Reduce Your Licensing Costs and Modernize Your Enterprise Workloads on AWS

Rightsizing and modernization of your environment in the cloud

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Foreword

By migrating Enterprise workloads like Microsoft, VMware, Oracle, or SAP to the AWS Cloud, organizations across the globe can maximize price-to-performance and reap the benefits of modernization.

Amazon Web Services Optimization and Licensing Assessment (AWS OLA) shows you how to save on third-party licensing costs and run your resources more efficiently. The assessment will enable you to model your deployment options using your existing licensing entitlements and reduce costs at an average of 36% in the process. [1]

In 2021, a third-party analysis of over 300 OLAs showed that on average customers can save 77% on Windows Server licensing and 45% on SQL Core licensing costs (when migrated to Dedicated Hosts in AWS). It also showed that the third-party licenses cost represent on average 3 times the compute, storage, and networking cost on AWS. Licensing costs are a significant part of the total IT environment and need to be taken into consideration when the migration to the cloud. [2]

Cost optimization in the cloud

Alongside access to best-in-class technologies and increased scalability and security, cost reduction is a persistent and universal driver behind cloud adoption. The idea of reducing the expenditure that comes with traditional on-premises infrastructures is an attractive benefit for organizations of all sizes, across every industry.

Whether it's budget-consuming maintenance that's hurting your bottom line, purchasing expensive hardware, or paying upfront for extra server resources, costs can accumulate fast. That's why an increasing numbers of companies are looking to the cloud to optimize their finances.

AWS offers different pricing models to suit your needs that can match capacity to demand and identify and correct resource wastage.

However, even with the availability of different pricing models, cost optimization has repeatedly been ranked as the top cloud initiative for businesses for half a decade.[3] This is in many ways unsurprising; after all, what business doesn't prioritize cost reduction? It speaks to the challenges organizations face when attempting to keep costs low and the constant need to discover inventive ways of doing so. One often overlooked area to save money is third-party licensing costs.

Do your bills match your usage?

55% of businesses rank understanding the implications of licensing costs as the biggest software-related challenge in the cloud.[4] This is why it's best to evaluate your current cost vs usage before migration begins—you'll only need to worry about it later if you don't!

The OLA enables businesses to assess and optimize current on-premises and cloud environments, based on actual resource utilization, third-party licensing, and application dependencies. This allows you to build a migration and licensing strategy that can save time and costs when transitioning to the cloud.

Benefits of OLA

Rightsize your resources

Build an inventory of your compute resources and determine your utilization requirements to help optimally select the lowest-cost Amazon Elastic Compute Cloud (Amazon EC2) instance size and type for each workload. Use this data to determine the right blend of on-demand and spot instances, dedicated hosts, savings plan, and other options tailored to your environment.

Reduce costs

Without optimizing your cloud infrastructure, the cost of overprovisioning third-party licensing can exceed the cost of compute. Leverage the recommendations from the OLA to get the most value from your existing licensing entitlements by configuring your instances to require fewer licenses while still maintaining highly performant applications.

Pay for what you need

Use the results of the OLA to avoid unnecessary licensing costs and vendor lock-in. Model different licensing scenarios with license included or Bring Your Own License (BYOL) instances. Flexible licensing options enable you to drive seasonal workloads and support experimentation, as well as model dedicated environments, so you only pay for what you need.

How it works

AWS is uniquely positioned to run Microsoft workloads that require high availability. The AWS Cloud spans 85+ Availability Zones within 26 geographic regions around the world, with announced plans for 25+ more Availability Zones. For information on the latest regional coverage, availability zones, and edge locations, visit: AWS Global Infrastructure

This global network, combined with additional integrations including advanced analytics and machine learning tools available on the platform, enables you to get more out of your workloads. For example, running SQL servers on AWS delivers 68% price-to-performance improvement over other competitors. [5]

How it works

OLA

Assess the consumption, cost, and provisioning of your Microsoft workloads on-premises and on AWS.

Scope Workloads

Determine prospective workloads to optimize.

Collect Data

Collect utilization data for workloads, using the AWS Migration Evaluator or third-party tooling.

Analyze

AWS or AWS Partners analyze the data to model cost and optimization scenarios.

