



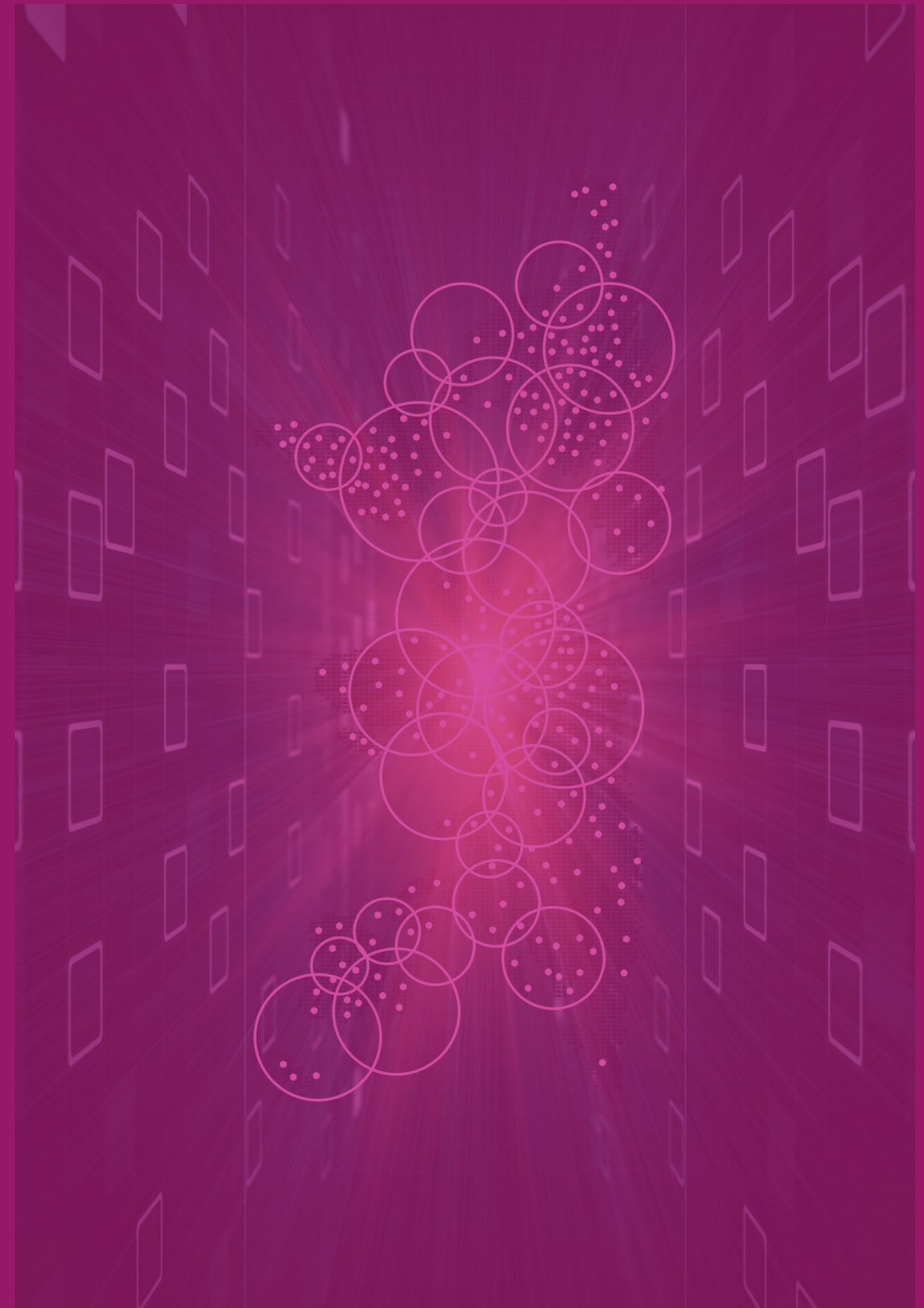
PARTNER NETWORK

# **Reduce customer licensing costs and build a case for modernizing enterprise workloads on AWS**

Optimization and Licensing Assessment

# Contents

- 3 FOREWORD
- 4 OPTIMIZE YOUR CUSTOMER'S CLOUD JOURNEY
- 5 DRIVE MORE MIGRATION PROJECTS
- 6 HOW AN OLA WORKS
- 7 GUIDANCE FOR THE CUSTOMER MIGRATION PROCESS
- 8 MIGRATION FRAMEWORK
- 9 CREATING A CASE FOR CHANGE
- 10 HEAR WHAT OUR CUSTOMERS ARE SAYING



# Foreword

By migrating Enterprise workloads such as Microsoft, VMware, Oracle, or SAP to the AWS Cloud, organizations across the globe are maximizing price-to-performance and reaping the benefits of modernization.

The Optimization and Licensing Assessment (OLA) helps businesses assess and optimize their current on-premises and cloud environments based on actual resources, utilization, and third-party licensing. Through the OLA, customers reduce costs at an average of 36% in the process. This allows partners to build a migration and licensing strategy to help customers unlock cost savings by transitioning to AWS.

A recent report conducted from the Enterprise Strategy Group (ESG) shows that on average customers can save 77% on Windows Server and 45% on SQL Server licensing cost.<sup>1</sup> It also showed that first party license costs represent an average of 3 times the compute, storage, and networking cost on AWS. License costs are a significant part of the total cloud TCO and need to be taken in consideration when costs are an important factor in your customers migration to the cloud.

<sup>1</sup> [ESG and Evolve White paper](#): Reduce Licensing and Infrastructure Costs while on the move to the AWS Cloud April 2022.

# Optimize your customer's cloud journey

Alongside access to best-in-class technologies, increased scalability, and security, cost reduction is a persistent and universal driver behind cloud adoption. The idea of shaking off the expenditure that comes with traditional on-premises infrastructures is an attractive proposition for companies who are looking to the cloud to optimize their finances.

