aws INNOVATE
MIGRATE. MODERNIZE. BUILD.

Exit virtualization lock-in, enter open source?

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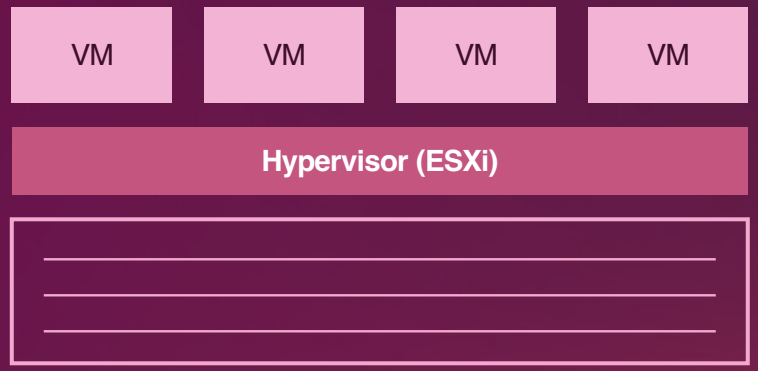
Agenda

- What virtualization is, and what Broadcom changed
- The four ways out, and why three of them move sideways
- Taking vSphere apart: an open source answer for each layer
- Kubernetes, EC2 and Linux — what fits where, and what does not
- How the migration actually runs
- The pattern behind all of this, and the next licence change

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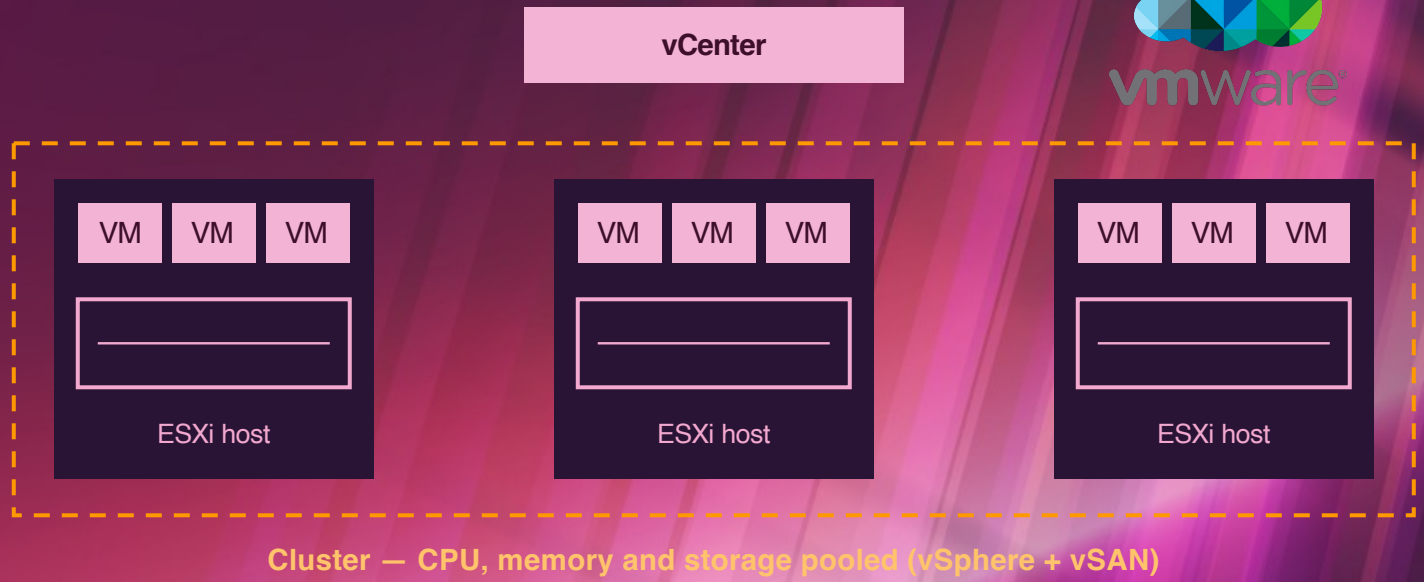
First, what are we talking about?

1 Virtualization



A thin software layer that lets one physical server run many independent computers, each believing it owns the hardware.