Plan

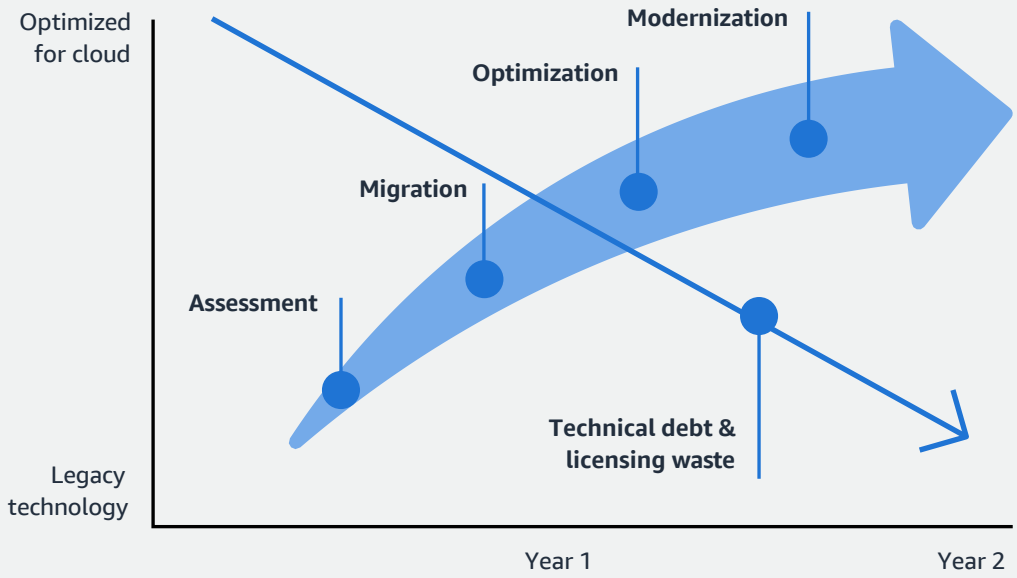
Review the results of your assessment and build your business case or start a migration proof-of-concept.

Understand your costs today to achieve savings tomorrow

Some businesses may choose to complete the OLA process themselves using resources such as the AWS Cost Explorer. Alternatively, you may wish to enlist the help of a qualified AWS partner. The AWS Partner Network is a global partner community of proven, qualified, and vetted partners ready to make your life easier throughout the entire migration process—including OLA.

