Cost Savings

“realized a 52% reduction in TCO”

General Electric

“avoided acquiring additional data center space, saving an estimated \$1M+ over three years”

Lionsgate

“reducing its data center footprint from eight to three by 2018”

Capital One



Staff Productivity

“we have enhanced software development by 20%”

Orbis

“without AWS, we would need the DevOps team to be at least twice the size”

Avizia

“with half the people normally required to build and operate sites”

Bustle



Operational Resilience

“15% increase in availability”

Conde Nast

“We're seeing up to 99.99% availability”

Vodafone Italy

“availability increased from 99.7 to of 99.999”

2C2P



Business Agility

“gone from deployments taking 6 weeks to 1 per week”

3M

“set up in about 1/5 of the time it would taken to do a buildout and deployment”

Intuit

“our projects no longer last years, they last months”

Autodesk

FINRA use case



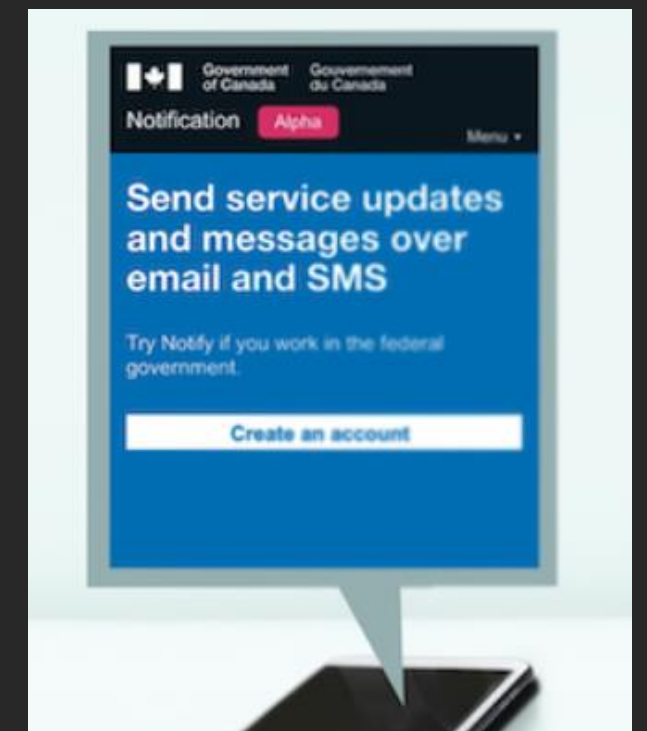
Re-architected on-premises Hadoop cluster to AWS serverless in 3 months; increased cost efficiency by 2x while handling half a trillion stock trade validations a day, improving security and compliance

Canada Digital Services (CDS) use case

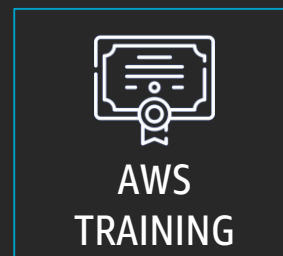
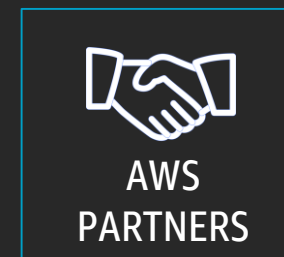
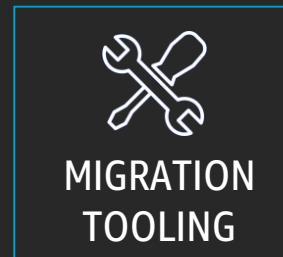


Notify is a service developed by the CDS platform team that allows Canadian government departments to send emails and text messages to people who use their services, at low costs and in just a few simple steps

The system was operating at a level that was optimized to reach hundreds of thousands Canadians, but, now, with the help of the AWS Canada team, that system can send 10 million messages per day, with the potential for more



Migration Acceleration Program (MAP)



MAP migration customer journey

Assess

Migration Readiness Assessment (MRA)