2 VMware cluster



- If a host fails, its VMs restart on another host automatically (HA)
- Workloads rebalance across hosts on their own (DRS)
- One console manages all of it (vCenter)

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Sources: IDC, Gartner, VMware Explore

VMware History

85-100 million workloads across private and public clouds*

More than 300,000 organizations

** VMware Explore 2022*

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VMware Market Position

Some quick facts:

- 85m to 100m VMware workloads in customer DC's globally (IDC)
  - 40% of those are in EMEA….so ~10m UK, ~8m DE, ~6m FR.
- VMware powers 85% of all workloads in on-premises data centers (IDC)
  - Windows, Linux, Containers and VDI
- Gartner analysis indicates 90% of Microsoft workloads run on VMware

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VMware History



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Customer Impact



VMware on-prem customers are experiencing significant price increases of 3x-15x due to changes in licensing model



Customers are under pressure to make quick decisions about renewals



Customers see risk in costs and quality with increased changes, less flexibility, declines in customer support from Broadcom



Gartner estimate 70% all VMW customers are evaluating alternative options and other competitors are actively pursuing them.

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VMware customers are at a decision point

Cost concerns will drive



of enterprise-scale VMware customers to migrate 50% of their virtual workloads by 2028

"[This is] an opportunity to change directions and build a new infrastructure strategy."

Source: Gartner, Inc., Using VMware Disruption to Jump-Start I&O Transformation, 2025

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What does it all mean?

OPPORTUNITIES

For everyone who has any alternative solution

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What can customers do?

Customers facing renewals are evaluating their options



Stay on-premises and accept price increases and new subscription model at renewal



Stay on-premises and modernize (AWS Outpost, Containers, Nutanix, KVM, Proxmox i OpenStack)



Move to competing hypervisor (Nutanix, Hyper-V, etc)



Migrate to the cloud (AWS, Azure, GCP, Oracle, etc)

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Business drivers for cloud migration & modernization



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AWS Migration and Modernization Options

WAYS TO APPROACH YOUR MIGRATION AND MODERNIZATION JOURNEY

All cloud-native benefits and high ROI



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

AWS on-premises

- AWS Outposts
  - Managed DB
  - Containers
  - Amazon EC2

Alternative partner offerings

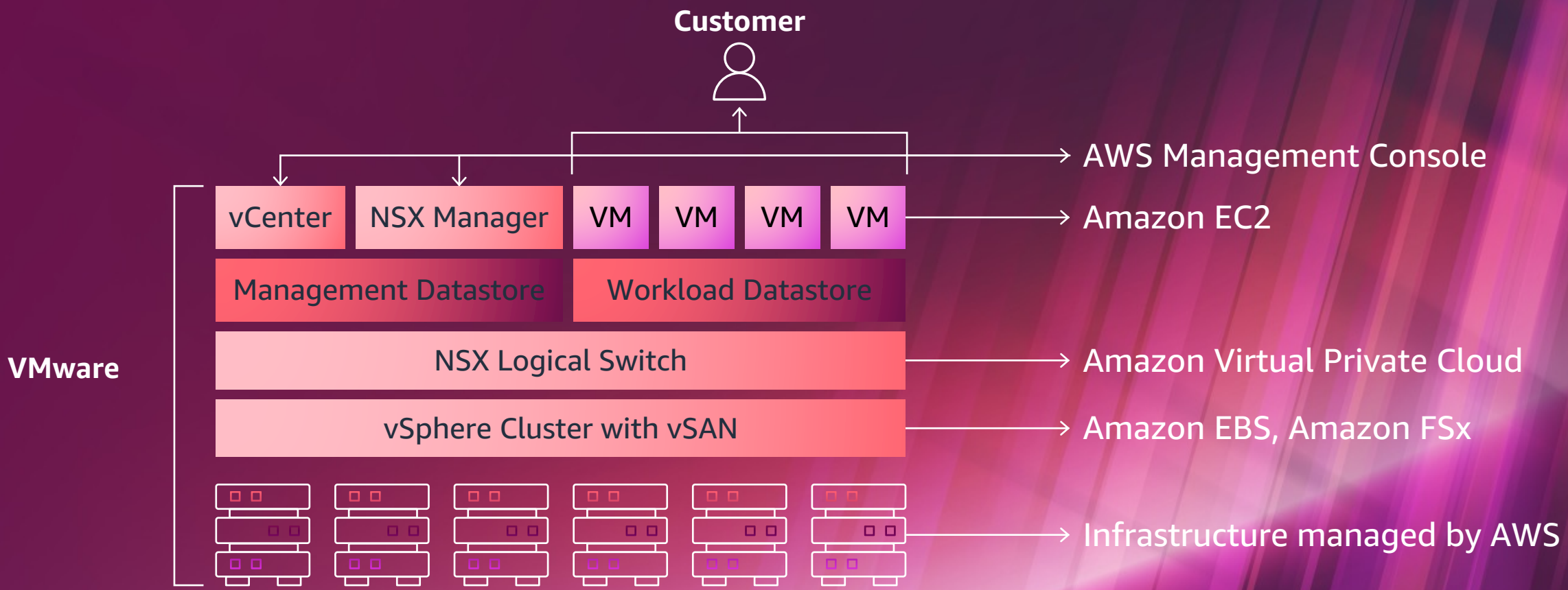
NUTANIX CLOUD CLUSTERS (NC2)

