Migrate and Modernize VMware Workloads to AWS: Battlecard

Purpose of Battlecard
- Enable partners on the three pathways available to bring workloads to AWS.
- Provide the mechanisms and tools available to support each pathway.
- Present the limitations and use cases of each pathway.

Broadcom Customer Challenges
- Decline in quality of customer support, less innovation, and increased security risks.
- Pressure to make quick decisions about renewals with little advance notice.
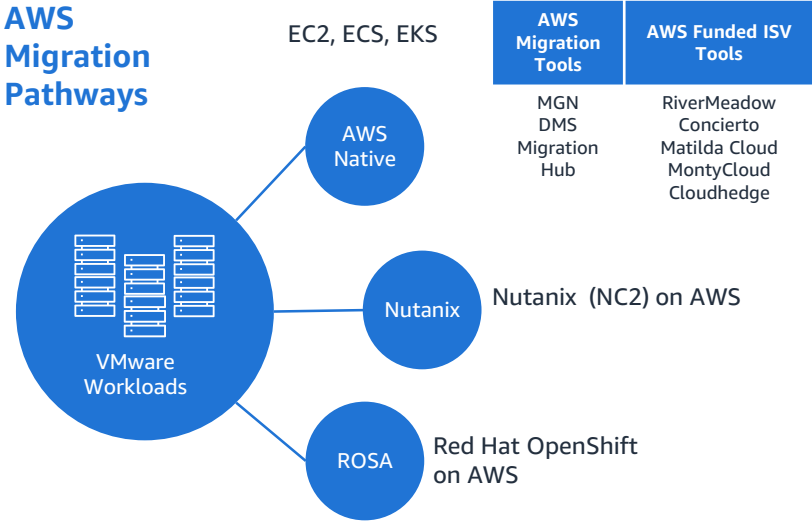- Substantial cost increases of 3–11x for VCF Licenses.

Customer Targeting Criteria
- On-premises and considering a cloud migration.
- Expiring VMware Enterprise Licensing Agreement (ELA)
- Upcoming hardware refresh or data center lease expiration

Why VMware Customers Should Migrate to AWS
- **Enterprise Leader -** AWS is positioned as a Leader in the Gartner Magic Quadrant for Cloud Infrastructure as a Service Worldwide.
- **Operational Resiliency -** Helping millions of customers since 2006. Best availability track record. Running a wide variety of use cases at a greater scale than any cloud provider.
- **Long-Term Value -** Continuous improvement. Culture of customer cost reductions: 134 since 2006.
- **Culture of Innovation -** Recognized as the most innovative public cloud provider.
- **Breadth and Depth -** 200+ fully featured services to support any cloud workload. Unique silicon to power off-load compute, networking, and I/O.
- **Large Community -** Largest and most dynamic community with millions of active customers and over 100,000 partners in more than 150 countries.
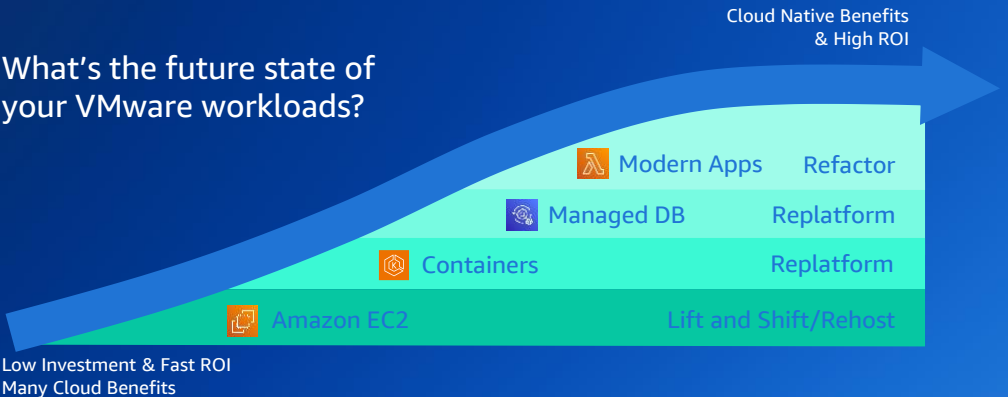
AWS Migration Pathways

EC2, ECS, EKS

AWS Native

Nutanix — Nutanix (NC2) on AWS

ROSA — Red Hat OpenShift on AWS

VMware Workloads

AWS Migration Tools	AWS Funded ISV Tools
MGN DMS Migration Hub	RiverMeadow Concierto Matilda Cloud MontyCloud Cloudhedge

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AWS Migration Options

Long-Term Business Strategy
YOUR BUSINESS PRIORITIES DICTATE YOUR STRATEGY

What's the future state of your VMware workloads?

