![BERCA Hardayaperkasa — BEYOND TECHNOLOGY]

SMB: Optimize costs by migrating Microsoft workloads to AWS

EBOOK

aws partner network

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Introduction

During a time of economic uncertainty and rapid change, small and medium-sized business (SMB) customers face the challenge of rationalizing unnecessary business costs while increasing the performance, availability, and security of their Microsoft workloads.

By migrating their Microsoft workloads to the cloud, SMB customers can optimize costs and improve the agility, security, flexibility, and scalability of their Microsoft workloads, as well as supporting new business models to drive competitiveness. Amazon Web Services (AWS) and PT Berca Hardayaperkasa are well positioned to help simplify SMB customers' migration journey and eliminate any cost uncertainties of migrating through the AWS Optimization and Licensing Assessment (AWS OLA) program.

This eBook discusses how migrating Microsoft workloads to AWS can help SMB customers optimize costs and achieve greater performance, availability, and security.

Why SMB customers must optimize workloads

Faced with numerous social, economic, and industry-related challenges, it has never been more important for SMB customers to optimize their strategic workloads to support greater performance, agility, and cost reduction across the business. The factors driving this include:

Growing economic uncertainty

With rising costs and economic instability, SMB customers are under pressure to optimize operations and reduce costs and unnecessary business expenses in a post-pandemic world. One study has found that over 61% of mid-sized business leaders cite uncertain economic conditions as their top challenge for 2021.[1]

Changing customers' demands

Customers' demands for new, innovative products and experiences are growing, with 67% of customers expecting companies to provide new products and services more frequently than before.[2] With customer demands for online services and interactions growing, SMB customers must improve their ability to support new online capabilities, products, and services.

Accelerating pace of digital transformation

With digital transformation accelerating in nearly every industry, 75% of SMB customers agree that digital technology has impacted how they do business.[3] With the global pandemic accelerating the demand for digital interactions and services, SMB customers must have a flexible IT infrastructure that allows them to adopt new disruptive technologies, such as artificial intelligence (AI) and Internet of Things (IoT), needed to enable new services, working practices, and customer experiences.

Increasing risk of security breaches

With growing data compliance requirements such as GDPR regulations, organizations face concerns over their ability to keep both customer and company data protected. Given almost a third of data breaches in 2020 involved small businesses,[4] SMB customers must improve their capabilities to store and share data securely, and protect against future data breaches.

While some businesses have already embraced the need for change and made big strides, others are just starting their journey. For SMB customers that want to remain competitive, they need a modern and flexible IT environment for running their workloads so that they can reduce costs, respond quickly to changing customer demands, drive innovation, and enhance their security capabilities.

1 2021 Business Leaders Outlook, J.P. Morgan **2** State of the Connected Customer, Salesforce 2019 **3** SMB Digital Transformation Survey, SMB Group, 2017
4 2020 Data Breach Investigations Report, Verizon

The limitations of running Microsoft workloads on-premises

As Microsoft workloads continue to be the foundation of most organizations—with applications and data being accessed frequently by a large number of users across the business—users require secure access to their Microsoft workloads to drive innovation and respond quickly to changing customer needs. Unfortunately, organizations that run their Microsoft workloads on-premises may struggle to remain competitive given the centralized, inflexible nature of on-premises infrastructure.

When running Microsoft workloads on-premises, SMB customers face the higher costs of running servers and greater security risks due to weaker protection for customer data for business-critical Windows workloads and Windows-based applications like SQL Server, Windows Server, .NET solutions, and Active Directory. Running these workloads on-premises also reduces user productivity due to the inability to scale centralized Microsoft workloads and licenses to match demand during peak times.

If SMB customers want to remain competitive and responsive, they need a more agile and flexible approach to managing their Microsoft workloads—one that gives them more robust performance, availability, and security.

Unlock the freedom of running Microsoft workloads in the cloud

SMB customers wanting to optimize costs and overcome the constraint of running on-premises Microsoft workloads are increasingly taking a "cloud-first" approach. By migrating Microsoft workloads to the cloud, organizations can escape their centralized, legacy infrastructure, and experience the benefits of a more secure and flexible approach to managing Microsoft workloads.

SMB customers that make this transition will enjoy the following benefits:

Reduced costs

Moving from legacy on-premises infrastructure and fixed licensing fees to a pay-as-you-go IT model is 40x more cost-effective for SMB customers than running infrastructure in-house.[5]

Faster innovation

The cloud gives organizations immediate access to a range of technologies that support innovation and new application development.

Enhanced security

By gaining control of data and applications, organizations can better protect themselves from data breaches using a secure cloud environment.

Greater flexibility

A cloud-based system allows SMB customers to scale workloads by adding computer, storage, or database resources on short notice. Thirty-seven percent of businesses that move to the cloud state they do so to increase flexibility.[6]

5 How Many Companies Use Cloud Computing in 2020?, TechJury **6** The 2021 State of IT Report, SWZD

The benefit of AWS for SMB customers

By migrating Microsoft workloads to AWS, SMB customers can optimize costs and improve agility and scalability. Once migrated, SMB customers can then innovate more easily and further modernize their applications to realize continued cost savings.

Migrating Microsoft workloads to AWS has enabled SMB customers to:

Overcome end-of-support security risks

AWS End-of-Support Migration Program (EMP) helps businesses migrate legacy applications from outdated Windows Server versions to newer supported versions on AWS without the need for refactoring, allowing organizations to overcome end-of-support security risks that come with running unsupported operating systems.