RED HAT OPENSHIFT SERVICE ON AWS (ROSA)

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**Nitro, a KVM-based hypervisor*

VMware to AWS native technology mapping



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MAP and migration approach

MIGRATION ACCELERATION PROGRAM

Assess

Rapid Discovery

TCO report

Migration Readiness Assessment

Business case/ Mig. Evaluator

Briefings & workshops

Immersion day

Accelerators

Mobilize

Portfolio

Detailed Discovery & planning

Planning & Governance

Detailed Business case

Migrate

Migration & modernization experience

Skills, Culture, Leadership & Change Mgmt

People

Landing Zone

Operating model

Security & compliance

Platform

Migrate & Modernize

Migrate

Operate & optimize

Modernize

Create a case for change

Build readiness through experiences

Accelerate transformation at scale

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Migration Tools

AWS Application Migration Service (MGN)



- Migrate applications to AWS with or without changes to applications or workflows.
- AWS MGN automates migration of VMware-based VMs to AWS.

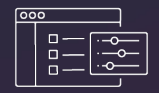
AWS Migration Hub



- Discover your existing VMware-based environment
- Analyze application components and infrastructure
- Group resources into applications

Migration Hub Journeys





Predefined expert approved migration templates



Collaboration across partners, practitioners and customers



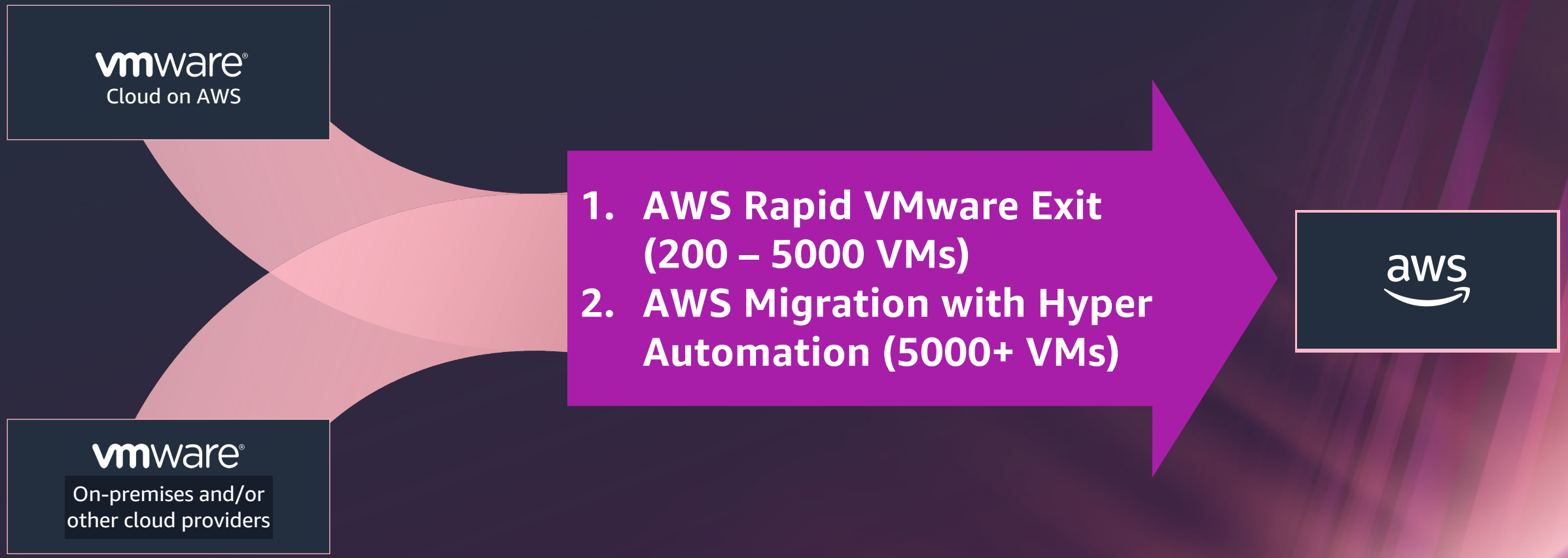
Prescriptive guidance and migration related tooling



