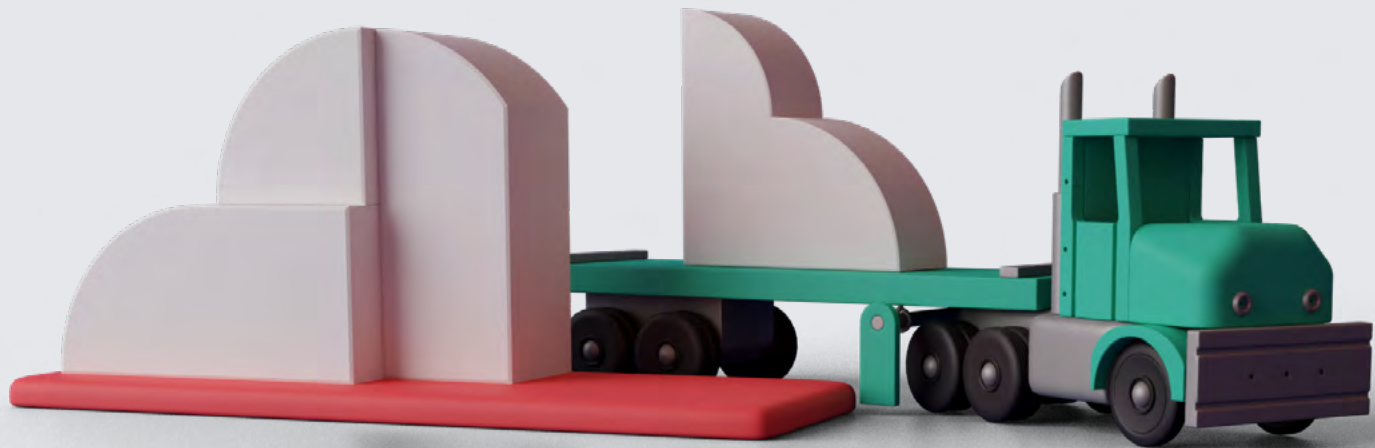# REBURA

MIGRATE AND HOST YOUR MICROSOFT WORKLOADS ON AWS WITH REBURA

Ensuring the security, scalability, and cost effectiveness of your critical infrastructure

aws

CONTENTS

FOREWORD

For businesses of all sizes, migrating Microsoft workloads to the AWS (Amazon Web Services) Cloud has become the go-to strategy for increased agility, scalability and price-to-performance. Offering 99.9% availability and a 442% ROI, cloud migration is no longer a question of "when", but "how". With proven AWS expertise and access to invaluable funding programmes, Rebura can help you reduce costs and unplanned downtime, while accelerating modernisation.

BRIDGING THE SKILLS GAP TO THE CLOUD

From burgeoning start-ups to large, established brands, cloud migration has become a key step towards the security, scalability, and cost effectiveness that businesses need. By migrating critical infrastructure and workloads to the cloud, organisations are able to unlock their full potential — leveraging cloud technology to accelerate business growth and success.

Every organisation has their own unique path to the cloud, tailored to address their differing priorities along the way. With this in mind, maximising the rewards of migration while maintaining competitive operations can be a challenging process. This is particularly true for smaller enterprises and start-ups, who often lack the essential skills and resources for seamless cloud adoption.

Book a free Microsoft workloads on AWS consultation

Contact Rebura today for a free consultation, where we will assess your current Microsoft workloads to discover your best path to the AWS Cloud.

Book your free consultation

This skills gap is an obstacle for many businesses pursuing digital transformation. Without large technology teams to do the implementation work internally, progress can stall, leaving essential processes to operate inefficiently — or worse still, at risk.

To this end, not only must businesses first choose the right platform for their business-critical infrastructure, it should also connect them with trusted experts in migration and modernisation. With over 12 years' experience running Microsoft workloads, AWS go one step further than the competition with a network of partners offering trusted guidance and expertise.

Why Microsoft on AWS?

Migrating to the AWS Cloud empowers businesses like yours to significantly reduce dependency on legacy systems. With access to powerful new technologies and services, you can focus on reallocating budget and staff to where they're needed most.

AWS offers the broadest global infrastructure of any cloud provider, with 77 Availability Zones across 22 regions to enable 99.9% availability. The AWS Cloud also delivers unmatched speeds, offering 2x better performance at 62% lower cost for SQL Server workloads than the next largest competitor.[i]

Key business value highlights of Microsoft on AWS[ii]