Business Case	2.9
High Level Business Case	2.3
Key Stakeholder Sign-off	4.0
Migration Funding Commitment	4.6
Specific Migration Workloads Committed	3.8
Detailed Business Case	1.2
Customer Migration Project Plan	1.7
Determine Delivery Model & Approach	2.0
Project Management Capability	1.0
Migration Plan	2.0
Skills & COE	2.0
Single Threaded Leader	5.0
COE Resource Commitment	2.0
Experience Baseline	3.7
Design or Evolve COE	1.0
Organizational Training	1.0

Migration Business Case



Rapid Discovery



TCO Report

Mobilize



Discovery & Planning



Landing Zone



Skills / Center of Excellence



Migration Experience



Business Case



Migration Plan



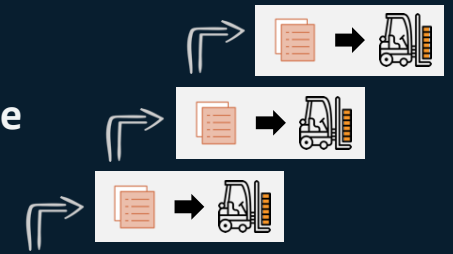
Operating Model



Security & Compliance

Migrate & Modernize

Migrate



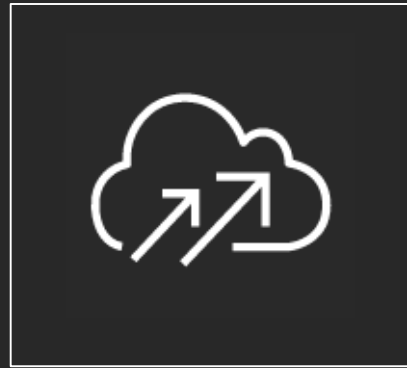
Operate



Optimize



Build it once, deploy anywhere



CloudEndure

Migrate live applications and databases to AWS



VMware on AWS

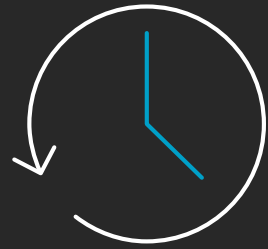
Migrate your VMware on premise to AWS



AWS Outpost

Bring AWS to your data center

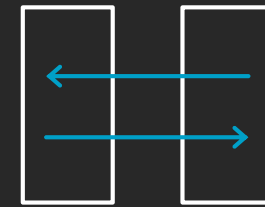
Simplify and accelerate migration with CloudEndure