Single pane of glass to track migrations

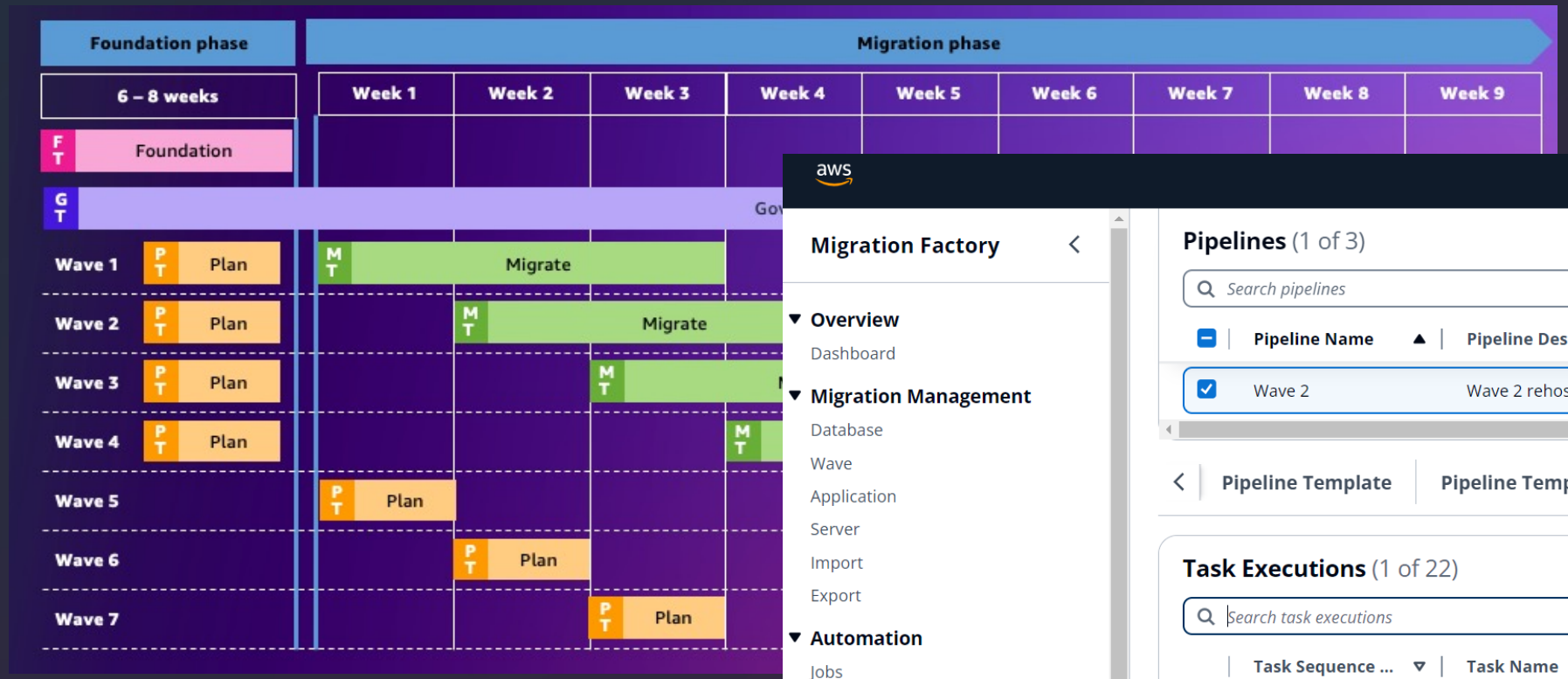
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