Optimize the enterprise

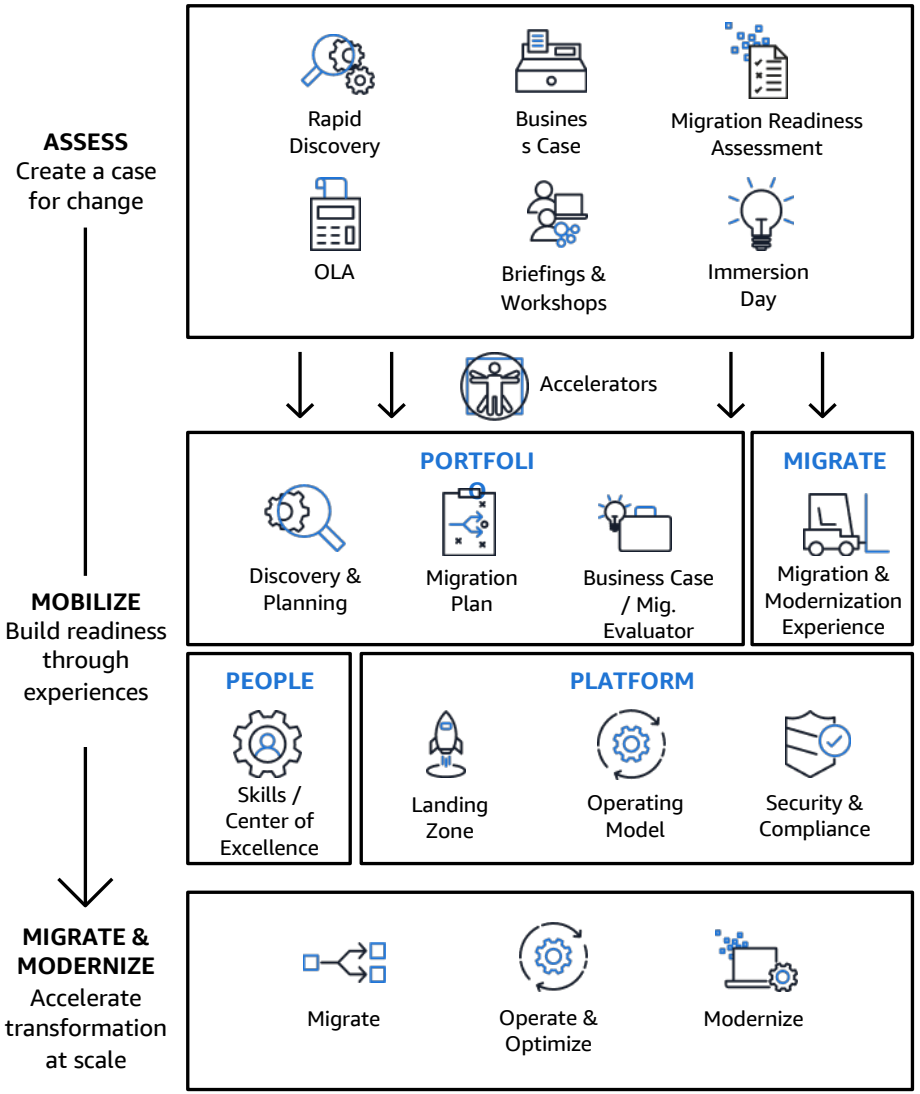
Typical customer journey



Cloud assessments are the foundations of your cloud migration journey. The current state of your applications, infrastructure, and workloads are evaluated together with business goals and challenges. We use the information collected and analyzed at this stage to create a tailored business case that will steer you towards cost optimization and cloud migration success.

Migration Framework

Using a proven framework greatly increases your odds of success and speed to market



Building momentum with a compelling business case and a capability assessment to address gaps

With over a million active customers and a global cloud presence, AWS has experience in helping organizations of all sizes migrate workloads to the cloud.

You can migrate any workload—applications, websites, databases, storage, physical or virtual servers—and even entire data centers from an on-premises environment, hosting facility, or other public cloud to AWS. Every step along the way, you can leverage AWS's years of experience to build your organizational, operational, and technical capabilities so that you can gain business benefits faster.

Creating a Case for Change

- Developing a compelling business case
- Aligning on an understanding of the capabilities required
- Establishing a roadmap for the activities to come
- Agreeing to a prioritized list of actions
- Insight into potential third-party license cost savings
- Gaining organizational commitment to the journey ahead
- Taking the first step

AWS OLA
Get insight in licensing cost after migration

AWS Migration Evaluator
Built a business case for migration

AWS Migration Readiness Assessment
Build a plan for migration

Hear what our customers are saying

"

"We needed a cloud-specific solution that would suit our business-critical SQL Server applications. Using an AWS Optimization and Licensing Assessment (OLA), we were able to not only find the AWS solution that was right for our applications, but also understand the most cost-effective strategy for migrating our workloads. Now that we've used OLA, we gained the visibility and knowledge to modernize our legacy applications—and business—on AWS."

Saleem Brahmanapalli
Vice President, Systems Engineering

Pearson

"

"Even before we migrated, AWS helped us prepare for our migration through an Optimization and Licensing Assessment (OLA) that helped us right-size our instances to control our costs during migration by 18-20%. After migrating our Windows workloads to AWS, we are able to scale up and down easily to handle fluctuating server traffic. Now, we have the freedom to focus on innovation instead of managing our physical servers, and improved our speed to upload and download applications."

Tommaso Salsetta
ICT Manager Italy

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Get started

The AWS OLA offers businesses a simple solution to evaluate the best options for cloud migration and reduced licensing costs. Organizations in sectors ranging from education to science to aviation have been able take advantage of the assessment as a basis to forming the right cost-effective strategy for choosing the right cloud-specific solutions they need.

Get started with AWS OLA ›

Sources
[1,2] 2022 Evolve Cloud Services; analysis of 300 detailed OLA assessments in 2021
[3,4] State of the Cloud Survey 2021, Flexera, 2021
[5] Principled Technologies benchmark study November 2021

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