



AWS FOR MICROSOFT WORKLOADS

Why customers run their Microsoft workloads on AWS

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REASON 1: WHY AWS?

Experience



“There is no compression algorithm for experience.”

MOST EXPERIENCE

16

years running Microsoft workloads in the cloud

GLOBAL REACH

105

Availability Zones in 33 geographic regions

MOST SECURE

143

security standards and compliance certifications

PACE OF INNOVATION

90

percent of what AWS builds is driven by customers

MOST FUNCTIONALITY

200+

fully featured services

CLOUD LEADER

13

consecutive years in Gartner 2023 Magic Quadrant

The most secure, extensive, and reliable Global Cloud Infrastructure

FOR OVER 18 YEARS, AWS HAS BEEN DELIVERING CLOUD SERVICES TO MILLIONS OF ACTIVE CUSTOMERS AROUND THE WORLD



33 Regions

with announced plans for 5 more in Germany, Malaysia, Mexico, New Zealand, and Thailand

105 Availability Zones

with announced plans for 15 more

600+ Points of Presence

and 13 regional edge caches

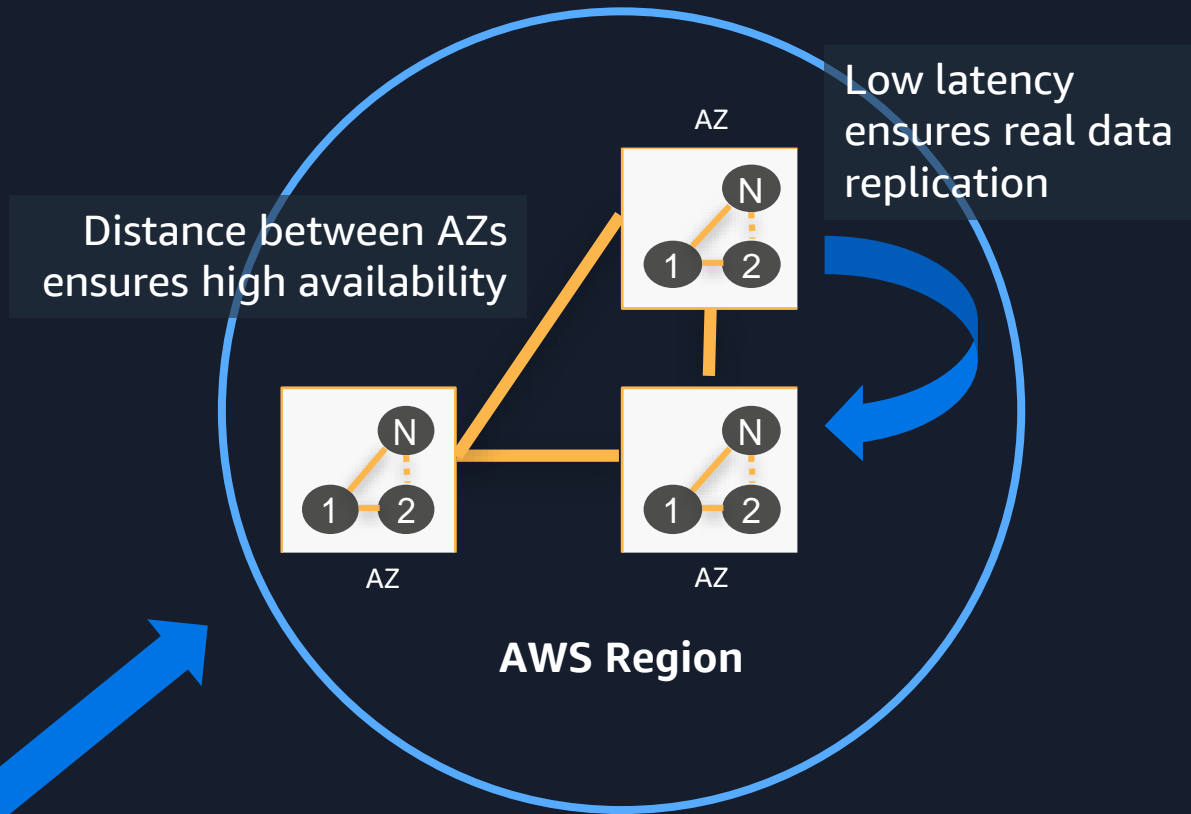
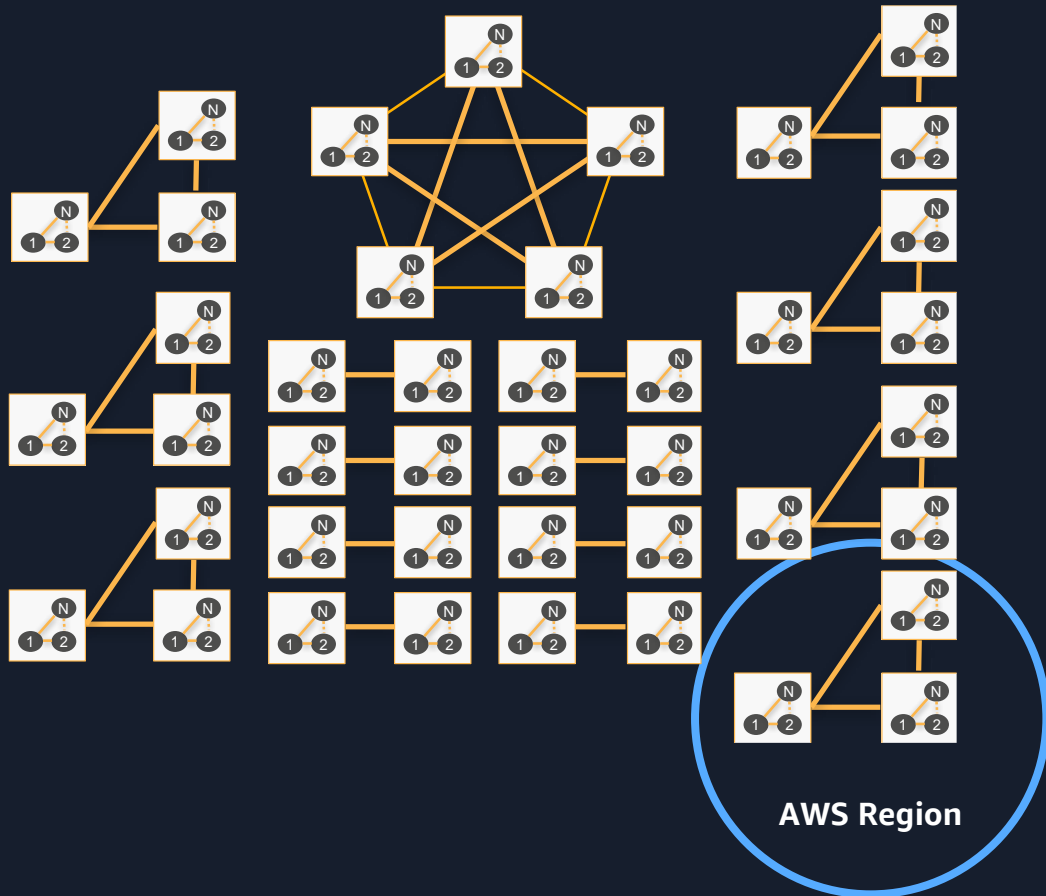
39 Local Zones and **29** Wavelength Zones *for ultralow latency applications*