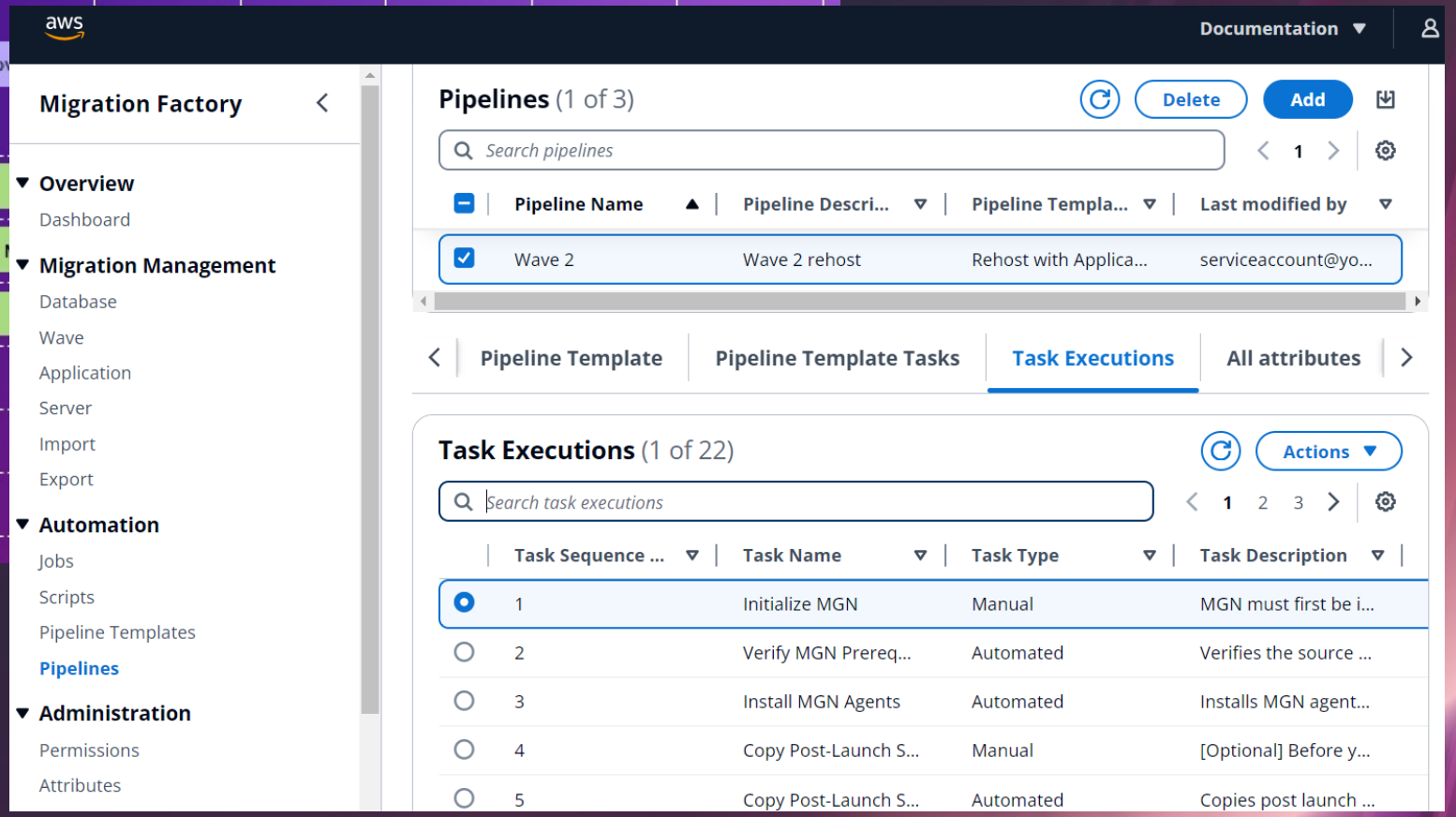
AWS Professional VMware Migration Services