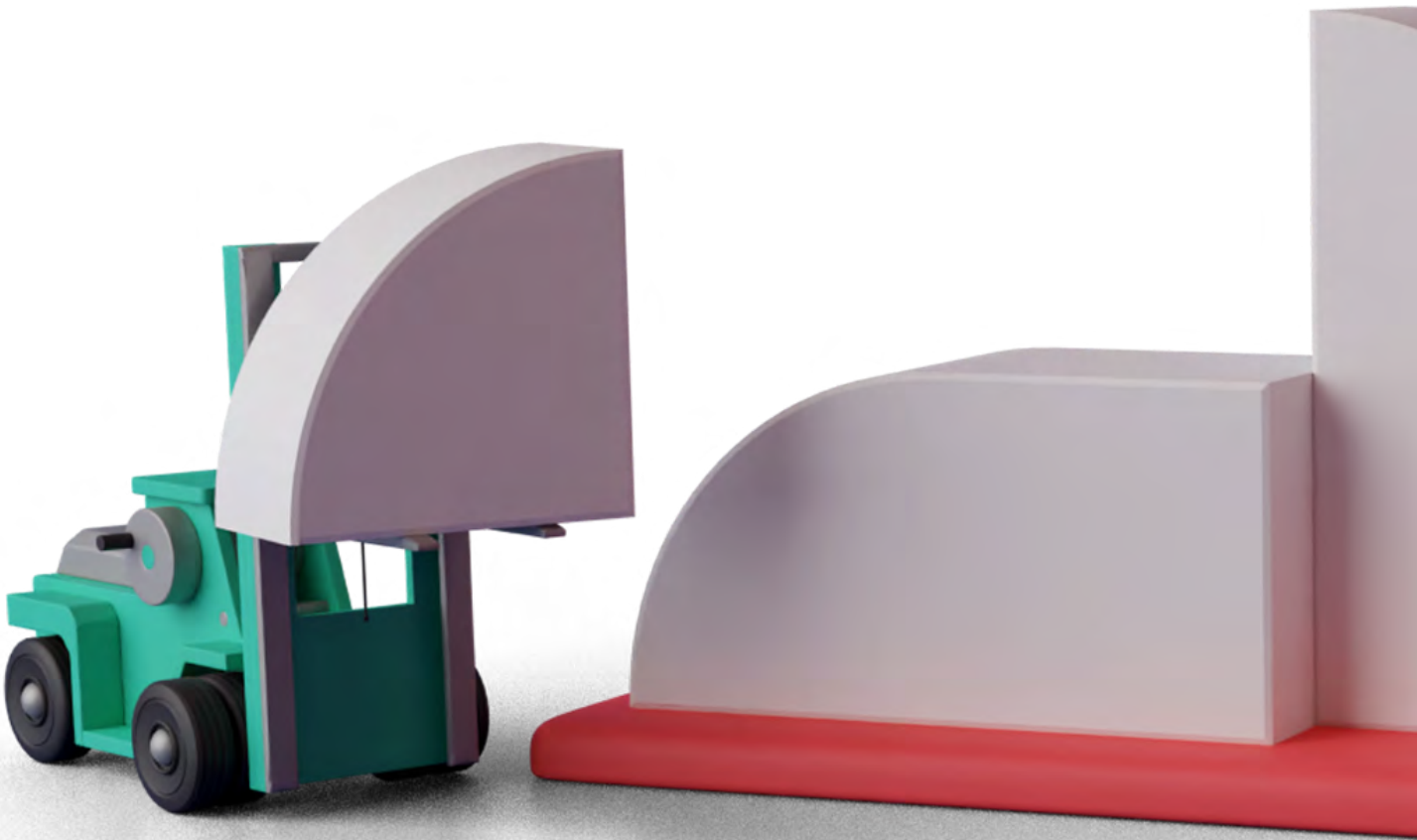|	
442%	five-year ROI
56%	lower five-year cost of operations
98%	less unplanned downtime
37%	lower IT infrastructure costs
26%	higher developer productivity
32%	higher gross productivity

IT decision makers frequently endorse the agility, scalability, security and cost savings that result from migrating Microsoft workloads to AWS. Through migration, the AWS platform lays the foundations for innovative new services like CI/CD workflows, a self-service model for software development, and seamless mobile access to applications and data.

To accelerate the benefits that these cloud foundations can provide, it pays to seek out trusted expertise. The AWS Partner Network (APN) is an ecosystem of carefully vetted and highly qualified partners, dedicated to helping you make the most of your Microsoft workloads on AWS. With proven experience in migration and modernisation — Rebura are ready to guide your transformation.
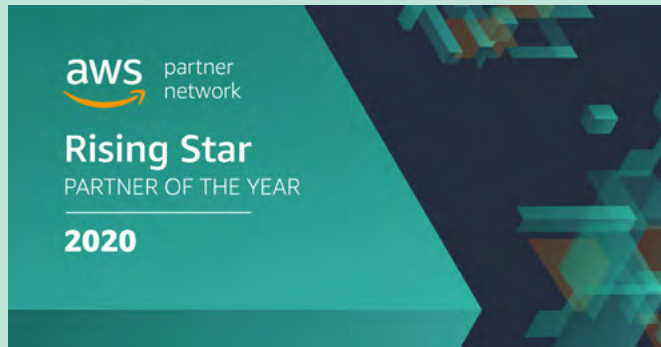
INTRODUCING REBURA

Since launching in 2016, Rebura has evolved into one of the fastest-growing AWS Advanced Consulting Partners and Solution Providers. AWS recognise us as having the expertise and experience to support customers of all sizes as they build and optimise their apps and workloads in the cloud.