245 countries and territories served

115 Direct Connect locations

Regions and Availability Zones

SAME WORDS, DIFFERENT MEANINGS



The AWS Region and Availability Zone model has been **recognized by Gartner as the recommended approach** for running enterprise applications that require high availability.

Architected to be the most flexible and secure cloud computing environment

BUILT TO SATISFY SECURITY REQUIREMENTS FOR THE MILITARY, GLOBAL BANKS, AND OTHER HIGH-SENSITIVITY ORGANIZATIONS



CERTIFICATIONS

AWS supports **143 security standards and compliance certifications** — more than any other major cloud provider — including PCI-DSS, HIPAA/HITECH, FedRAMP, GDPR, FIPS 140-2 & NIST 800-171



SERVICES & FEATURES

Backed by a deep set of cloud security tools with **over 300 security, compliance, and governance services and features** — more than any other major cloud provider



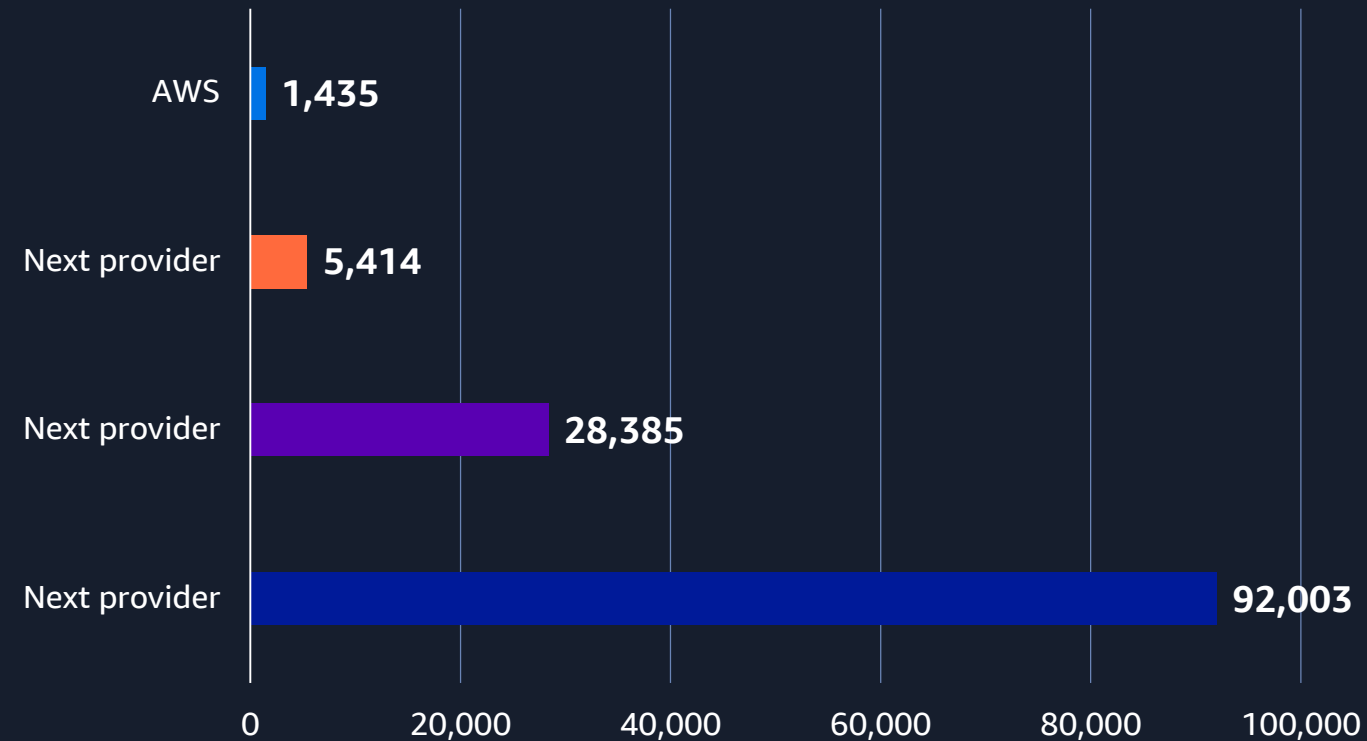
ENCRYPTION

All 117 AWS services that store customer data offer the ability to encrypt that data