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AWS Professional Services – Migration Factory





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Case Study: Danske Bank

AWS ProServe Hyper Automation Example

- June 2023, directive to move 30% of apps to public cloud by 2026
- **Requirements:** Minimal Business Impact, Minimise dual run costs, Prevent HW refresh CAPEX.
- AWS Professional Services develop automated migration for 1,000 apps, 17k servers & 60k containers
- **Results:** Accelerated migration by 40%, automated 80%+ of manual tasks, reduced migration costs by 50%

"Implementing the hyper-automation solution at Danske Bank has been a game-changer, yielding significant savings in time and costs. These freed-up resources are now powering value-driven initiatives that directly benefit our customers."

– - Ashish Shekhar, SVP – Head of Tech Platforms

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Partner Offerings

HELPING CUSTOMERS MANAGE RISK



cloud bridge

Cloud Bridge Shift: Seamless VMware to AWS Migration

The Time for Change is Now

Broadcom's recent acquisition of VMware has resulted in significant strategic changes, including the termination of VMware service sales through Amazon Web Services (AWS) and a substantial increase in renewal prices for existing VMware customers, reportedly by up to 1000% annually.

At Cloud Bridge, we offer expert guidance for a smooth, cost-effective and sustainable transition from VMware Cloud to AWS Native services. Our Cloud Bridge Shift service is specifically designed to minimize disruption and maximize efficiency, keeping you at the forefront of a rapidly evolving technological landscape.

Why Migrate to AWS Native Services with Cloud Bridge Shift?

Cost Efficiency: Transition to AWS native solutions and achieve significant savings compared to the rising costs on the VMware platform.

Rapid Assessment and Planning: Our service begins with a comprehensive, 48-hour assessment, providing you with an initial cost estimate and insights into potential funding programmes that could further reduce your expenditure.

Customised Solutions: From high-level to detailed technical design, we tailor the migration strategy to fit your specific needs, ensuring optimal performance and cost management.

Our Proven Migration Process

Stage 0
Pre-sales Engagement Within just 48 hours, we offer a detailed assessment of your current VMware estate, delivering an initial estimate for a like-for-like migration to AWS Native services. This includes projected AWS consumption and migration costs, plus details on available funding programmes.

Stage 1
High-Level Design We develop a high-level design and conduct a detailed analysis of your environment. The outcome is a robust design document outlining a proposed solution with refined and accurate AWS cost projections.

Stage 2
Low-Level Design and Migration Planning Our approach includes creating a detailed low-level design and a phased migration plan. This stage ensures that both your technical environment and business operations are fully prepared for the transition to AWS. We tailor the migration strategy to fit your specific needs, ensuring optimal performance and cost management.

Stage 3
Rapid Migration We execute the migration of your VMware Cloud environment to AWS Native services swiftly, focusing on minimising operational impact and downtime.

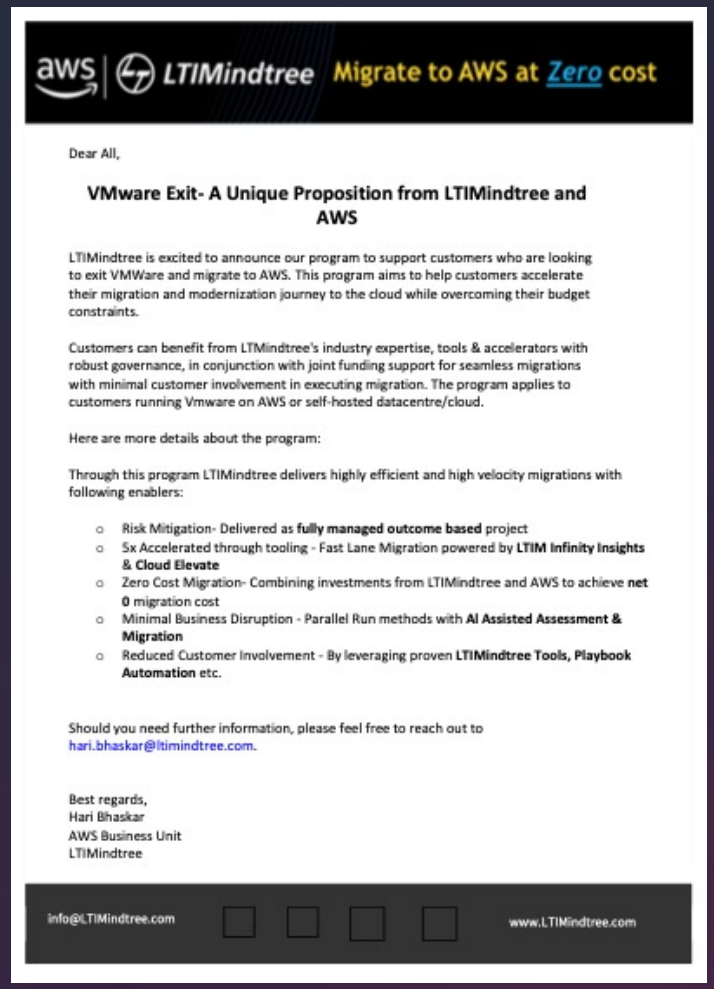
Make the Smart Move with Cloud Bridge Shift