Cloud Native Benefits & High ROI

Modern Apps — Refactor
Managed DB — Replatform
Containers — Replatform
Amazon EC2 — Lift and Shift/Rehost

Low Investment & Fast ROI
Many Cloud Benefits

1

Rehost Workloads to EC2

"Lift and shift" migration to AWS, requiring some underlying infrastructure changes to get the benefits of the cloud.

2

Replatform Workloads to Containers

Shifting from VMware workloads to AWS Elastic Container Service (ECS) or Elastic Kubernetes Service (EKS) enables containerization, which can improve application portability, scalability, and developer productivity.

3

Replatform Workloads to Managed Services

Some underlying infrastructure changes are required to move applications to managed services, such as on-premises databases being moved to managed databases.

4

Refactor Workloads to Native Services

Full modernization. Applications are fully rewritten, decoupled, or modified to be executed on cloud-native components such as serverless technology.

AWS Native and 3rd-Party ISV Migration Tools: Battlecard

Purpose of ISV Tooling Partners

AWS partners with several leading, validated ISVs to help partners win new VMware to AWS migrations. Software licenses for MAP Competency and MSP partners will be available at no cost. Native AWS migration tools will be available for customer and partner use.

Assessment Tools

- **Cloudamize –** Infrastructure-based assessment and application dependency mapping, cost modeling, automated discovery, right-sizing, migration planning, and simulation.
- **CAST Software –** Assess source code rather than infrastructure level data, integrate with DevOps & CI/CD pipelines, ideal for proprietary, difficult-to-migrate apps, actionable insights and recommendations.
- **Device 42 –** Automated discovery and inventory of all physical, virtual, and cloud IT assets. Provides application dependency mapping, cost management, compliance and governance, integration with other tools, and post-migration optimization.
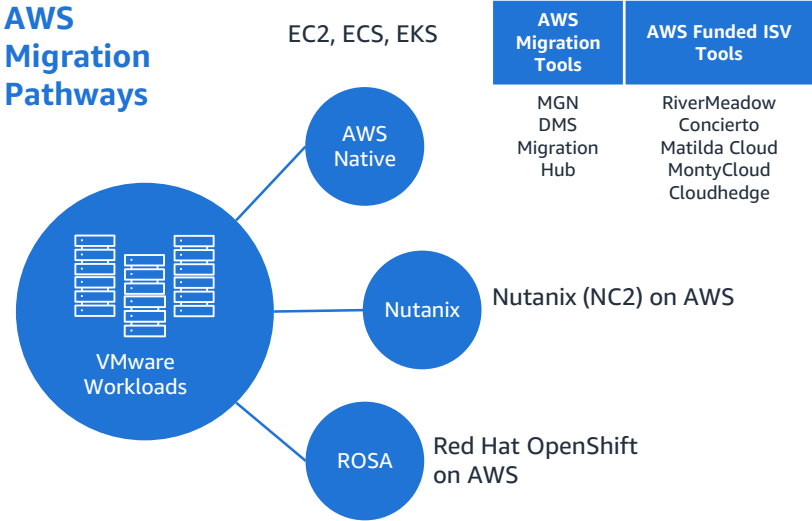
Benefits of ISV Tooling Partners

- Accelerate Migrations and Reduce Complexity
- Fully funded and technically validated by AWS
- integrates with AWS Migration Hub
- Procure Through AWS Marketplace
- Leverage ISV tools in regions where MGN is not available
- Migration Velocity – Up to 2K VMs per month