AWS offers different pricing models to suit your customers' needs, such as the ability to match capacity to demand, as well as the ability to identify and correct resource waste. However, even with these resources at hand, cost optimization has repeatedly been ranked as the top cloud initiative for businesses for half a decade.<sup>2</sup> After all, what business doesn't prioritize cost reduction? However, it does speak to the challenges organizations face when attempting to keep costs low and the constant need to discover inventive ways of doing so.

One often overlooked area where money can be saved is in license optimization for third-party software. The OLA results can help you build an effective business case for migration while providing flexible licensing options such as License Included (LI) or Bring Your Own License (BYOL), saving your customer money and tailoring an environment specific to their needs.

<sup>2,3</sup> [State of the Cloud Report, Flexera, 2022](#)

# Drive more migration projects

Over 55% of businesses rank understanding the implications of licensing costs as the biggest-software related challenge in the cloud.<sup>23</sup> This is why it's best to evaluate your customers current cost vs usage before you begin their migration plan.

The Optimization and Licensing Assessment gives you the tools you need to assess and optimize your customers' current on-premises and cloud environments based on actual resource utilization, third-party licensing, and application dependencies. This allows you to build a migration and licensing strategy to unlock cost savings for customers by transitioning to AWS, ultimately helping you drive more migration projects.

## Benefits of OLA

### Right-size the Customer's Environment

An OLA builds an inventory of your customer's compute resources to determine their actual utilization requirements, helping you determine the lowest-cost AWS EC2 instance size and type for each workload and tailor options specific to their environment.

### Enhance Value Through Customer Savings

Without optimizing your cloud infrastructure, the cost of overprovisioning third-party licensing can exceed the cost of compute. An OLA provides the most value from existing customer licensing entitlements by configuring their instances to require fewer licenses while still maintaining highly performing applications.