Year over year, AWS has less downtime hours across services

DOWNTIME HOURS = DOWNTIME HOURS PUBLISHED * REGIONS IMPACTED * SERVICES IMPACTED

of downtime hours by cloud provider in 2023



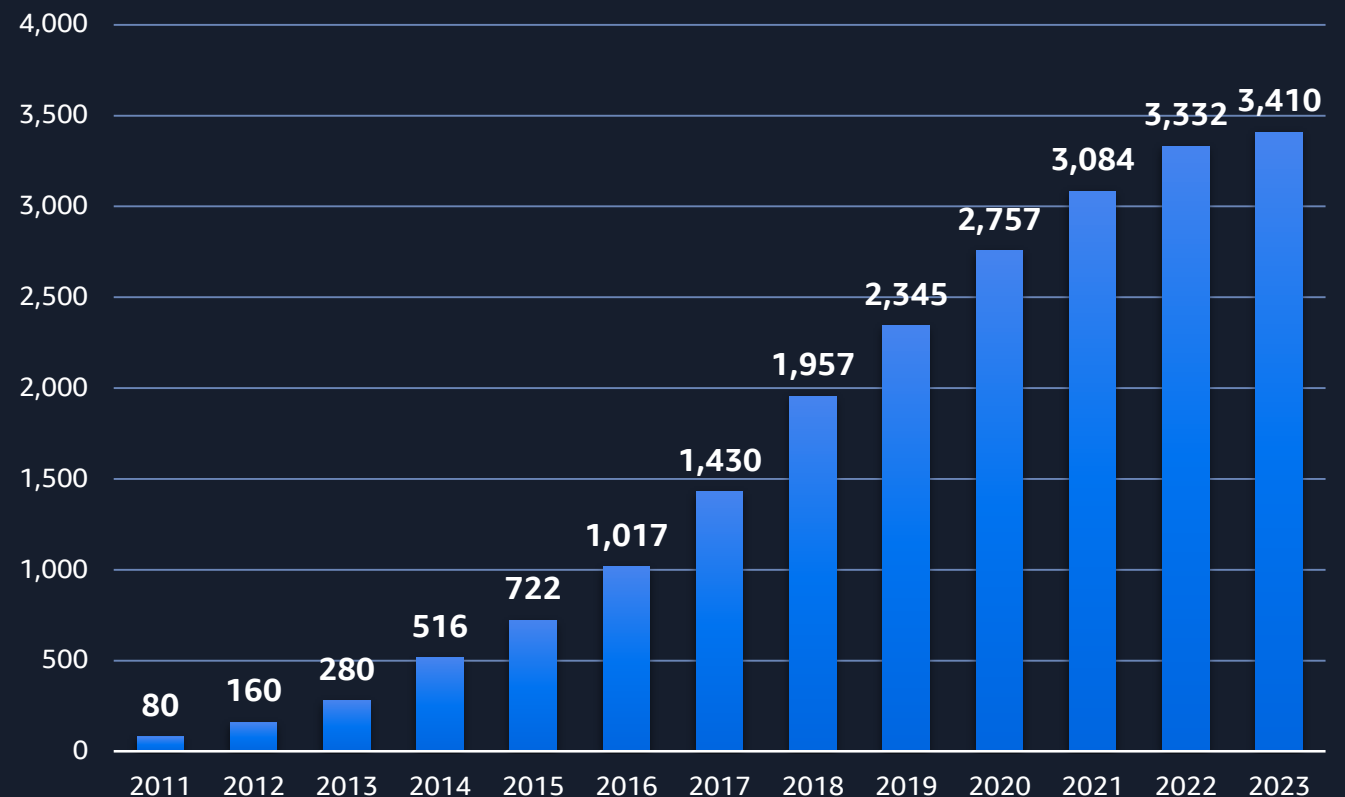
Customers drive our fast pace of innovation

LEVERAGE THE LATEST TECHNOLOGIES TO EXPERIMENT AND INNOVATE MORE QUICKLY

“At AWS, **90% of what we build is driven by what customers tell us matter to them.** The other 10% comes from things that may not be directly articulated, but where a deep knowledge of customer needs and pain points allows us to invent new features and services that will surprise and delight them.”