AWS Native Migration Tools

- **MGN Application Migration Service –** Replicates source servers into the customer's AWS account. Quickly and easily re-platform or refactor applications.
- **AWS Database Migration Service (AWS DMS) –** Move database and analytics workloads to AWS quickly and securely with minimal downtime and zero data loss. Supports 20+ database and analytics engines.
- **AWS Migration Hub Journeys –** Plan, perform, and track migrations into AWS. 14 templates for migration and modernization scenarios.
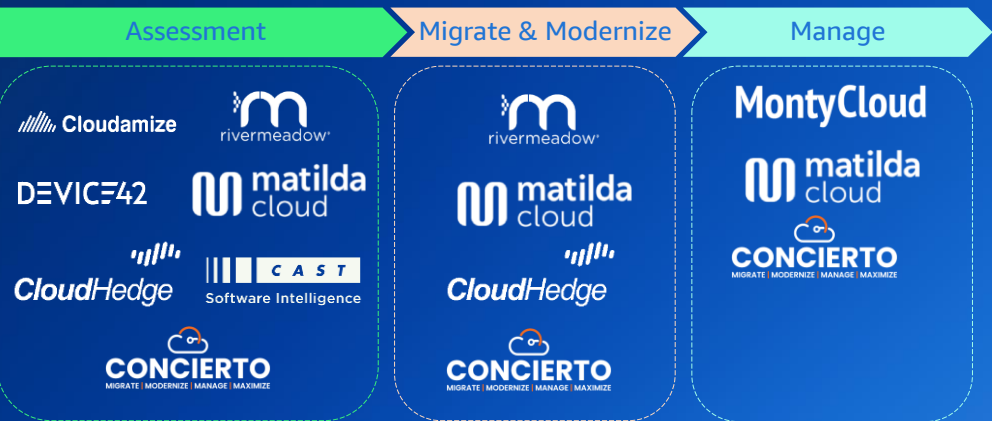
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Migration and Management Tooling Partners

ISV Migration Tools Aligned to MAP Phases

ISV SOFTWARE CAN ACCELERATE MIGRATIONS FROM MONTHS TO WEEKS

Assessment → Migrate & Modernize → Manage

Assessment: Cloudamize, rivermeadow, DEVICE42, matilda cloud, CloudHedge, CAST Software Intelligence, CONCIERTO

Migrate & Modernize: rivermeadow, matilda cloud, CloudHedge, CONCIERTO

Manage: MontyCloud, matilda cloud, CONCIERTO

- **RiverMeadow –** Provides both agent and agentless migrations, interacts with source virtual machines and vCenter directly, and makes right-sizing recommendations based on 30-day performance data stored in vCenter. Windows, Linux modernization, OS hardening, and disk resizing in flight during migration.
- **CloudHedge –** End-to-end platform automating discovery, assessment, transformation, and management of applications migrating to AWS. Leveraging AI, it refactors and containerizes applications, reducing time and costs while enhancing performance, security, and compliance. Works with AWS GovCloud and Air-Gapped Regions (FedRamp Pending). Provides post-migration management.
- **Matilda –** End-to-end SaaS solution focusing on discovery, migration, and optimization of applications to AWS. Up to 85% automated discovery, optional agents for container discovery, and over 40 third-party integrations. Up to 10x faster cloud migrations at half the cost.
- **Concierto –** Zero code, hyper-automated SaaS platform for enterprises and managed service providers to assess, plan, and execute bulk migrations from On-Prem or any cloud to AWS. Users can rapidly migrate their workloads to the cloud and then manage and optimize those workloads to reduce cloud costs.
- **MontyCloud –** Post migration, no-code, autonomous Management Platform provides the following: interactive AI agent to onboard customers rapidly, provisioning of 80+ AWS services and custom solutions, security, compliance, cost optimization, MAP tagging, Well-Architected Reviews, assessment of cloud footprints, and actionable recommendations.

Nutanix Cloud Clusters (NC2) on AWS: Battlecard

Purpose of Battlecard
- Enable partners and customers on the benefits and use cases of migrating workloads to Nutanix Cloud Clusters (NC2) on AWS.

Customer Challenges
- On-premise environment that they would like to extend to the cloud and manage via a single pane of glass
- Customer would like to migrate to the cloud and retain on-premise IP addresses
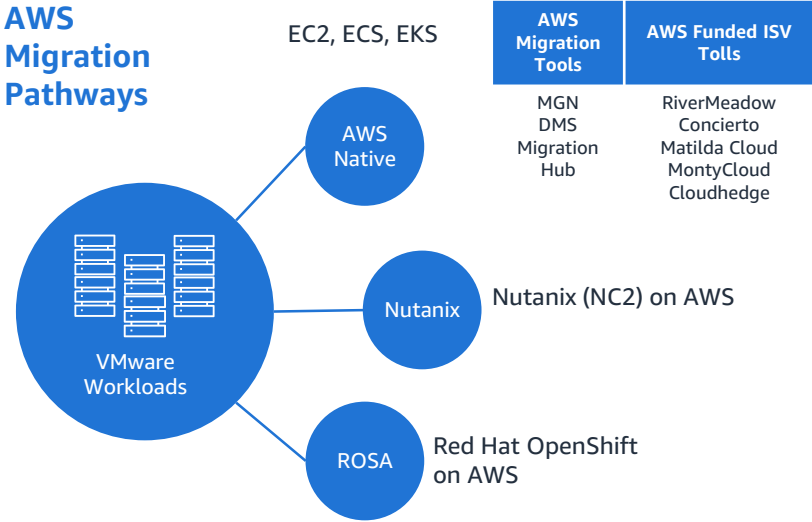
Customer Targeting Criteria
- On-premises and considering cloud migration or a cloud disaster recovery environment
- Expiring VMware Enterprise Licensing Agreement (ELA)
- Upcoming hardware refresh or data center lease expiration
- Using Nutanix On Premises
- Customer would like a similar environment and feature parody to vSphere On Premises