### Get Access to Resources and Tools

Eligible APN Partners have access to AWS-funded OLA assessment tooling, as well as to OLA Engagement Managers who provide guidance on tool use and licensing expertise.

<sup>23</sup> [State of the Cloud Report, Flexera, 2022](#)

# How an OLA works

AWS is uniquely positioned to run Microsoft workloads that require high availability. The AWS Cloud spans 85+ Availability Zones within 26+ geographic regions around the world, with announced plans for 24 more Availability Zones.

This global network, combined with additional integrations with advanced analytics and machine learning tools available on the platform, gives your customers more from their workloads than they could get previously. For example, customers can lower price for performance transactional database costs by up to 68%.<sup>4</sup>



## Optimization and Licensing Assessment

The OLA enables businesses to assess and optimize current on-premises and cloud environments based on actual resources, utilization, and third-party licensing.

## Scope Workloads

Determine prospective workloads to optimize.

## Collect Data

Collect utilization data for workloads, using the AWS Migration Evaluator or third-party tooling.

## Analyze

AWS or APN Partners analyze the data to model cost and optimization scenarios.

## Plan

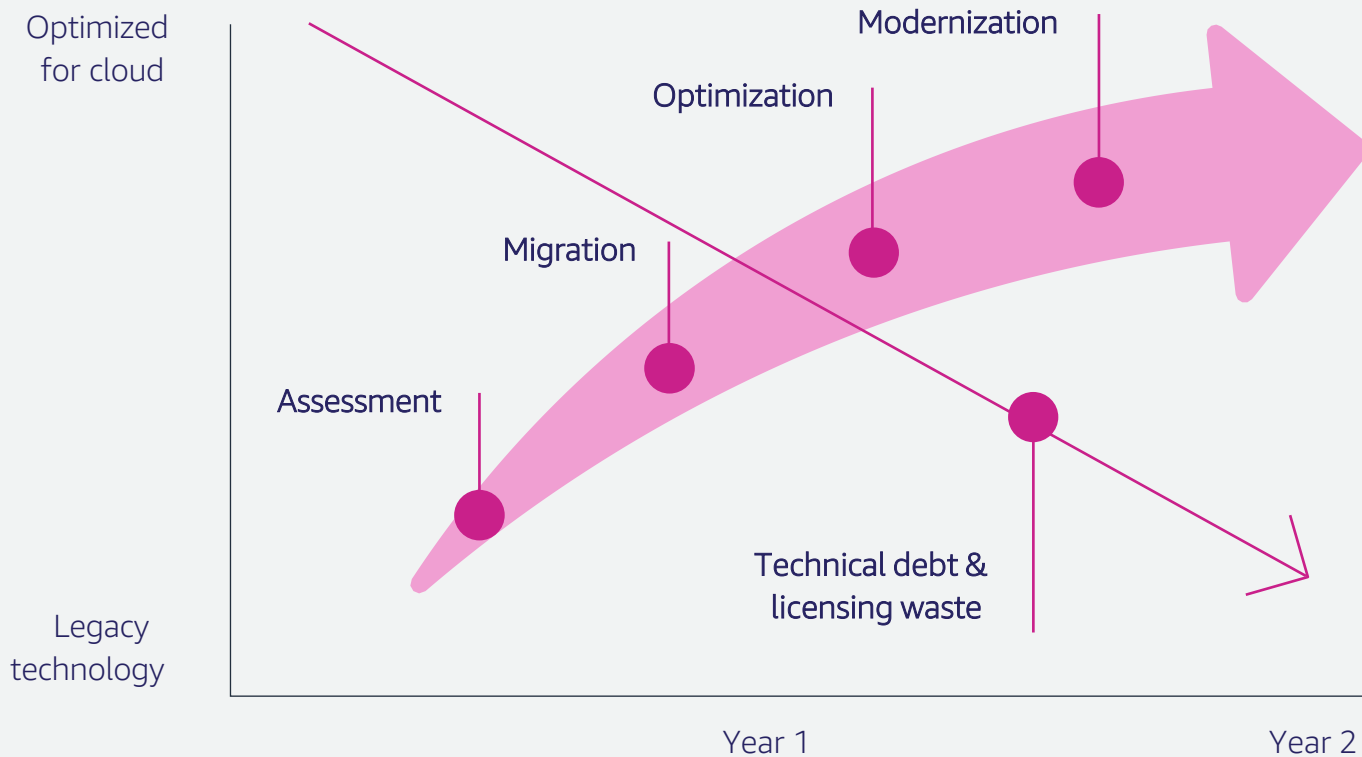
Review the assessment results, build the business case, or start a migration proof-of-concept.