Fast



Flexible



Non-disruptive



Secure

Simple setup lets you start in minutes

Wide range of OS, application, and database support

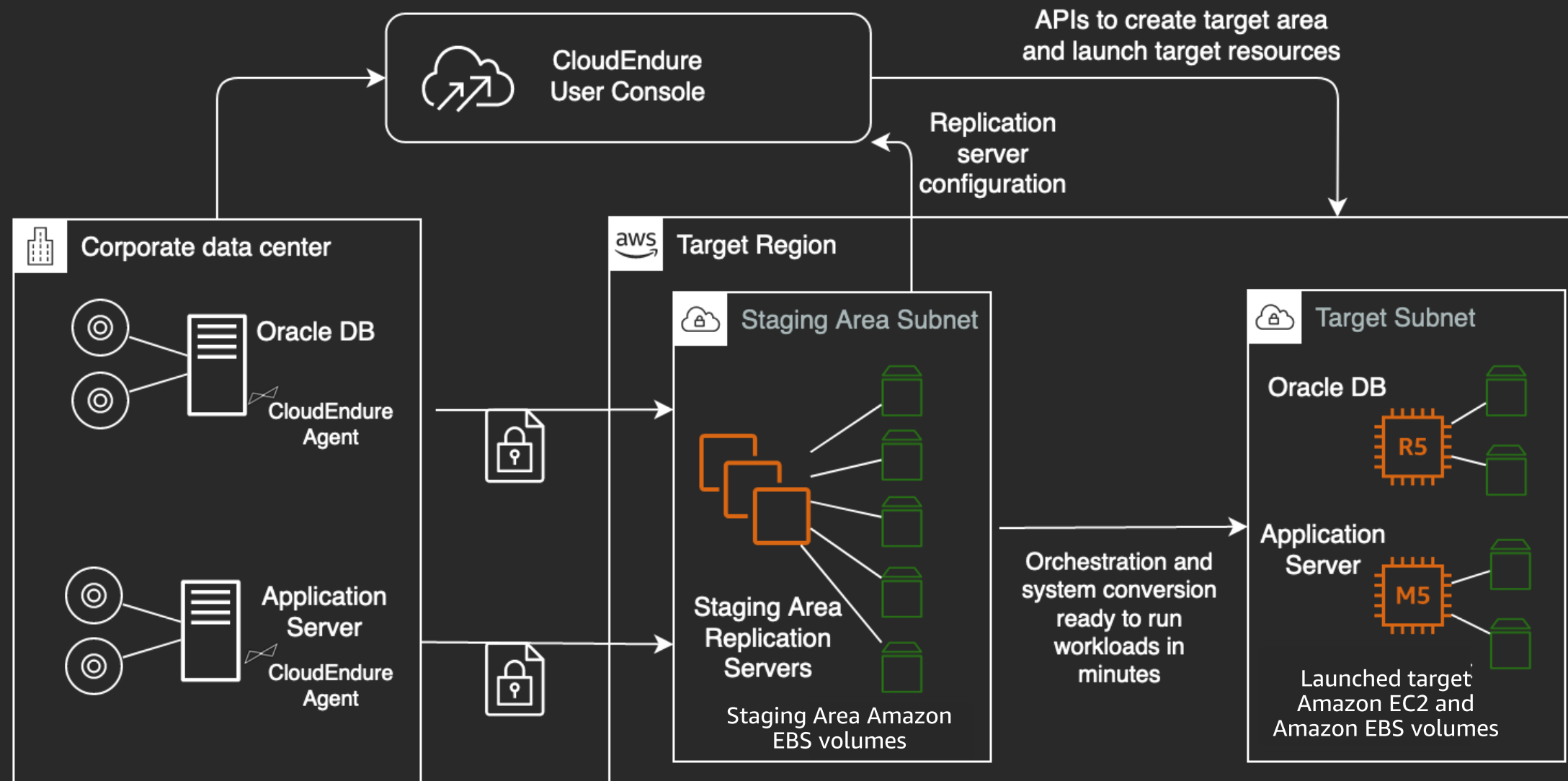
Robust, predictable, nondisruptive continuous replication and minimal cutover windows

Highly secure for regulated environments

CloudEndure Migration is now **complimentary** to all AWS **customers**

CloudEndure

- Continuously replicates and application or database from any source to AWS
- Allows for self service, rapid, reliable migrations with minimal business disruption