Comprehensive Hypervisor-Based Solution
- Provides a hypervisor-based solution that offers an abstraction layer between bare-metal machines and a virtualized cloud environment.
- Hybrid cloud connectivity managed via a single pane of glass.
- Supports outdated operating systems and proprietary customer applications not compatible with cloud-native.
- Retain IP and Mac addresses from the on-premise environment.
- Offers seven bare metal EC2 instance types for various workload requirements, including a GPU-based instance for AI/ML workloads.
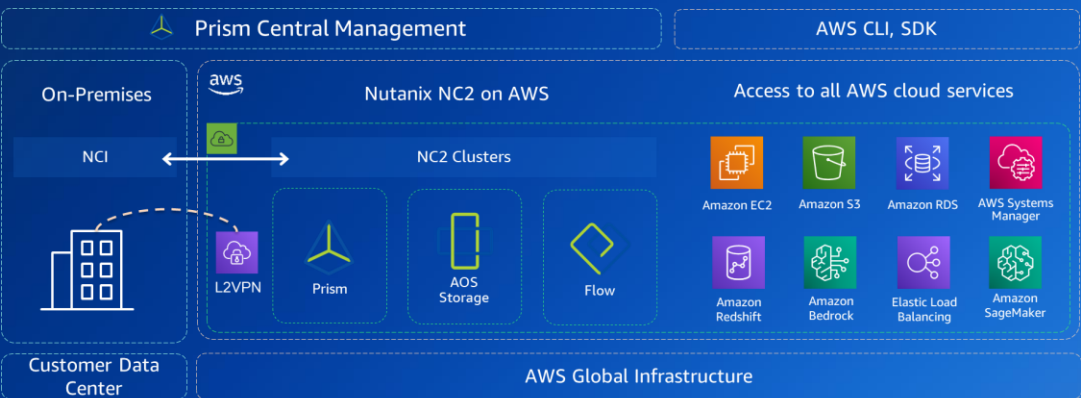
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NC2 on AWS Migration Option

Nutanix Cloud Clusters (NC2) on AWS Overview

CUSTOMER SELF-MANAGEMENT WITH NUTANIX AUTOMATION HOSTED ON AWS TO REDUCE OPERATIONAL OVERHEAD

Prism Central Management — AWS CLI, SDK

On-Premises — Nutanix NC2 on AWS — Access to all AWS cloud services

NCI

NC2 Clusters

L2VPN · Prism · AOS Storage · Flow

Amazon EC2 · Amazon S3 · Amazon RDS · AWS Systems Manager

Amazon Redshift · Amazon Bedrock · Elastic Load Balancing · Amazon SageMaker

Customer Data Center — AWS Global Infrastructure

Benefits of NC2 on AWS
- **Seamless Migration Tools –** The Nutanix Move tool facilitates seamless migration from on-premises VMware environments & VMC-A to Nutanix on AWS (NC2) and from NC2 to native EC2. This tool ensures a smooth transition with minimal disruption to operations.
- **Cost and Licensing Optimization –** NC2 enables the over-provisioning of physical to virtual cores, optimizing both costs and Microsoft licensing. This feature ensures that customers can make the most of their physical resources and maximize the density of each host while adhering to licensing requirements.
- **Streamlined Procurement and Revenue Recognition –** Nutanix licenses, available through the AWS Marketplace, and underlying EC2 usage are purchased separately. This separation streamlines revenue recognition for partners, AWS field sellers, and funding requests. Additionally, the underlying EC2 usage is eligible for the AWS Migration Acceleration Program (MAP), and the Marketplace transaction is eligible for ISV-A.
- **Strong Alignment with Cloud Sales Team –** The Nutanix Cloud specialist sales team is strongly aligned with AWS. Many of this team's members are former AWS employees. Further, Nutanix core sellers remain compensation-neutral between Nutanix on-premises and cloud solutions, fostering collaboration and customer-centric solutions.

