



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 industries 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.

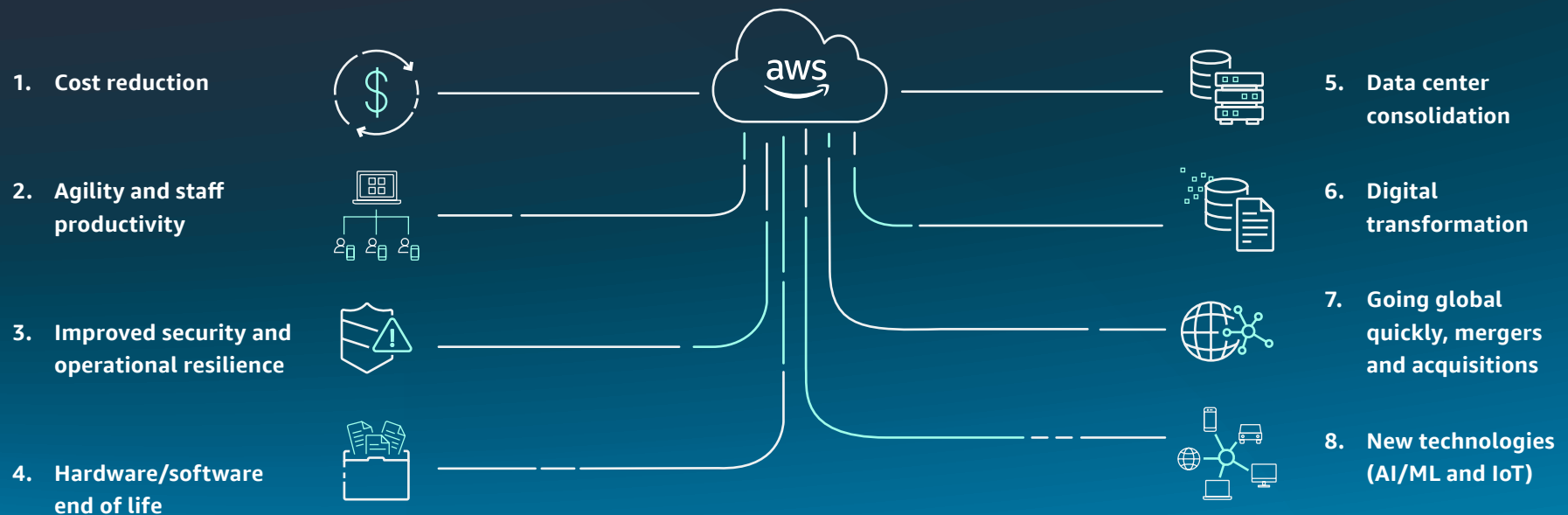


In many cases, the decision to migrate workloads to the cloud often starts with a desire to minimize not only the total cost of ownership, but also opportunity costs. For instance, you might be asking yourself:

- 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 leveraging AWS Migration Competency Partner solutions like those from Effectual.