CloudEndure Wide Platform Support

Any application



Any database



X86 operating systems



Source infrastructure



VMware Cloud on AWS



High availability and reliability

Stretch cluster
Elastic DRS



Security

Distributed Firewall

Storage
vSAN with Instance Store and EBS



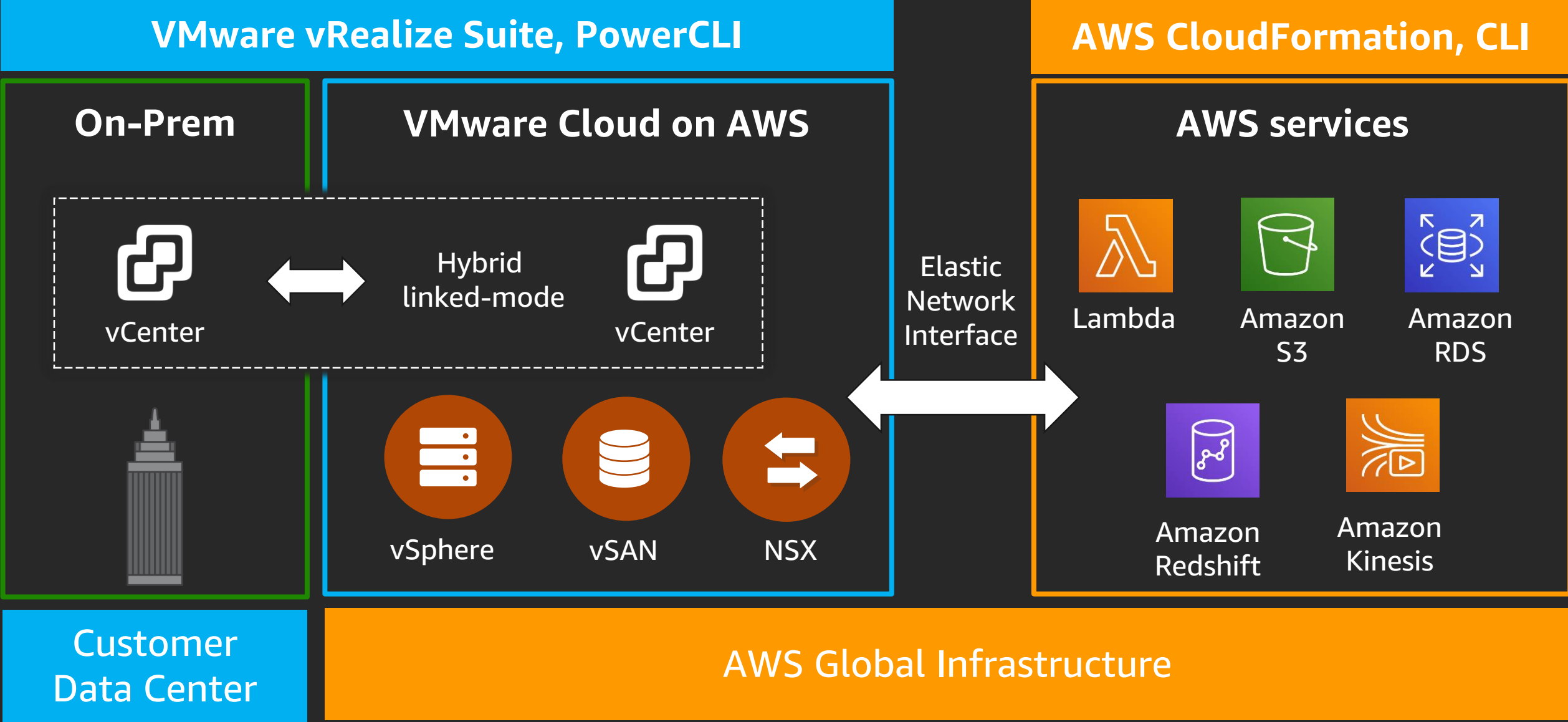
Integration

Access to
AWS services

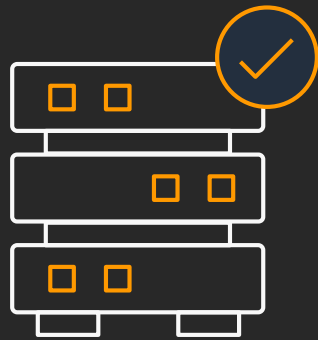
Connectivity
Direct Connect
L2 VPN
L3 VPN/IPsec
ENI to AWS Services



VMware Cloud on AWS



AWS Outposts: Bringing AWS on premises



Same AWS-designed infrastructure as in AWS data centers (built on AWS Nitro System)

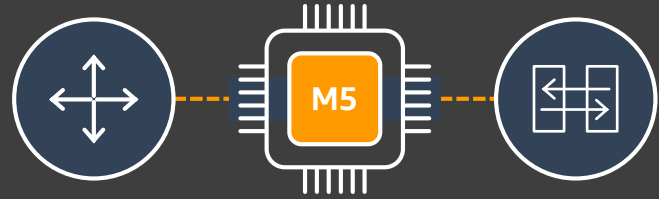


Fully managed, monitored, and operated by AWS as if in AWS Regions

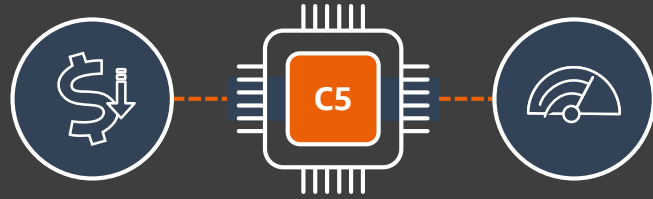


Single pane of management in the cloud providing the same APIs and tools as in AWS Regions