Daniel Slater
Worldwide Lead, Culture of Innovation
AWS

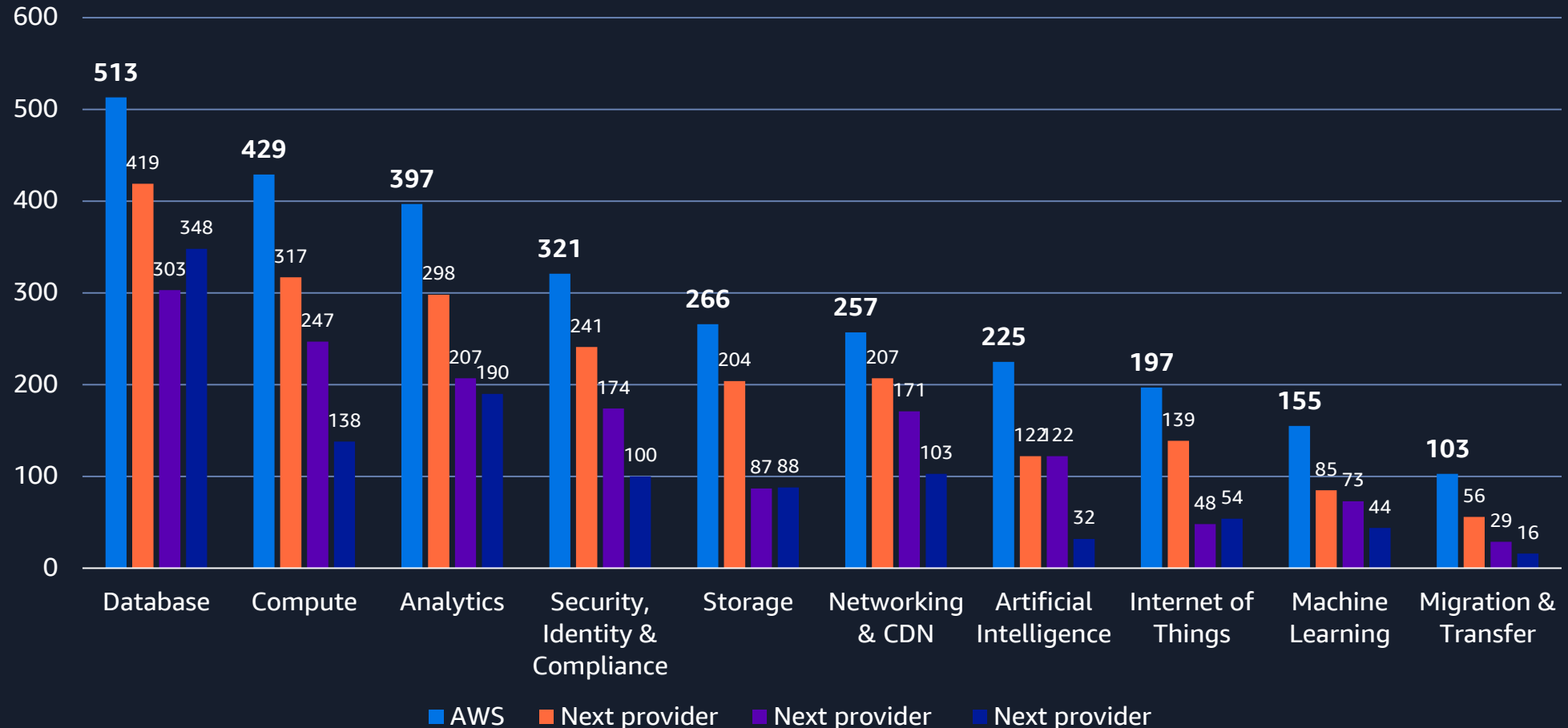
of AWS services and features released each year



Over 200 services with the deepest functionality

AMAZON ELASTIC COMPUTE CLOUD (AMAZON EC2) OFFERS OVER 750 GENERALLY AVAILABLE INSTANCES—MORE THAN ANY OTHER MAJOR CLOUD PROVIDER

Total # of features by cloud provider



REASON 2: WHY AWS?

License flexibility



2 flexible options for your Microsoft licenses on AWS

OPTION 1: BRING LICENSES

DEPLOY ELIGIBLE APPLICATIONS ON AWS
BY BRINGING YOUR OWN LICENSES (BYOL)

Reduce costs by leveraging existing licensing investments

Extend software lifecycles without additional hardware costs

Expedite cloud migrations by using existing VM images

OPTION 2: GET LICENSES FROM AWS

CHOOSE AWS INSTANCES THAT INCLUDE
THE COST OF LICENSING

Pay as you go with no upfront costs or long-term commitments

Fully control when you are billed

Get out of the business of managing license compliance

Licenses are a powerful driver of migration cost savings

RESEARCH SHOWS THAT LICENSES ARE A SIGNIFICANT PART OF THE TOTAL COST OF OWNERSHIP

That's why we recommend the **AWS Optimization and Licensing Assessment (OLA)** to all our customers—new and existing. This complimentary program assesses and optimizes your current on-premises and cloud environments, based on actual resource utilization, third-party licensing, and application dependencies.

Analysis of 300 OLAs¹ showed:

77%

savings on Microsoft
Windows Server licensing

45%

reduction in Microsoft SQL
Server licensing compared to
on premises

98%

of customers were able to
migrate without additional
license investments

¹ Enterprise Strategy Group, [Reduce Licensing and Infrastructure Cost](#)

REASON 3: WHY AWS?

