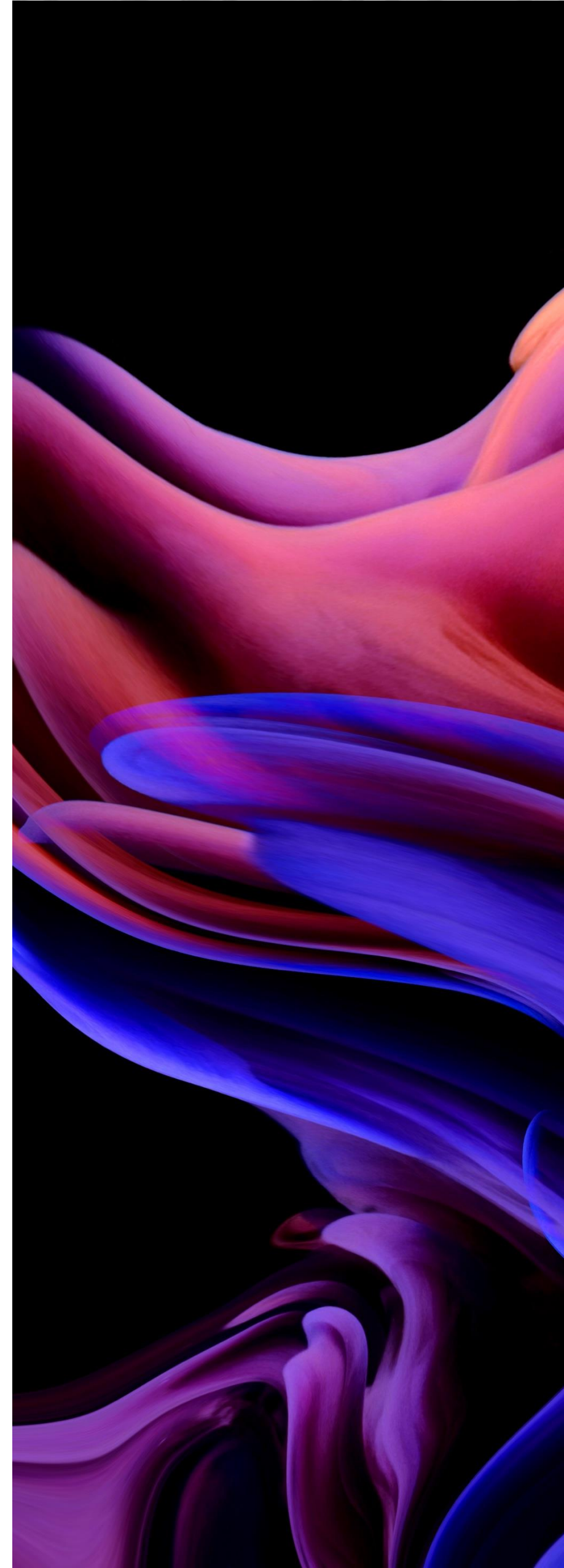


# Optimize Cloud Resources and Cut Licensing Costs

EBOOK



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## INTRODUCTION

# Migrate with confidence with a Workload Migration Assessment

Migrating enterprise workloads to the AWS Cloud helps organizations reduce costs, improve efficiency, and build a future-ready infrastructure. The AWS Workload Migration Assessment is a no-cost program that provides a data-driven path to optimizing your cloud migration. By analyzing your current environment—including infrastructure usage, storage, licensing entitlements, and application dependencies—the Workload Migration Assessment delivers actionable insights to reduce licensing costs, right-size compute resources, and avoid costly missteps.

Recent assessments show that customers can achieve significant savings across Microsoft, VMware, and database workloads by consolidating licenses and identifying underutilized resources. The assessment also helps avoid vendor lock-in and costly renewals by offering flexible licensing models, including Bring Your Own License (BYOL) and license-included options. These insights can be used to build a strong business case for migration, align your strategy with long-term goals, and future-proof your investments.

The Workload Migration Assessment gives you a clear view of your IT landscape, helping you make informed decisions, stay compliant, and optimize for cost, performance, and scalability.



# Cost optimization in the cloud

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

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

Amazon Web Services (AWS) offers different pricing models to suit your needs, such as the ability to match capacity to demand, as well as the ability to identify and correct resource wastage.

However, even with these resources at hand, cost optimization has repeatedly been a top cloud initiative for businesses for half a decade. This is in many ways unsurprising, after all, what business does not prioritize cost reduction? It does, however, speak 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 where money can be saved is in license optimization for third-party software.

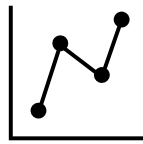
# Do your bills match your usage?

55% of businesses rank understanding the implications of licensing costs as the biggest software-related challenge in the cloud.<sup>2</sup> This is why it is best to evaluate your current cost vs usage before migration begins – you will only need to worry about it later if you don't!

The Workload Migration Assessment 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 to unlock cost savings when you transition to AWS.

Source: <sup>2</sup> [\*State of the Cloud Survey 2021, Flexera, 2021\*](#)

# Benefits of the Workload Migration Assessment



## Right-size your resources

Build a holistic inventory of your compute, storage, and licensing needs to determine actual utilization requirements. Use this data to help plan workloads and select the lowest-cost AWS Elastic Compute Cloud (EC2) instance types, storage options, and pricing models—such as on-demand, spot, dedicated hosts, or savings plans—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 Workload Migration Assessment to get the most value from your existing licensing entitlements by configuring your instances to require fewer licenses while still maintaining highly performant applications.



## Explore flexible licensing options

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

# Why complete a Workload Migration Assessment on AWS

AWS is uniquely positioned to run Microsoft workloads that require high availability. The AWS Cloud spans 114+ Availability Zones within 36 geographic regions around the world.

This global network, combined with additional integrations with advanced analytics and machine learning tools available on the platform, enables you to get more out of your workloads than you could previously.

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.

Source: <sup>3</sup> [\*State of the Cloud Survey 2021, Flexera, 2021\*](#)