



The beginning of your AWS cloud journey

Realize efficiencies, minimize costs, and protect from WS/SQL Server 2012 end of support, with migration services from TD SYNEX and AWS.

Why are businesses turning to the cloud?

More of your customers are turning to the cloud as way to optimize their IT – including by migrating their Windows and Microsoft workloads to AWS.



Cost optimization

Your customers need to reduce their IT costs. Licenses need to be optimized and applications modernized to achieve this.



Datacenter exits

Companies want to get out of datacenters because of M&A, divestiture activity, or cost cutting initiatives involving hardware contracts and real estate leases.



End of support

Customers are spending millions for custom support agreements to stay in compliance while running legacy technology such as Microsoft SQL Server 2012 and Windows Server 2012.



Cloud journey

Many organizations are targeting digital and cloud transformation without the capabilities to plan and execute fully.



Renewal

Hardware and license renewals are prompting customers to evaluate their technology investments and create a new path forward.



Infrastructure demands

Organizations that are growing or undertaking digital transformation need to upgrade their infrastructure demands from their infrastructure, but must stay cost-effective.

Why is licensing important?

Licensing is often underestimated as a method of optimization due to:

- Complexity
- Negative experiences of vendor licensing audits
- Worries over third party assessments.

In reality, undertaking a thorough licensing assessment can unlock savings throughout the migration process.

3x

The total cost of a company's licenses can be up to **three times** the cost of running the same workload on AWS Cloud.



Customers that run a Workload Migration Assessment are **58% more likely** to start a migration.



Customers that have run a Workload Migration Assessment start their migrations **34% faster**.

Source: AWS

If you can lead your customers' migration to AWS, you can seize valuable opportunities.

Achieve great outcomes with the Workload Migration Assessment

The Workload Migration Assessment from AWS and TD SYNnex allows new and existing customers to assess and optimize their on-premise and cloud environments before migration starts, based on:

Actual resource utilization



Third-party licensing



Application dependencies



Creating benefits before migration begins

Resource rightsizing

- Access total picture of compute resources
- Reveal accurate utilization requirements
- Find the right options for the customer's environment

Cost reduction

- Get more value from existing licensing entitlements
- Configuration that reduces unnecessary licenses
- Maintain highly performant applications

Pay for what you need

- Avoid unnecessary licensing costs and vendor lock-in
- Use Bring Your Own License (BYOL) instances
- Enable seasonal workloads and support experimentation



Reduce costs on licensing entitlements at an average of **36%**.*



Save **77%** on Windows Server licensing.*



Save **45%** on SQL Core licensing.*

*Enterprise Group/Evolve, April 2022

Protection from end of support for Windows and SQL Server 2012

The end of support from Microsoft for SQL Server 2012 (July 2022) and Windows Server 2012 and 2012 R2 (October 2023) mean it's more vital than ever to assess where your critical workloads are located.

If your reliant on SQL Server 2012 or Windows Server 2012 or 2012 R2, your business is at risk of reduced security and increased vulnerability.

The Workload Migration Assessment can pinpoint your biggest risks, which can then be mitigated by migration to the AWS cloud.



Windows Server

We help customers with migration to the latest, supported versions of Windows Server on AWS, without any code changes.



SQL Server

We provide 3 options for SQL Server workloads: rehost to SQL on EC2, replatform to RDS or refactor to AWS purpose-built databases.

There's never been a better time to migrate your legacy applications to AWS.



How it works

Step
01

Data collection

A deep dive into the customer's environment and infrastructure, using AWS discovery tools and existing customer data.

Step
02

Platform performs analytics and creates cost models

In-depth analysis of the IT estate with recommendations built from compute needs and customer objectives.

Step
03

Results deck created

A digestible deck giving customers the full picture of their Workload Migration Assessment results.

Step
04

Drive and accelerate migrations with TD SYNnex

A targeted migration strategy built from the Workload Migration Assessment.