License freedom



Let's face it: Microsoft licensing is expensive

BREAK FREE FROM THE PUNITIVE TERMS AND HIGH COST OF MICROSOFT LICENSING

SPEED UP YOUR INNOVATION

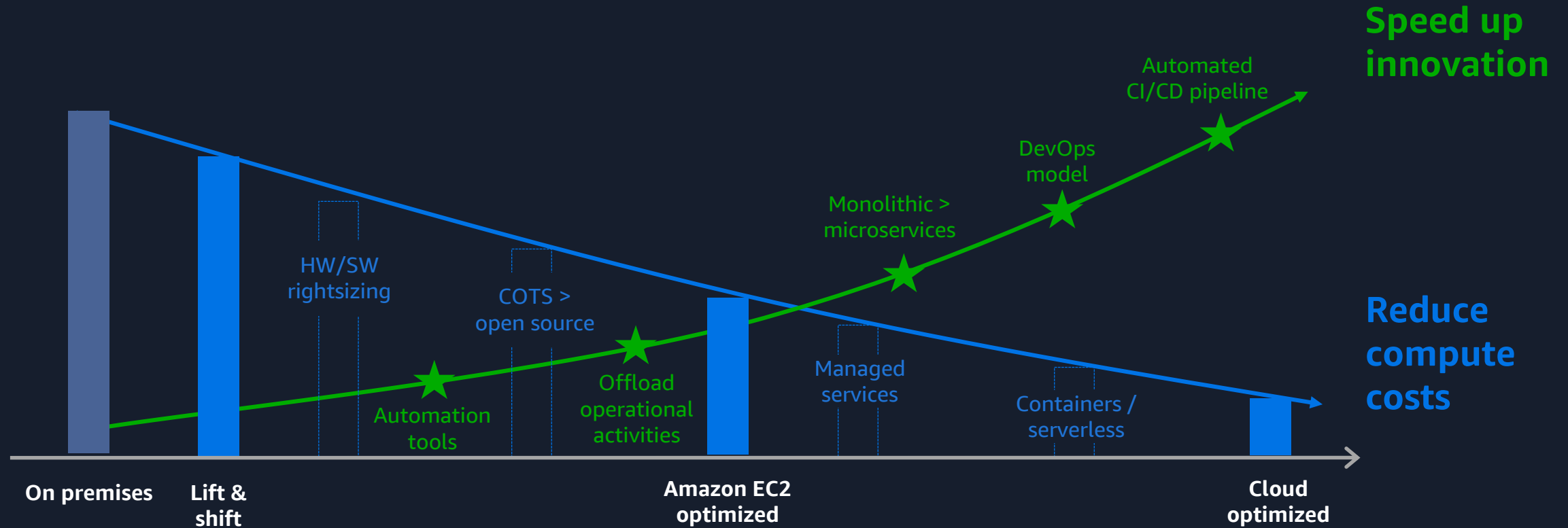
Consider open-source alternatives and technologies built specifically for the cloud.

This could include:

- moving from Windows Server to **Linux**
- porting applications from .NET Framework to **.NET**
- decomposing monoliths to **microservices**
- implementing DevOps with **container and serverless** technologies
- transitioning your data tier to **Amazon Aurora** and other purpose-built databases

The AWS Cloud modernization journey

MIGRATE > OPTIMIZE > MODERNIZE



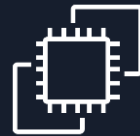
Common pathways for Microsoft workloads

TAKE FULL ADVANTAGE OF THE CLOUD

REHOST

MIGRATE

Self-managed applications and databases run on virtual machines
No code changes



Amazon EC2
Windows



Microsoft SQL Server
on Amazon EC2 Windows

REPLATFORM

CONTAINERIZE

Automation and CI/CD
Portability and predictability
Minimal code changes



Amazon
ECS



AWS
Fargate



Amazon
EKS

REFACTOR

.NET 6+

License freedom
Performance and security
Cross-platform

.NET

SERVERLESS

Pay as you go
Build fast
Scale effortlessly



AWS Lambda

MOVE TO MANAGED SERVICES

Managed provisioning, backups,
patching, monitoring, and scaling
No code changes



Amazon RDS for SQL Server

PURPOSE-BUILT CLOUD DATABASES

High performance and scalability
Saves on licensing costs



Amazon
Aurora



Amazon
DynamoDB



Amazon
Neptune



Amazon
Redshift

Windows
applications

SQL Server
databases

RECAP: Why AWS for Microsoft workloads?

- 1** AWS has been **helping customers** migrate their Microsoft workloads to the cloud **since 2008**—*longer than any other major cloud provider*—and has **earned the trust of millions of active customers**.
- 2** You get **license flexibility**—BYOL and license-included—plus an optimization and licensing assessment to get started.
- 3** You can eliminate Microsoft licensing and enjoy **license freedom**. Begin your cloud modernization journey today!

Next steps

1

WATCH

*Modernize your
Microsoft
workloads*

Parts 1 & 2

2

ENGAGE

our AWS specialists

3

SCHEDULE

your Optimization
and Licensing
Assessment (OLA)

Links in description below

Thank you!

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