# Optimization & Licensing Assessment

Optimize Licensing Assets when Migrating to Cloud

## Customer Challenges

<table>
<thead>
<tr>
<th>Know the Baseline</th>
<th>Understand Costs</th>
<th>Build a Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What do I have deployed?</td>
<td>• Pricing scenarios available</td>
<td>• What do I want to move to the Cloud?</td>
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<tr>
<td>• How does my server strategy change in the Cloud?</td>
<td>• What variables impact cost?</td>
<td>• Which workload do I move first?</td>
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<tr>
<td>• Can I leverage my licensing contracts?</td>
<td>• Bring my licenses or phase out of my perpetual contracts?</td>
<td>• Define project scope / timing</td>
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<tr>
<td>• Options for capitalized vs operating costs</td>
<td>• Retire / repurpose hardware &amp; licenses where feasible</td>
<td>• Understand effort &amp; talent needed</td>
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</tbody>
</table>

## Gather Data

- Secure process ensures data privacy
- Collect data from on premises & 3rd party cloud providers
- Access to sophisticated data collection and analytics tools
- Consider dedicated, reserved, spot instance types
- Identify low use & at risk devices

## Create TCO

- Recommendations built on actual utilization – “right size”
- Leverage existing licensing assets
- Optimized CPU scenarios
- Competitive cloud pricing options
- Average potential licensing cost reductions ~ 30%

## Accelerate Migrations

- Build move groups based on low risk and high return
- Identify application dependencies
- Prioritize migrations based on results
- Plan roll out schedule aligned with budgets
- Secure APN Partner support
- Leverage Cloud Endure
- Qualify & secure AWS migration funding