



**AWS FOR MIGRATION**

# The next step for your legacy workloads is AWS

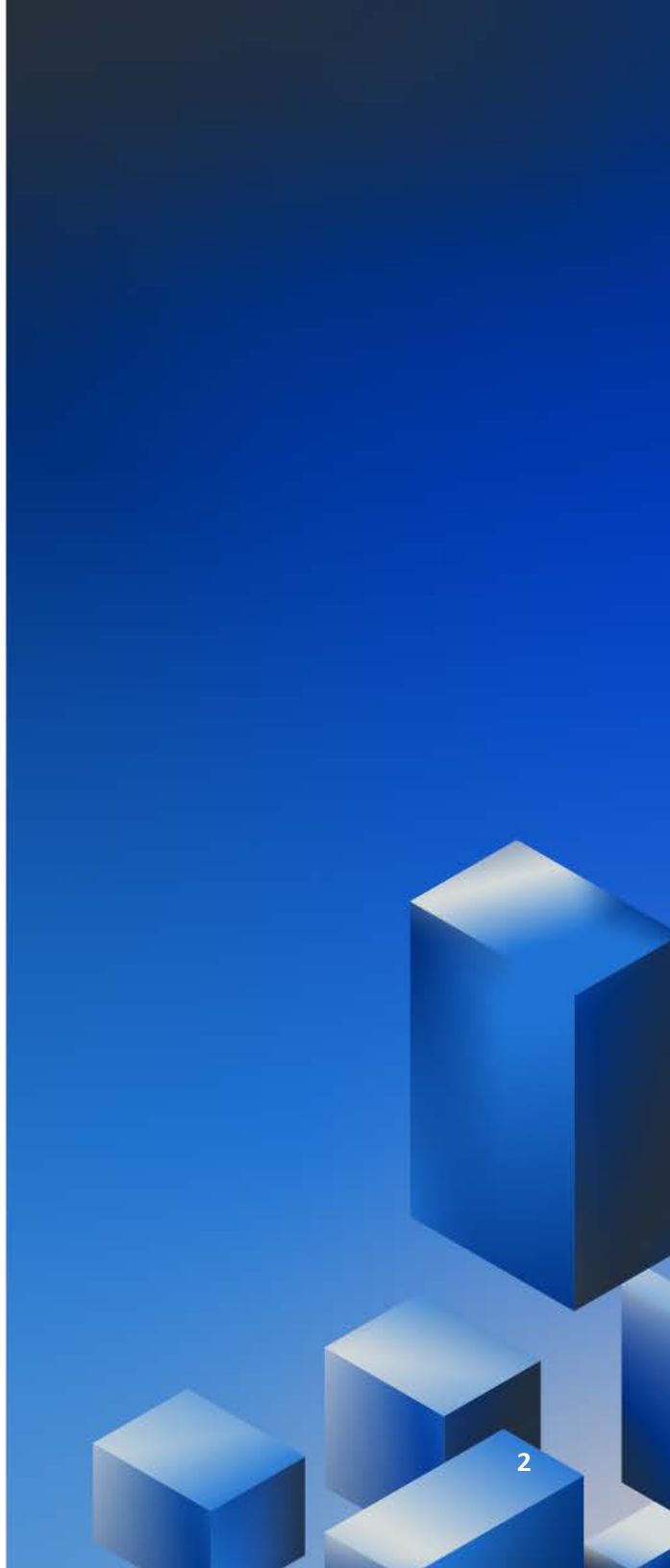
Learn how modernizing on AWS and working with an AWS Partner benefits your business

In collaboration with



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# Migrating legacy workloads is your gateway to digital transformation

Organizations across every industry want to become more agile so they can innovate and respond to changes faster. Faced with ever-increasing disruption, evolving market demands, and global compliance needs, they must also find ways to differentiate their businesses to stay competitive.

For many organizations, modernizing enterprise workloads is the best first step toward digital transformation. And that transformation can open enormous opportunities for business growth. Leveraging the breadth and depth of its research, Amazon Web Services (AWS) has identified eight key business drivers for moving to the cloud.

