Why move to the cloud?

By migrating some or all of their digital assets to the cloud, businesses can achieve transformational results. They can move and innovate faster, modernize aging infrastructure, scale globally, get better insights from their data, and restructure organizational models to create better customer experiences. By helping tens of thousands of organizations successfully migrate to the cloud, AWS has observed eight business drivers that emerge as the most prevalent motivators for moving to AWS. The AWS Migration Acceleration Program (MAP) was created to help businesses achieve their objectives quickly and efficiently, no matter what the business driver.

Business drivers for migration & modernization

Cost reduction

Digital transformation & Modernization

Agility and staff productivity

Improved security and operational resilience

Data center exit or consolidation

Data-driven organization

Going global quickly, M&A

Next gen technologies (e.g. AI/ML, IoT)
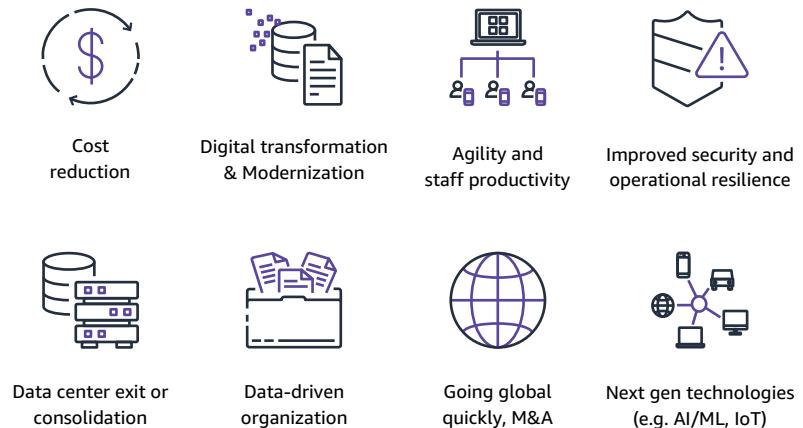
The AWS Migration Acceleration Program

The AWS Migration Acceleration Program is designed to help AWS customers achieve a range of business benefits by migrating existing workloads to AWS. The program provides an outcome-driven methodology that helps customers build strong AWS cloud foundations, accelerate and reduce risk of the migrations and helps offset the initial cost of migrations.

Up to
75%
increase in agility

31%
average cost savings

62%
more IT staff efficiency

By migrating to AWS, customers are able to retire their technical debt, enabling resources to be reinvested in driving innovation and business benefits. Thus, customers can focus on differentiating their business in the marketplace and taking advantage of new capabilities being built. Some of the Migration Acceleration Program customers include:

SAP   THOMSON REUTERS   hulu   3M   COMCAST

The Migration Acceleration Program provides a structured three-phased approach for migrating to AWS that includes extensive preparation and hands-on support for executing migration plans:

Assess
Customers understand their current environment through discovery and get an initial business case to understand costs and help size the benefits

Mobilize
Customers get a detailed migration plan with detailed business case—they build foundational capabilities and migrate first applications to gain experience and momentum

Migrate and modernize
Customers rapidly migrate and modernize their environments in multiple waves, optimizing at each. Customers can additionally leverage our global network of AWS partners and/or ProServ

AWS accelerates cloud migration and modernization initiatives with a proven methodology based on the following six pillars:

Methodology
MAP consists of an agile-based migration methodology that uses proven frameworks to evaluate a customer's capabilities and environment to reduce the cost and risk of migrations

Tools
AWS and our technology partners offer tools that reduce cost, automate and accelerate various aspects of migrations

Investment
AWS investments (in the form AWS service credits or partner investments) are intended to help customers offset one-time migration expenses, e.g., labor, training, and running parallel environments

Training
AWS offers a range of trainings to make IT professionals knowledgeable on AWS services, architecting on AWS, running cloud operations, and a specialty course—migrating to AWS

Partners
AWS competency partners have a proven track record of delivering large-scale migrations and having the people, process, and technology capabilities available to help customers

Professional Services
AWS Professional Services has successfully completed hundreds of migrations and captured those learnings in a set of cloud migration best practices available to customers and partners

Given AWS's extensive experience in customer migration, we have unmatched breadth and depth of service to migrate workloads. AWS has specialized solution architects, partners and professional services capabilities in each of the areas that bring workload-specific depth and breadth across each of the six-pillars of the Migration Acceleration Program. Additionally, there are further workload specific incentives depending on the scope of the migrations.

130+
AWS Migration competency partners, each with the experience, process, technology capabilities, and proven track record of delivering large-scale migrations.

VMWare · ERP [SAP/Oracle] · Analytics · MAP · Storage · Windows · Database · Mainframe · Connect
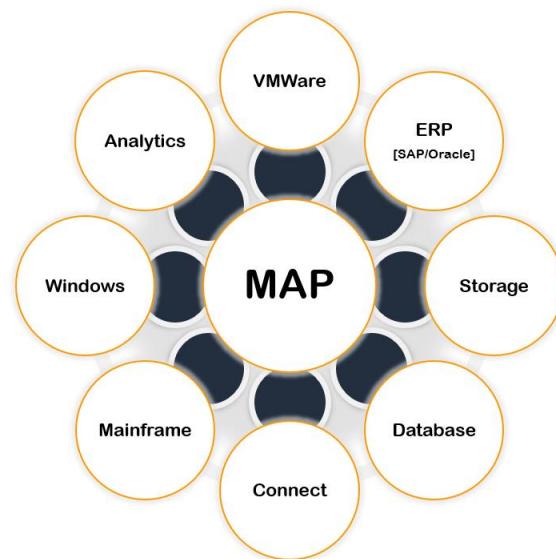
Are you ready to drive savings, agility, and improved resilience by migrating to AWS? Reach out to your AWS Account Executive to get started with a business case, readiness assessment, and start migrating!