Choose Cloud Bridge's **Shift** offering for a no-obligation estimate and discover how we can help your organisation achieve significant cost savings while enhancing operational efficiency with AWS Native services. We will actively leverage any appropriate funding programmes available to support the costs of your shift to AWS, ensuring an efficient and cost-effective transition. **Transition confidently with Cloud Bridge in as little as 90 days!**

ACT NOW TO ACHIEVE MAXIMUM SUPPORT ON FUNDING

email sales@cloud-bridge.co.uk
visit www.cloud-bridge.co.uk

cloud bridge



aws | LTIMindtree Migrate to AWS at Zero cost

Dear All,

VMware Exit- A Unique Proposition from LTIMindtree and AWS

LTIMindtree is excited to announce our program to support customers who are looking to exit VMWare and migrate to AWS. This program aims to help customers accelerate their migration and modernization journey to the cloud while overcoming their budget constraints.

Customers can benefit from LTIMindtree's industry expertise, tools & accelerators with robust governance, in conjunction with joint funding support for seamless migrations with minimal customer involvement in executing migration. The program applies to customers running Vmware on AWS or self-hosted datacentre/cloud.

Here are more details about the program:

Through this program LTIMindtree delivers highly efficient and high velocity migrations with following enablers:

- Risk Mitigation- Delivered as **fully managed outcome based** project
- 5x Accelerated through tooling - Fast Lane Migration powered by **LTIM Infinity Insights & Cloud Elevate**
- Zero Cost Migration- Combining investments from LTIMindtree and AWS to achieve **net 0** migration cost
- Minimal Business Disruption - Parallel Run methods with **AI Assisted Assessment & Migration**
- Reduced Customer Involvement - By leveraging proven **LTIMindtree Tools, Playbook Automation** etc.

Should you need further information, please feel free to reach out to hari.bhaskar@ltimindtree.com.

Best regards,
Hari Bhaskar
AWS Business Unit
LTIMindtree

info@LTIMindtree.com www.LTIMindtree.com



Nordcloud | aws

Migrate your VMware to AWS for $0

VMware costs are increasing this year, but there's no need to find extra budget.

We make it easy to migrate to AWS – for $0
(based on the AWS MAP program, including additional funding for VMware migrations)

Take the **the fastest, simplest, most cost-effective and lowest risk journey to the cloud** – in 2 steps.

Step #1:
Assessment of your VMware (on-premises or on AWS)

Our experts will:
- Assess your VMware stack (on-premises or on AWS)
- Evaluate your current/ future TCO
- Create your migration plan

Step #2:
Migration to cloud-native AWS

Our experts will help you:
- Leverage AWS migration funding
- Migrate to AWS cloud-native services
- Optimise to maximise cloud-native benefits

Why migrate with Nordcloud:
The benefits

Future-proof cloud: With long-term AWS value

Peace of mind: Funding available from AWS for migration

Clarity on costs: You understand your current and future TCO

Expert cloud partnership: We help you get started, solve challenges and realise cloud opportunities

Lower TCO: Zero upfront costs, and our migration clients typically lower their TCO in cloud

Becoming more cloud native: You unlock new digital capabilities and improved operational efficiencies in cloud

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Thank you!

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