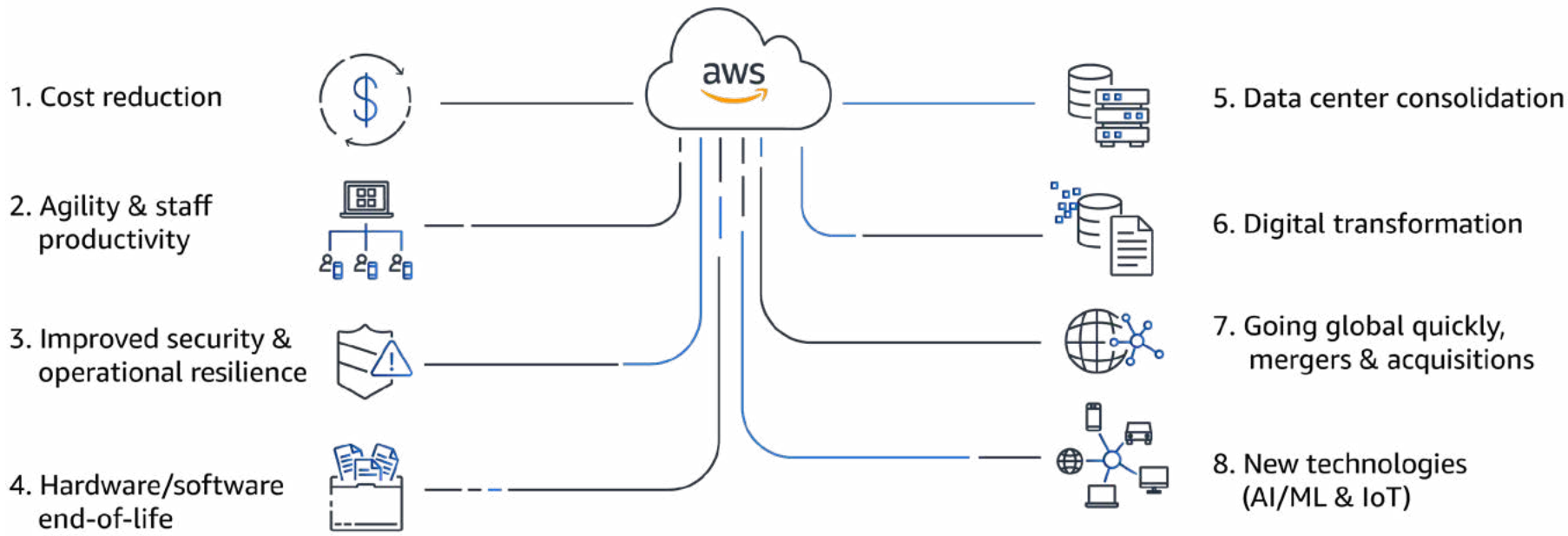
In many cases, the decision to migrate workloads to the cloud often starts with a desire to minimize not only the total cost of ownership (TCO), but also opportunity costs. For instance, you might be asking yourself:

- By keeping legacy applications on premises, are we preventing the business from developing new products and services faster?
- Do our legacy systems integrate with modern systems so we can deliver optimal customer experiences?
- How much time are we spending to find and train staff who provision on-premises hardware and software, manage licenses, create and maintain security postures, and ensure compliance?



These are key considerations when planning for a cloud migration and modernization of enterprise workloads. Read on to learn more about why organizations choose to migrate to AWS, how they modernize specific workloads, and learn from examples of other customers who have modernized by successfully working with AWS Migration Competency Partners like [Effectual](#).

### Business drivers for migrating to the cloud



## Why migrate to AWS?

From lifting and shifting workloads to moving entire data centers, AWS provides the organizational, operational, and technical capabilities you need for a successful migration. And with the deepest set of migration and modernization services—including many that are purpose-built for specific industries—you can start realizing the business value of AWS quickly and comprehensively.

Modernizing on AWS enables streamlined operational practices that lead to measurable results. On average, migrating to AWS delivers:



To take advantage of these cloud benefits, it helps to have expert guidance every step of the way. You should first understand the challenges you could encounter during your migration journey, as well as have a prescriptive path forward to overcome any hurdles.

With an experienced AWS Migration Competency Partner like Effectual by your side, you can anticipate those challenges and accelerate your migration to achieve benefits faster.

# VMware Cloud on AWS—migrate to modernize

VMware tools have become a critical component of most enterprise IT departments—starting from the workstation and evolving to virtual machines as applications move to the server. As the industry leader in server virtualization, VMware expanded to support more complex virtualized environments that are delivered through the provider’s software-defined data center (SDDC) stack, the foundation of VMware Cloud.