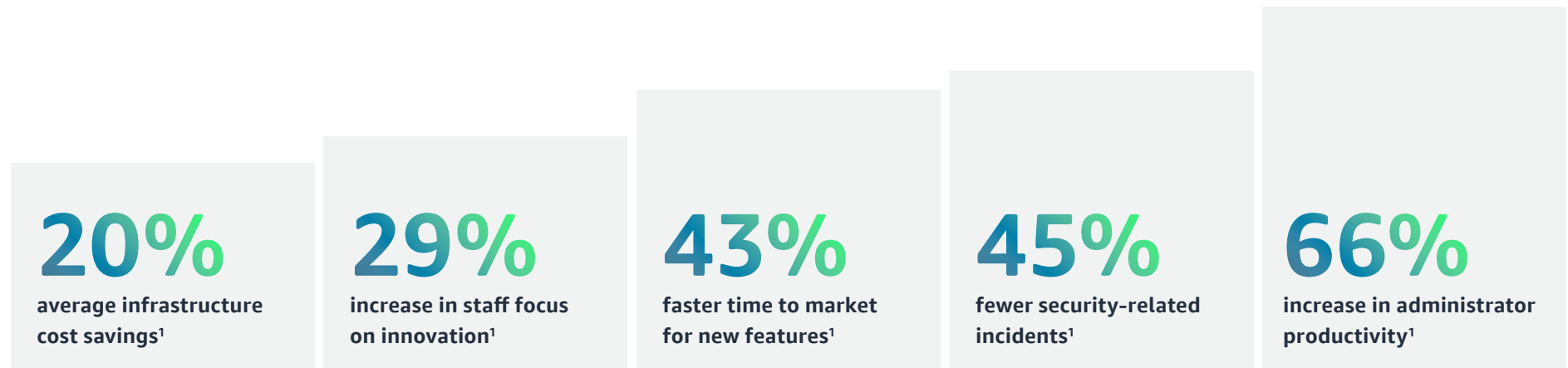
Business drivers for migrating to the cloud



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 such as Effectual by your side, you can anticipate those challenges and accelerate your migration to achieve benefits faster.

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.³



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 (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.⁴



Better performance: Achieve 2x better performance when you run your SQL Server workloads on an Amazon EC2 R5b.8xlarge instance.⁵



Higher reliability: By moving your Windows workloads to AWS, you can realize a 98% reduction in unplanned downtime.⁶

³ IDC [The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud](#) June 2019

⁴ Enterprise Strategy Group [Reduce Licensing and Infrastructure Costs while on the Move to the AWS Cloud](#) April 2022

⁵ Principled Technologies [Deliver better performance for transactional database workloads at a lower cost by choosing an Amazon EC2 R5b instance](#) March 2021

⁶ IDC [Navigate Disruption and Drive Positive Business Outcomes with Cloud Migration](#) July 2020

Migrate Microsoft workloads seamlessly with Effectual

Effectual helps you migrate complex Microsoft workloads to AWS for greater scalability, performance, and 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 bolsters rapid agile development with 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 and architectural guidance. 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 ›](#)



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

Mainframe on AWS— goodbye, big box

Customers today, across a variety of industries, want to modernize their mainframe-based applications to take advantage of the cloud and innovate with the years of business knowledge built into their systems. Augmenting, refactoring, or replatforming mainframe applications to run on AWS allows organizations to benefit from the elasticity, scalability, and reliability of AWS infrastructure. Drive innovation with access to 200+ cloud services and build modern, scalable, digitally-native applications faster.

Modernizing your mainframe is simplified with AWS. Proven methodologies, specialized services, and best practices allow you to accelerate the process.



Cost savings: Once migrated to AWS, customers reduce costs by an average of 31 percent by removing the hardware and staffing costs of traditional mainframes. You can also gain additional efficiency through accelerated application development.



Specialized services: Break up and manage your complete migration with infrastructure, software, and purpose-built services like AWS Mainframe Modernization, which helps you augment, refactor, and replatform legacy applications and data.



Innovation: Gain flexibility to experiment and innovate with cloud services. AWS can help transform your legacy application to a modern language running on a modern stack. Deploy an agile development and test lifecycle while providing access to tools like analytics to derive more value from previously locked data.



Any application: From hybrid to high-performing, AWS is where you can build, run, and scale virtually any application.



Mainframe experts: Benefit from mainframe modernization experts and partners who will guide you through AWS best practice methodology for augmentation, automated refactoring, or replatforming.



32%

average decrease in time between
production releases for migrated apps

200+

AWS Services to drive innovation

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 Optimization and Licensing Assessment (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 200+ 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.