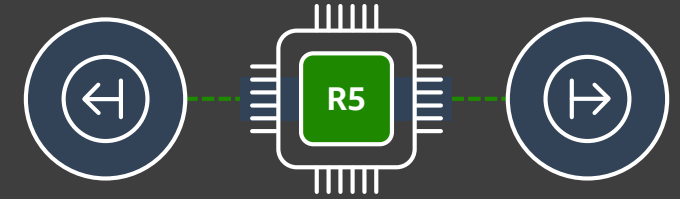
Build on the same Amazon EC2 Instances and Amazon EBS Volumes



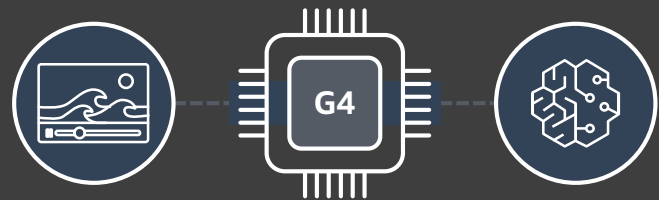
For general purpose applications



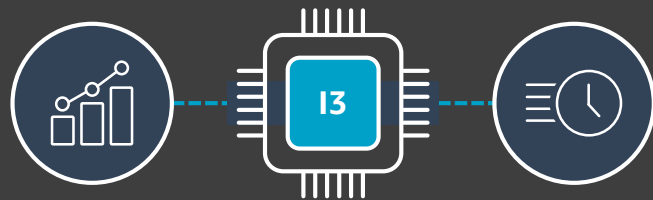
For compute intensive
(media transcoding, gaming servers,
machine learning inference)



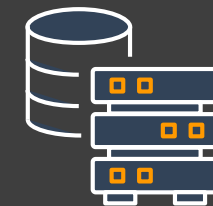
For memory intensive applications
(databases, in-memory caches, real
time data analytics)