The VMware Cloud platform allows developers to build and deploy applications to the cloud by providing a consistent foundation to integrate VMware vSphere, VMware vSAN, and VMware NSX virtualization technologies (among others) to simplify cloud migration for VMware users.

AWS and VMware have collaborated to deliver VMware Cloud on AWS, a jointly engineered solution designed with speed and security in mind. With VMware Cloud on AWS you can:

- Accelerate cloud transformation with operational consistency and flexibility.
- Reduce costs while scaling global business demand.
- Modernize workloads and increase innovation with cloud-native services.
- Embrace energy efficient sustainable solutions.



83%

less downtime

27%

improved application performance

46%

faster migrations

48%

more efficient IT infrastructure teams

# Accelerate your modernization initiatives with Effectual's VMware expertise

Effectual is a leader in VMware Cloud on AWS migration and optimization. Partner with Effectual to accelerate your modernization initiatives.

Whether you're considering a data center expansion, full migration, disaster recovery solutions, or [building brand new applications](#), your organization needs flexibility to [drive innovation and](#) execute successfully.

Gain complete flexibility with access to secure virtual data center resources pooled across multiple VMware on AWS nodes, tuned to support your estate's capacity and performance for cloud. Access to the complete AWS portfolio of services allows you to realize your cloud transformation strategy—without impacting day-to-day business operations.

[Learn more about migrating VMware workloads to AWS with Effectual >](#)



## Flexible, cost-effective solutions

Effectual [cloud migration offerings](#) allow organizations to:



Achieve cloud benefits with total flexibility



Quickly scale and expand to new geographies



Connect to native AWS services



Improve overall business agility



Maximize cloud cost-effectiveness



Support your digital transformation agenda



# Microsoft on AWS—since 2009

Are you looking to boost reliability and availability of your Windows Server workloads? Or maybe you've reached the end-of-service cut-off where your SQL Server workloads will lose their patches and security updates.

You're not alone. Customers across multiple industries have been running Windows workloads on AWS since 2009—long before it was possible with other cloud providers. AWS supports everything you expect to build and run on Windows, including Active Directory, .NET, SQL Server, Windows desktop as a service (DaaS), and supported versions of Windows Server.

With AWS as the foundation for your Windows environment, there's no limit to the range of business benefits you can achieve, including:

- **Lower TCO:** You can reduce your 5-year cost of operations by 56% and gain 37% lower infrastructure costs, delivering up to 442% ROI over 3 years.<sup>2</sup>
- **Licensing options:** AWS has helped many customers break free from restrictive licensing scenarios. By purchasing license-included instances of Amazon Elastic Compute Cloud (Amazon EC2) or Amazon Relational Database Service (Amazon RDS), you get new, fully compliant SQL Server licenses from AWS.
- **License Optimization:** When moving workloads from on premises to AWS, an AWS Optimization Licensing Assessment (AWS OLA) can help reduce the number of Windows Server cores requiring a license by 77 percent. It can also cut down the number of SQL Server cores requiring a license by 45 percent.<sup>3</sup>
- **Better performance:** Achieve 2x better performance when you run your SQL Server workloads on an Amazon EC2 R5b.8xlarge instance.<sup>4</sup>
- **Higher reliability:** By moving your Windows workloads to AWS, you can realize a 98% reduction in unplanned downtime<sup>5</sup>

<sup>2</sup> IDC [The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud](#) June 2019

<sup>3</sup> Enterprise Strategy Group [Reduce Licensing and Infrastructure Costs while on the Move to the AWS Cloud](#) April 2022

<sup>4</sup> Principled Technologies [Deliver better performance for transactional database workloads at a lower cost by choosing an Amazon EC2 R5b instance](#) March 2021

<sup>5</sup> IDC [Navigate Disruption and Drive Positive Business Outcomes with Cloud Migration](#) July 2020



## 2X performance

when you run your [SQL Server workloads on an Amazon EC2 R5b.8xlarge instance](#)

Up to

# 77%

[reduction in cores](#) requiring a license



# Migrate Microsoft workloads seamlessly with Effectual

Effectual helps you migrate complex Microsoft workloads to AWS for greater scalability, improved performance, and increased reliability. Effectual's team of expert developers build, deploy, and support Microsoft applications on the AWS Cloud using Amazon Elastic Compute Cloud (Amazon EC2) and Amazon Relational Database Service (Amazon RDS), as well as best practices for storing, securing, and managing your solutions.