Red Hat OpenShift (ROSA) Service on AWS: Battlecard

Purpose of Battlecard
- Enable partners and customers on the use cases and limitations of Red Hat OpenShift on AWS (ROSA).

Customer Challenges
- Increase in VMware Licensing Costs for workloads running on OpenShift on-premise
- A need to migrate to the cloud in a fully managed and supported containerized environment

Customer Targeting Criteria
- Customer is using OpenShift on premises
- Customer is using Red Hat Enterprise Linux (REHL)
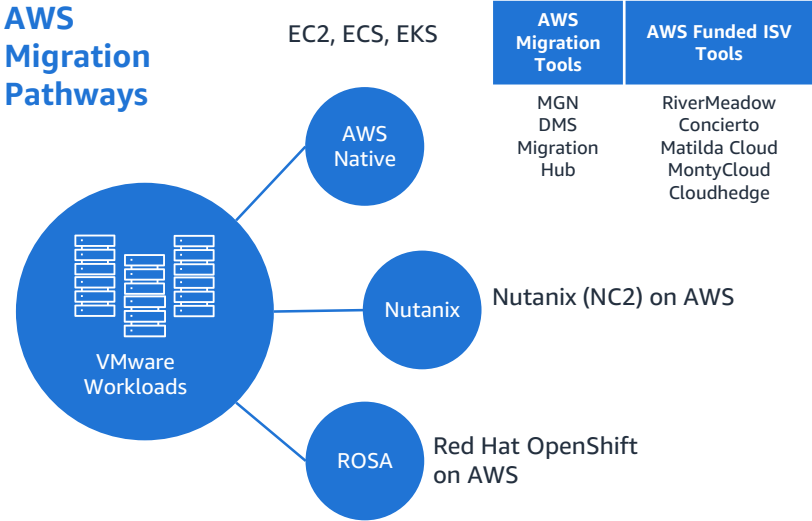- Customer will not be migrating Microsoft workloads to AWS

Ideal Use Case for ROSA
- **OpenShift On-Premises Deployment –** Ideal solution for customers already running OpenShift in their on-premises environments. Allows for a smoother transition to the cloud without the need to learn new tools or processes.
- **Red Hat Enterprise Linux (RHEL) Usage –** Customers using RHEL will find ROSA to be a natural extension of their existing infrastructure. Ensures compatibility and continuity.
- **Focus on Containerization and Application Modernization –** This is well-suited for customers interested in migrating to containers and modernizing their applications rather than opting for a simple lift-and-shift approach.

Limitations
- **Microsoft Licensing Compliance –** One significant limitation of ROSA is the current non-compliance of Microsoft (MSFT) licensing. MSFT workloads running on ROSA would be non-compliant with MSFT licensing policies.
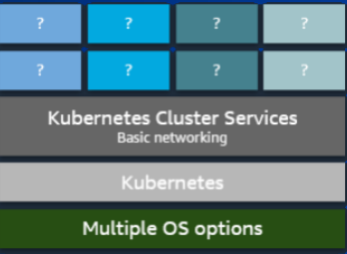
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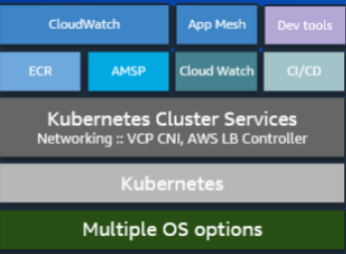| AWS Migration Tools	AWS Funded ISV Tools
MGN DMS Migration Hub	RiverMeadow Concierto Matilda Cloud MontyCloud Cloudhedge

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ROSA on AWS Migration Option

DIY K8s
- Full assembly required
- Unmanaged
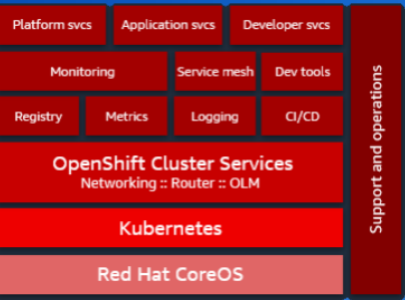- No defaults
- No integrations

Amazon EKS
- Some assembly required
- Managed cluster
- Some defaults
- Some integrations

ROSA
- No assembly required
- Managed platform stack
- Opinionated defaults
- Supported set of integrations

Benefits of ROSA

- **Fully integrated with AWS Cloud Infrastructure –** Scale applications to meet changing business demands while leveraging pay-as-you-go pricing. Customers can run workloads across all EC2 instance types, allowing workloads to be tuned based on individual requirements like processor type. Provides a wide variety of geographic deployment options across AWS regions globally, including AWS GovCloud.