<sup>4</sup> EBS gp3-backed EC2 r5b.16xlarge instance vs. an Azure E64ds\_v4 VM with one ultra disk volume  
<https://www.principledtechnologies.com/Amazon/EBS-gp3-for-EC2-r5b-OLTP-competitive-1121.pdf>

# Guidance for the customer migration process

As a qualified AWS Partner, you can make your customer's entire migration process – including OLA – an easier, rewarding experience.

## OPTIMIZE THE ENTERPRISE Typical customer journey

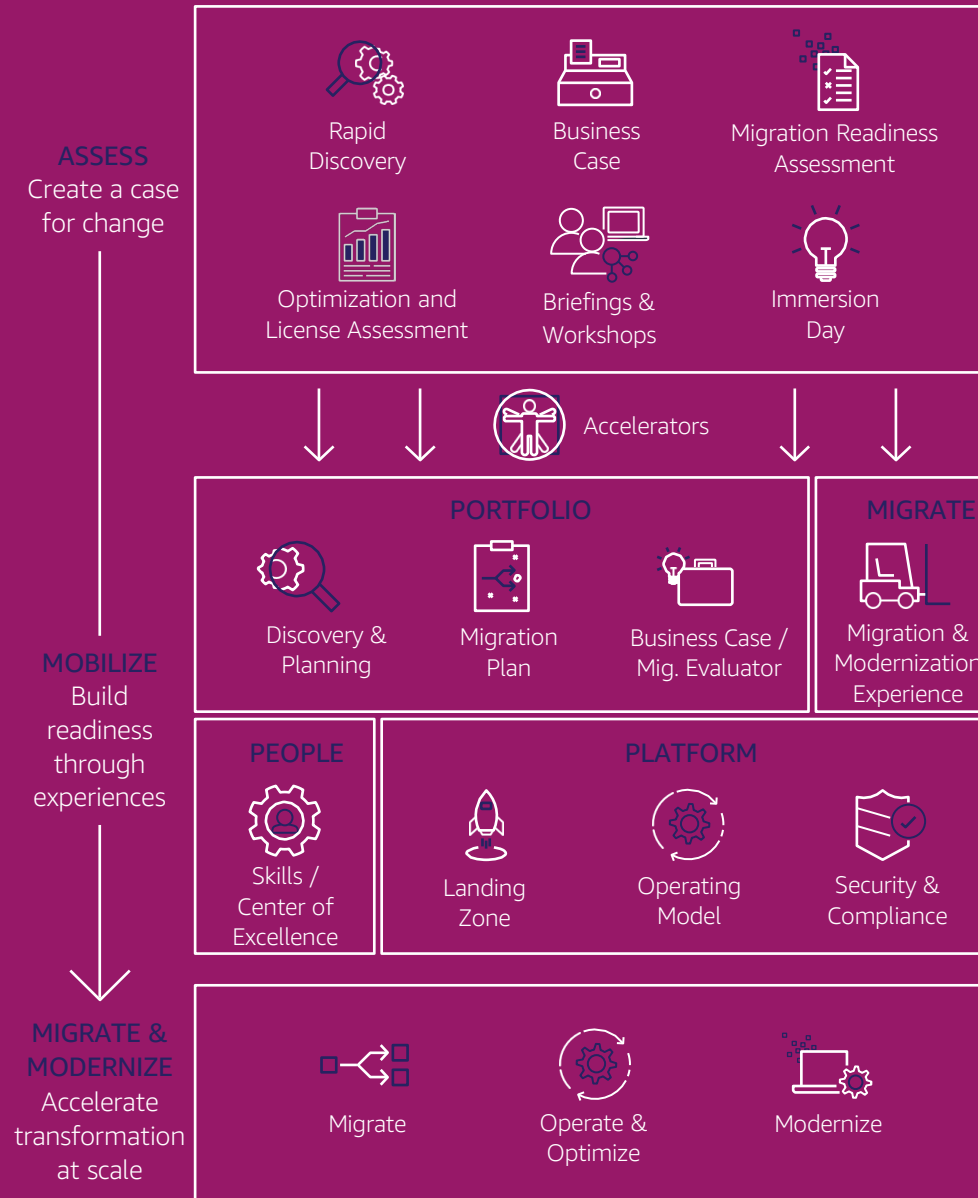


Cloud assessments are the foundations of your customer's cloud migration journey. The current state of their applications, infrastructure, and workloads are evaluated together with business goals and challenges. The information collected is analyzed at this stage to create a tailored business case that will steer your customer towards cost optimization and cloud migration success.



# Migration Framework

Using a proven framework greatly increases your odds of success and speed to market





# Creating a case for change

Build momentum with a compelling business case and a capability assessment to address gaps.

- Develop a compelling business case
- Align on an understanding of the capabilities required
- Establish a roadmap for the activities to come
- Agree to a prioritized list of actions
- Provide insight into potential third-party license cost savings
- Gain organizational commitment to the journey ahead
- Take the first step

With over a million active customers and a global cloud presence, AWS has experience helping organizations of all sizes migrate workloads to the cloud. Customers can migrate any workload – applications, websites, databases, storage, physical, or virtual servers – and even entire data centers from an on-premises environment, hosting facility, or other public cloud to AWS. Every step along the way, AWS is here to help support you in building your business and optimizing your customers' journey to the cloud.