For machine learning inference and
graphics workstations

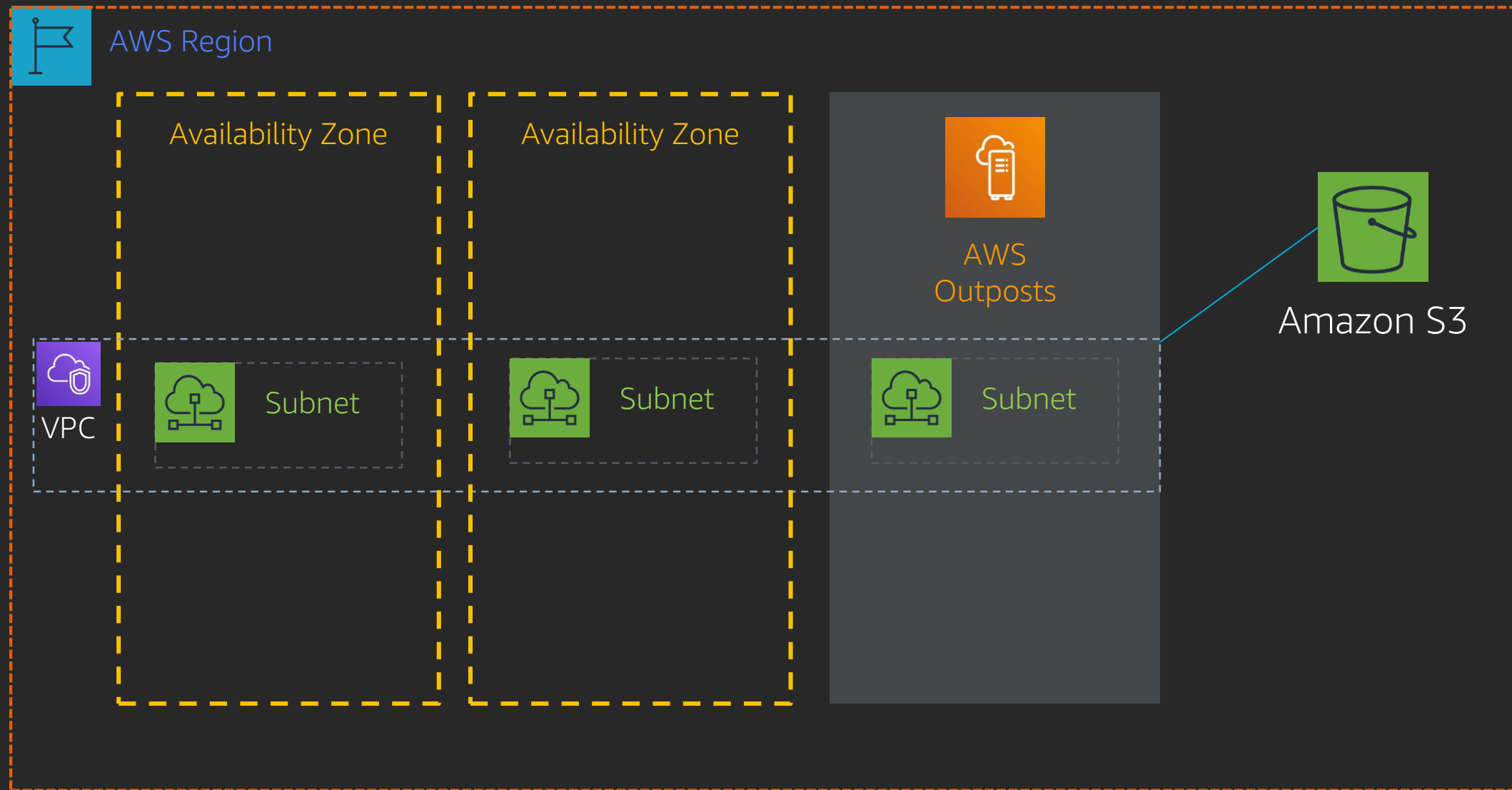


For I/O intensive applications
(NoSQL databases, in-memory
or transactional databases,
distributed file systems)



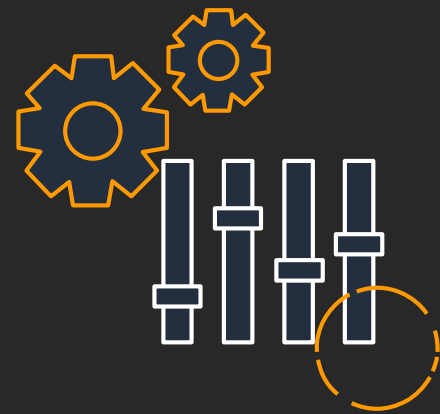
Local Instance Storage and EBS
gp2 volumes for temporary
and persistent storage

Seamlessly extend your regional VPC



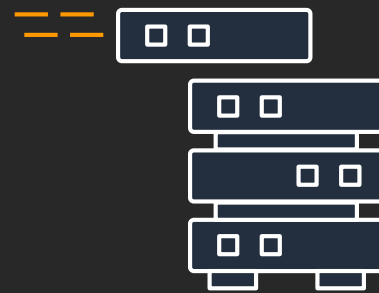
Use **Interface Endpoints** (powered by Private Link) to access all regional AWS services such as DynamoDB and S3 in your private VPC environment

3 steps to get started with AWS Outposts



1. Order

Select your compute and storage capacity



2. Install

AWS delivers and installs the Outpost



3. Launch

Use standard AWS APIs or Management Console to launch and run AWS resources locally

Summary

- Understanding business outcomes driven by migrations
- Migrate using a repeatable approach that helps solidify your business case
- CloudEndure can replicate applications and data from any source infrastructure to AWS and have you up and running in minutes
- VMware on AWS extends your on-premise VMware environment to AWS for simple migrations.
- AWS Outposts bring AWS to your datacenter allowing you the same reliable AWS infrastructure and services on-premise.

Thank you!

Eric Scholz