Derisk your Oracle database migration with Effectual

When planning an Oracle-to-AWS migration, you don't need to be a pioneer. Effectual can provide guidance and 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



CASE STUDY

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 ›](#)



60%

decrease in time to insights

29%

increase in staff focus on innovation



From VMware to AWS—unlock new possibilities

Migrating your VMware-based workloads to native AWS is about enhancing your capabilities and driving business transformation. As the longest-standing cloud provider with experience in helping VMware customers at scale, AWS is a leading choice to simplify your transition to the cloud. With multiple migration and modernization pathways, you can kickstart innovation by leveraging AWS's extensive portfolio of over 200+ services.

Migrate and modernize to AWS to leverage purpose-built services, programs, and incentives—and achieve more.



Optimized costs: Work with AWS and AWS Partners to start a no-cost assessment with an AWS Optimization Licensing Assessment (OLA) that will provide you with optimization and migration recommendations to reduce your costs on compute, storage and licensing to run and operate your workloads, even providing cost savings before you start to migrate to the cloud. Accelerate your migration with AWS Migration Acceleration Program (MAP), a comprehensive offering that provides tools to reduce costs and accelerate execution.



Migration approaches tailored to your business needs: There are many ways to migrate and modernize with AWS. Choose to lift and shift your applications to Amazon EC2, and optimize your workloads to replatform or re-architect them over time, according to your timeline. You can also take a full migration and modernization approach by leveraging purpose-built AWS tools and services for modernizing to containers and serverless or moving to managed services.



Global infrastructure: Experience increased scalability, enhanced security, and improved performance with AWS's extensive global infrastructure, unmatched reliability, and broad set of security services.



Innovation: Modernize your development, operations, applications, and data by leveraging AWS's extensive portfolio of services. Automate tasks such as provisioning, scaling, and management of computing resources to refocus on strategic initiatives.

Effectual's VMware Migration and Modernization Expertise

Effectual is a leader in VMware workload modernization and migration, with the knowledge and experience to help organizations use modern technologies to achieve desired business outcomes. Partner with Effectual to accelerate your modernization initiatives.

As a provider of end-to-end cloud services, Effectual can accelerate modernization initiatives through initial cloud strategy and readiness assessments, migration planning and execution, application development

and workload modernization, and cloud management services. Leveraging Effectual's expertise as an execution partner can allow customers to continue focusing on their day-to-day operations.

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



CASE STUDY

Heifer International Engages Effectual for a Rapid Data Center Evacuation to AWS, Resulting in Successful Migration of 110 Virtual Machines in Two Months

Challenge

Heifer International, a global non-profit focused on sustainable agriculture and community development, engaged Effectual to support a rapid data center evacuation of 110 virtual machines to AWS within two (2) months—the project aimed to enhance Heifer's operational efficiencies and disaster recovery capabilities.

Solution

Effectual successfully orchestrated the migration by conducting a comprehensive assessment, ensuring minimal disruption and downtime. Their strategic approach involved leveraging VMware HCX for seamless transfer, complemented by stringent testing phases to confirm system integrity post-migration. Heifer International benefitted from a robust, scalable cloud environment that boosts agility and supports future growth. This transition underscores Effectual's expertise in delivering resilient, cloud-based IT solutions tailored to the specific needs of non-profit organizations.



20%

reduction in total technology infrastructure costs

69%

decrease in unplanned downtime



Accelerate your modernization with Effectual and AWS programs

Proper support and guidance helps streamline the workload modernization journey. 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 works in tandem with your in-house IT teams to ensure a smooth, efficient cloud transition.

Following MAP, Minfy Technologies applies a three-phase approach:

1 Assess

Identify 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

Create 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

Execute the migration plan, test applications, and migrate workloads to AWS. Once you have, you can optimize for performance and spend.



Effectual Cloud Migration and Modernization Services

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

Partner with us to assess your workload architecture, develop testable blueprints, and configure security and automation capabilities for accelerating deployments.

When you are ready to move to the cloud, our team of seasoned Modernization Engineers™ does more than just “lift and shift” your applications.

We partner with you to develop a clear migration strategy for achieving your business objectives.

We work 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 can 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 how AWS and Effectual helped modernize legacy systems for Block \(NYSE: SQ\) ›](#)

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