- **Fully Managed Application Platform Supported by Red Hat SREs –** Provides customers the agility of Kubernetes while removing the complexity of management with enterprise support. Customers can focus on what differentiates their business instead of managing Kubernetes.

- **A Turn-Key Application Platform with Day 2 Operations Out-of-the-Box –** Accelerate the delivery of your applications with a production-ready environment. The platform provides a batteries-included experience but allows for user customization through the rich operator ecosystem.

- **Unified Billing for Red Hat Licensing and AWS Infrastructure –** Allows for easy viewing and tracking of customer costs. It's not capped like other AWS Marketplace offers and counts 100% against commitment burn-down. It allows customers to leverage on-demand pricing or any of the various savings plan options to align their usage with cost.

Modernizing VMware Workloads to AWS: Sales Battlecard for Partners

Partner Funding Programs & Incentives

On-Prem VMware Customers
Move from VMware (on-prem or other cloud provider) directly to AWS:

- **Migration Acceleration Program (MAP)** with incremental incentives for VMware migrations
- **Optimization & Licensing Assessment (OLA) Funding Program**
- **Windows Migration Accelerator (WMA) to EC2**

No-Cost Assessment through VMP
Do an assessment (in the style of MMP) to build insight into the environment

➢ **Partner gets up to $50k**

NEW: Managed Services Incentive - Partner Cash

➢ **Additional $100 per VM for all migration-competent partners (MSP competency not required)**

For Existing VMware on AWS Customers
VMware Modernization Program (VMP) - Partner Cash
VMware Modernization Program (VMP) provides partner cash to qualifying partners to support the move to EC2/serverless/cloud native

➢ **Partner gets up to 30% of ARR post move to AWS ($250K max)**

VMA (Service Credits)
VMware Migration Accelerator (VMA) provides customers credit offsets to support the move from VMware to EC2 (any OS)

➢ **Customer gets up to $400/server ($1M max)**

AWS Funded ISV Migration Tooling Offer
Migration competency partners and MSPs can take advantage of AWS-funded ISV tooling software to accelerate the assessment, migration, and management of VMware workloads to AWS. ISV offer is stackable with MAP-eligible opportunities.

Prospecting Questions

Impact Assessment

- Does the Broadcom acquisition change any of your plans in regard to VMware and on-premises workloads?

Migration/ Modernization Discussion Openers

- How many VMware VMs do you have on-premises today?
- Have you faced any increase in costs to operating your data center? What were those increases?
- Do you have an Enterprise License Agreement (ELA) with VMware or a renewal date on the horizon?
- Were you part of any programs/incentives offered by VMware that are no longer available?

Assessing Modernization Readiness

- Have the changes at VMware by Broadcom caused you to evaluate the public cloud option?
- Do you have plans to switch hypervisors/technologies as part of your modernization strategy?
- What refactoring would be involved in switching virtualization technologies, and what is the projected time to implement these changes?
- Would you be open to meeting with our AWS migration team to learn about options for renewals that will consider cloud migration/modernization path?

Call to Action

- Identify VMware workloads within your customer base.
- Offer an OLA to assess the customer environment and decide the best migration path.
- Leverage funding to accelerate migrations and offset costs to the customer.
- For additional information, please reach out to your Partner Development Managers.

Partner Opportunity Submission Process

- Submit opportunities via the ACE Pipeline Manager in APN Partner Central in collaboration with the assigned PDM and W-PSA.
- Use #VMWAREMODERNIZATION for VMP opportunities

Resources

- **Modernizing VMware Workloads to AWS Native Services: Strategic Insights for Leaders**
- **Partner Funding Program User Guide: MMP & VMP**
- **Funding Request Template For MVA**
- **Partner Sign-Off Template**
- **ISV Tooling Intake Form**
- **AWS for VMware Customer Webpage**

aws