## RESOURCES

### OLA Solution Brief

High level into our OLA offering

### OLA Partner Executive Briefing Deck

Deep dive into our OLA offering

### OLA Battlecard

How to suggest OLA to your customers

### [OLA On-Demand Training: OLA & Health Check](#)

Learn business drivers and tips to have strategic discussions with your customers

For questions, please contact [aws-partner-ola@amazon.com](mailto:aws-partner-ola@amazon.com).



# Hear what our customers are saying

The Optimization and Licensing Assessment offers businesses a simple solution to evaluate the best options for cloud migration and reduced licensing costs.

Organizations in sectors ranging from education and science to aviation have taken advantage of the assessment as a basis to form the right cost-effective strategy for choosing the right cloud-specific solutions they need.

[Get started with an OLA.](#)



“We needed a cloud-specific solution that would suit our business-critical SQL Server applications. Using an Optimization and Licensing Assessment (OLA), we were able to not only find the AWS solution that was right for our applications, but also understand the most cost-effective strategy for migrating our workloads. Now that we’ve used OLA, we gained the visibility and knowledge to modernize our legacy applications — and business — on AWS.”

Saleem Brahmanapalli  
Vice President, Systems Engineering



“Even before we migrated, AWS helped us prepare for our migration through an Optimization and Licensing Assessment (OLA) that helped us right-size our instances to control our costs during migration by 18-20%. After migrating our Windows Server workloads to AWS, we can scale up and down easily to handle fluctuating server traffic. Now, we have the freedom to focus on innovation instead of managing our physical servers and improved our speed to upload and download applications.”

Tommaso Salsetta  
ICT Manager Italy