Reduce the risk of migration disruptions

AWS CloudEndure provides an automated lift and rehost solution enabling SMB customers to undertake large-scale rehosting of Windows workloads and Windows-based applications to the AWS Cloud, with minimal business disruption.

Build and modernize .NET applications

AWS App2Container helps SMB customers transform their applications from virtual machines into containers and deploy them to Amazon Elastic Container Service (Amazon ECS). By doing so, they help organizations transform their legacy applications and enjoy the flexibility and agility that cloud-native technologies provide.

Manage and optimize Microsoft SQL Server databases

Amazon Elastic Compute Cloud (Amazon EC2) for SQL Server enables SMB customers to gain granular control over their Microsoft SQL Server database configuration and management. Amazon Relational Database Service (Amazon RDS) provides a managed service so AWS can handle administrative tasks such as hardware provisioning, patching, and backups, freeing up time and resources.

PT. Berca Hardayaperkasa is an AWS Consulting Partner and Amazon

[Partner - use this space to talk about your solution, the associated benefits and use cases, and how it integrates with AWS]

[About Partner section. 300 words]

Simplify your migration
with AWS and PT Berca Hardayaperkasa

For SMB customers deciding to migrate Microsoft workloads to the cloud, this requires detailed planning, an awareness of the current environment, and strategic alignment of the business's future goals.

AWS and PT Berca Hardayaperkasa offer a straightforward, fast, and cost-effective option for customers looking to migrate to the cloud. Together, AWS and PT Berca Hardayaperkasa can simplify the migration to AWS through the free AWS Optimization and Licensing Assessment (AWS OLA) program.

AWS OLA is free for new and existing customers to help them assess and optimize their current on-premises and cloud environments and demonstrate the potential savings and agility of the AWS Cloud. It enables SMB customers to make informed migration decisions by equipping them with right-sized and licensing-optimized cost models for migrating their Microsoft workloads to AWS. It can also be used in combination with AWS Migration Acceleration Program (MAP) for Windows, to provide the tools, support, and resources during any cloud migration.

Why AWS for Microsoft workloads?

AWS offers the best cloud service for running Windows-based applications today. For over 15 years, AWS has been delivering cloud services to millions of customers around the world running a wide variety of use cases. AWS has the most operational experience, at greater scale, of any cloud provider.

AWS offers SMBs:

Reduced TCO and increased business value

AWS lowers the overall costs of running Windows-based applications in the cloud with its comprehensive family of Amazon EC2 instances and unique pricing models like Spot Instances, which offer prices up to 90% lower than On-Demand Instances. Customers can also reduce the five-year cost of operations by 56%[7], and deliver up to 442% ROI over three years[8] – freeing up SMB customers to reinvest and accelerate modernization.

442%

projected 5-year ROI when you run Windows on AWS[9]

Broader and deeper functionality

AWS has significantly more services, and more features within those services, than any other cloud provider. With over 350 Amazon EC2 instances available, SMB customers will enjoy more choice and access smarter data and analytics capabilities.

Greater reliability and performance

With the most extensive global cloud infrastructure, AWS has 80 Availability Zones within 25 geographic regions around the world, and has announced plans for 15 more Availability Zones. With AWS, customers can realize a 98% reduction in unplanned downtime, 71% faster deployment, and 26% higher developer productivity.[10]

7 The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud, IDC, 2019 **8/9** Navigate Disruption and Drive Positive Business Outcomes with Cloud Migration, IDC, 2020 **10** The Business Value of Efficiently Running High-Performing Windows Workloads in the AWS Cloud, IDC, 2019

Enhanced security capabilities

AWS offers 230 security, compliance, and governance services and features. AWS supports 90 security standards and compliance certifications, so that SMB customers gain better protection and control over their data.

Greater licensing flexibility

With its flexible bring-your-own-license-to-AWS options, SMB customers can enjoy more flexibility, control, and visibility of their license usage and costs.
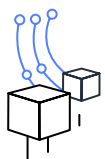
Simpler and more secure migration

AWS has unmatched experience, maturity, reliability, security, and performance that you can depend upon for your most important applications. AWS takes the complexity and risk out of migrating so that SMB customers can continue to focus on improving their business and remaining competitive.

2x price/performance advantage vs. next largest cloud providers[11]

2x more regions with multiple availability zones vs. next largest cloud provider[12]

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[11] ZK Benchmarking Research, 2018 [12] ZK Benchmarking Research, 2018

PT Berca Hardayaperkasa case study: [Customer Name]

Challenge

[Partner - use this space to briefly describe the customer's challenge]

Solution

[Partner - use this space to briefly describe how your solution addressed the customer's challenge]

Outcomes

[Partner - use this space to briefly describe the benefits your customer gained after leveraging your solution]

[Customer Quote]

[Speaker Name]
[Speaker Title]
[Customer Name]

Begin your migration journey today

To discover the cost-saving opportunities of migrating your Microsoft workloads to the AWS with [Partner], get started with the AWS Optimization and Licensing Assessment (AWS OLA) program today.

About AWS

To learn more about AWS, visit aws.amazon.com.

About [Partner]

To learn more about [Partner], visit [Parner link/description]

[Additional resources]

[Add partner contact details]