## Flexible, rapid Microsoft development and deployment

With Amazon EC2 for Microsoft Windows Server, you can scale capacity up or down in response to changing requirements and traffic bursts, and launch as few or as many virtual servers simultaneously. This flexibility supports rapid agile development complemented by the reliability and cost efficiencies of the AWS infrastructure.

Effectual follows a proven methodology to migrate databases like Microsoft SQL Server to AWS that includes business case review, architectural guidance, and expertise. Effectual engineers accelerate migrations to AWS utilizing tools including Amazon Database Migration Accelerator, AWS Database Migration Service (DMS), and DMS Schema Conversion. Effectual's knowledgeable Modernization Engineers™ architect solutions leveraging vast experience and best practices. In addition, AWS Cloud programs such as the AWS OLA help you discover cost and licensing reduction opportunities.

[Learn more about migrating Windows workloads to AWS with Effectual >](#)



# Oracle applications on AWS—hello innovation

Your Oracle ERP applications are critical to keeping your organization competitive and keeping your end customers happy. But if they're running on premises, you're likely dealing with over-allocated compute and storage resources, siloed data, and high licensing costs.

The time to assess, migrate, and modernize your Oracle applications on AWS is now. Migrate E-Business Suite, Peoplesoft, and JD Edwards to AWS to reduce TCO, increase efficiency, drive innovation, and transform customer experiences.

Organizations that migrate systems to AWS achieve concrete business outcomes, including:

- **Reduced costs:** The AWS OLA provided by AWS Partners can evaluate your current third-party licensing costs and provide a plan to run your resources more efficiently.
- **Deeper insights:** Advanced analytics help you become data driven. By unlocking the data in your Oracle ERP applications, you can differentiate your business while creating new efficiencies. AI/ML helps you gain new insights from your Oracle ERP applications data, enabling you to identify trends and changes earlier.
- **Innovation opportunities:** With over 300+ services on AWS to integrate with, you can drive innovation like never before. As technology evolves, you can quickly deploy new cloud solutions in minutes, not weeks or months. This ability to pivot as innovation happens helps you stay competitive and get the most from your Oracle ERP applications.
- **Digital Transformation:** AWS has the tools and proven experience migrating customers from nearly every industry to safely deploy your Oracle ERP applications and help you get started in the cloud.



ORACLE®

60%

decrease in time to insights

29%

increase in staff focus on innovation

# Derisk your Oracle database migration with Effectual

When planning an Oracle-to-AWS migration, you don't need to go it alone or be a pioneer. Effectual can provide guidance and a level of comfort to organizations moving their Oracle workloads to the cloud. Starting with an Oracle database migration readiness assessment, Effectual creates a business case for customers, then a plan to either lift and shift or rewrite their database workloads on the AWS Cloud.

Effectual helps modernize with a deliberate, thoughtful approach to migration—from old-guard commercial databases to native AWS database services. Effectual's team of experts plans and executes seamless migrations to AWS while protecting data integrity and reducing risk.

Effectual engineers understand each customer's business drivers and perform current state analyses to provide architecture recommendations, identify cost and licensing options, create architecture and schema diagrams, determine technology choices, develop timelines, and calculate an ROI for the migration. With tools such as Amazon Database Migration Accelerator, AWS Database Migration Service (DMS), and DMS Schema Conversion, Effectual can help you accelerate your migration.

## Proven expertise to support your migration

- Work with Effectual's knowledgeable Modernization Engineers™ who architect solutions leveraging vast experience and best practices
- Discover cost and licensing reduction opportunities with AWS OLA
- Automate and optimize your migration using advanced tooling for easier transition
- Collaborate with an AWS Partner that leverages expertise in legacy databases (including Oracle and Microsoft) plus expertise in native AWS databases and tooling
- Experience improved performance, lower costs, and increased scalability with support for rehost, replatform, and refactor migrations
- Follow a proven methodology to migrate databases to AWS that includes business case review, architectural guidance, and expertise





#### CUSTOMER SUCCESS STORY:

## Ginnie Mae achieves high availability with AWS migration

### Challenge

Ginnie Mae, a wholly owned US government corporation within the Department of Housing and Urban Development (HUD), was undertaking a multi-application migration from its data center to AWS GovCloud. Underpinning Ginnie Mae's business is a key financial database application used for servicing mortgages. This entire application stack needed to be migrated to AWS, so selecting a database platform with high availability (HA) was key.