Migrate to the most effective cloud for Microsoft and Windows workloads

By migrating your customers' workloads to the AWS cloud, you can help them reduce costs, improve resiliency, gain agility and enable rapid innovation. With a complete and proven approach to migrating workloads, AWS can help you realize, measure and communicate the tangible benefits of migration.

AWS has the solutions to deliver the business outcomes your customers need, whatever challenge they need to solve.



Agility and staff productivity

29% increase in staff focus on innovation



Datacenter consolidation

66% increase in administrator productivity



Digital transformation

43% lower time to market for new features



New technologies

20% increase in staff focus on innovation



Expansion, mergers and acquisitions

60% decrease in time to actionable insights from when data is made available



Improved security and operational resilience

45% fewer security incidents per year



Hardware and software end of life

9% reduction in unplanned downtime

Source: The Business Value of Migration to Amazon Web Services, The Hackett Group, Jan 2022

Why AWS?

Microsoft workloads

- AWS has been running Microsoft workloads in the cloud longer than anyone else.
- Extensive global cloud infrastructure, recognized by Gartner.
- Most secure cloud environment available.
- Significant savings in deployment size and licensing.

Windows Server

- More Windows Server workloads than any other cloud.
- Proven and innovative services and programs for Windows Server.
- Drive new agility in the way customers build and deliver services.
- Save up to 77% in licensing through migrating to AWS.

SQL Server

- Reduce TCO by up to 50%.
- 2.7x faster performance vs. the next largest cloud provider.
- 68% better price-performance vs. next largest cloud provider.
- AWS Launch Wizard for SQL Server creates simpler end-to-end experiences.



Migration solutions that unlock potential

Partner with TD SYNnex to undertake your customers' AWS migrations to benefit from our unique position at the center of the technology partner ecosystem. Our compelling solutions are designed to empower our customers and their end users to unlock their full potential.



Modernize infrastructure

Improve operations, cost-optimization and flexibility with modern public cloud solutions.

Customer outcomes

- Run legacy (EOS/EOL) and new workloads more efficiently
- Adopt a modern, scalable and more cost-effective commercial model for your workloads
- Future-proof operations
- Improve operational efficiency



Modernize applications

Equip your customers with modern, sophisticated applications to become more agile, elastic and highly available.

Customer outcomes

- Run legacy and new workloads more efficiently
- Adopt a modern, scalable and more cost-effective commercial model for application workloads
- Increase speed to market
- Enrich and improve customer experiences
- Attract new customers
- Provide new digital experiences

Discover the TD SYNnex difference

As an AWS Distributor and Certified Migration Competency Partner, and with our extensive experience of cloud migrations, TD SYNnex opens the door to the AWS Migration Acceleration Program (MAP) and its financial benefits, while helping to modernize your business and your customers.

- Guidance through all necessary assets required to request and receive funding
- Management of all funding claims
- Delivery of AWS Assess, Mobilize and Migrate phases (for businesses without AWS architects)
- Administrative support (for businesses with AWS architects)

Our cloud and automation services

MAP Migration Assessments

MAP Mobilize Migration Planning

MAP Migration and Modernize Services

Staff augmentation to supplement your teams

Well-Architected Review (WARs)

24/7 management



Unlock more potential with TD SYNnex and AWS

Get in touch today to find out how we empower IT innovators, ecosystem partners and technology talent to achieve great outcomes.

Contact Us

About AWS

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

About TD SYNnex

TD SYNnex (NYSE: SNX) is a leading distributor and solutions aggregator for the IT ecosystem. We're 22,000 of the IT industry's best and brightest, who share an unwavering passion for bringing compelling technology products, services and solutions to the world. We're an innovative partner that helps our customers maximize the value of IT investments, demonstrate business outcomes and unlock growth opportunities. At our core, we're a company that cares. We care about our partners, our co-workers, our investors and the world around us. And we're committed to being a diverse, inclusive employer of choice and a good corporate citizen.