### Solution

Ginnie Mae worked with Effectual to guide the organization along its modernization journey. Since Ginnie Mae was already using Oracle Real Application Clusters (RAC) for the databases in its on-premises data center, a complete migration of Oracle RAC to AWS was identified as the simplest and the lowest risk approach. The Effectual team turned to FlashGrid for a solution that would enable running Oracle RAC on Amazon EC2.

### Results

Effectual completed the migration project on time and within budget while using standard and familiar AWS infrastructure. Ginnie Mae now has modern and secure infrastructure that runs the exact same application stack it had on premises. Plus, it meets the compliance requirements for both government and financial services organizations. The migration approach and zero application change minimized project risks while providing a robust and flexible infrastructure foundation for future innovation.

[Read the full story >](#)



# Accelerate your modernization with Effectual and AWS programs

To streamline your workload modernization journey, it helps to have the proper support and guidance when you need it. Lean on a trusted AWS Partner like Effectual to help you along the way. AWS Partners with the [AWS Migration Competency](#) have demonstrated technical proficiencies and proven customer success in delivering software products that accelerate your journey to AWS.

In addition, AWS offers an outcome-driven methodology called the [AWS Migration Acceleration Program](#) (MAP) to accelerate your modernization journey. MAP is a complete and proven cloud migration program based upon AWS's experience migrating thousands of customers to the cloud. The program packages best practices, tools, financial incentives, and the expertise and solutions delivered by AWS Partners to make cloud adoption easier and help customers reach their business goals faster.

By aligning to AWS best practices such as MAP, Effectual can work in tandem with your in-house IT teams to ensure a smooth, efficient cloud transition.

## Following MAP, Effectual applies a three-phase approach to modernize your enterprise workloads:

### 1 Assess

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The migration readiness assessment identifies gaps along the six dimensions of the [AWS Cloud Adoption Framework](#): business, process, people, platform, operations, and security. This allows you to identify the capabilities required to migrate and build a TCO model.

### 2 Mobilize

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The mobilize phase creates an operational foundation for migration, with the goal of fixing the capability gaps that were identified in the assessment phase. This step accelerates migration decisions by providing clear guidance.

### 3 Migrate and modernize

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In this final phase, you execute the migration plan developed during the mobilize phase. After testing applications, you can begin migrating workloads to AWS, then optimizing for performance and spend.

# Effectual's cloud migration and modernization services

## Replatform, refactor, and re-architect to take full advantage of AWS Cloud solutions

Effectual is an innovative, cloud-first managed and professional services company that works with commercial enterprises and the public sector to mitigate their risk and enable IT modernization. The company's deeply experienced team of problem solvers applies proven methodologies and a phased approach to help customers achieve successful business outcomes on AWS and VMware Cloud on AWS.

## Experience and expertise for complex enterprise migrations

Effectual's Modernization Engineers™ can help improve reliability and performance, operate more securely, [optimize costs](#), and automate security, allowing you to focus on your core functions that drive business value.



### Cloud migration service offerings

- Data center evacuations
- Workload migration
- Database migration



### Data center extension services

- Footprint expansion
- On-demand capacity
- Operationally similar test/dev environments

## Access to AWS funding

As an AWS Premier Tier Certified MSP Partner and AWS MAP Ambassador, Effectual has access to funding programs that support [customer migrations](#), greenfield deployments, and [modernization initiatives](#) to speed innovation.

When you are ready to move to the cloud, Effectual's team of seasoned Modernization Engineers™ does more than lift and shift your applications. Effectual partners with you to develop a clear migration strategy for achieving your business objectives. Effectual works alongside your teams to gain a clear understanding of your current environments and dependencies to then provide an informed, deliberate, phased approach to migrating and modernizing your data and applications.



# The time to modernize is now

Engage with AWS and Effectual to help assess the current state of your enterprise applications and design a strategy for migrating and modernizing.

[Learn More about Effectual's Migration Services ›](#)

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