We help smaller and mid-market firms to bridge the skills gap, using our tools, templates, resources, and extensive migration experience to support you every step of the way. With a sole focus on AWS technologies, we've built unparalleled expertise across the whole scope of AWS products and services.

APN Rising Star
Partner Award 2020

In 2020, Rebura was named APN Rising Star Partner of the Year for the UK and Ireland. Every year, The Rising Star Award is presented to the most promising APN Partner, and it recognises our continued commitment to AWS customers.

CHOOSING YOUR BEST MIGRATION STRATEGY
Design, Architect, Build, Migrate, and Manage with Rebura

Everything we do is guided by AWS best practices and aligned to the AWS Well-Architected Framework — ensuring that our migration strategies reflect this expertise. With access to Microsoft specific AWS funding programmes to offset the initial costs of migration, Rebura will work with you to come up with a right sized solution for your business — no cloud environment is too big or too small for our team.

From working with our customers, we've developed a few different strategies to get your current Microsoft workloads up and running on AWS.

These include:

RE-HOSTING
SQL server on Amazon EC2

This strategy involves a lift and shift from the current architecture your workloads are running on, so that it can be migrated to AWS on Amazon EC2. This method offers customers optimal control of deployment options, and the ability to fine-tune workload performance while also removing hardware commitments.

RE-PLATFORMING
SQL server on Amazon RDS

By choosing to re-platform SQL server on Amazon RDS, you can significantly reduce the effort needed to internally manage databases. Amazon RDS automates time-consuming administration tasks like hardware provisioning, database setup, patching, and backups. Customers can either move directly from self-managed on-premises to RDS in one-step, or in two-steps by starting as self-managed on EC2 — followed by a later move to RDS.

MODERNISE
SQL server workload on Linux

This strategy offers a consistent user experience without any changes to applications, while reducing the costs of Microsoft Server license and support. Both SQL Server 2017 and 2019 are supported on Linux. Customers can choose from various distributions including Ubuntu, Red Hat, and Amazon Linux 2, and can standardise across one operating system — choosing either Windows or Linux.

RE-FACTOR
SQL server and adopt Cloud-Native Services

AWS offers the means to modernize SQL Server database to a modern platform like Amazon Aurora. Amazon Aurora has the same durability and availability of commercial engines, but at one tenth of the cost.[iii] This liberates customers from the licensing costs of commercial database vendors and avoids vendor lock-in.

AWS MICROSOFT WORKLOADS FUNDING PROGRAMMES

Driving cost optimisation throughout migration

Thanks to our AWS Microsoft workloads Competency, Rebura is able to offer customers a fantastic range of AWS funding and best practice programs. These programmes are designed to help you minimise expenditure during the migration process, driving cost optimisation at every stage.

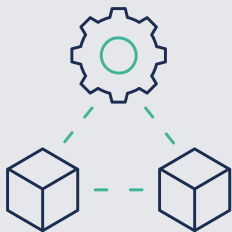By migrating your Microsoft workloads with Rebura, you are eligible for:

Optimisation & Licensing Assessments

The OLA programme enables customers to make informed migration decisions, equipping them with right-sized and licensing-optimised cost models for their Microsoft workloads on AWS. The programme consists of a complimentary assessment of on-premises or existing cloud environments, focusing on Microsoft workloads. The main benefit of performing an OLA is that it will highlight opportunities to save on both licenses and compute by providing right-sized recommendations based on its findings.

Windows Rapid Migration Programme

Once you know what needs to be migrated over to AWS, customers can access funding via the Windows Rapid Migration programme. This funding programme is designed to demonstrate the value of running Microsoft workloads on AWS by offsetting initial costs and usage. To accelerate migration, AWS will fund up to 25% of the projected Annual Reoccurring Review in either Cash or Credits.

Windows Modernisation Programme

This programme is for new or existing AWS customers looking to modernise their Microsoft workloads onto AWS native services, and it is composed of two phases. First is a discovery phase in which we work with you to provide an analysis of your current infrastructure, propose a future state, estimate costs, and determine which modernisation pathway you will take. AWS will fund costs for this up to $25,000. The second phase occurs once we have determined your most effective route to the AWS Cloud. AWS will fund 25% of projected post-modernisation annual reoccurring review in cash or credits to further offset initial costs and usage.

CASE STUDY

Challenge

The customer had been using AWS for a number of years and had not reviewed or updated the architecture in some time. This meant that as the company had grown, their AWS infrastructure was not entirely up to date with AWS best practices or fully optimised. The business had also recently acquired a company whose infrastructure (predominantly running on Microsoft SQL server) was hosted in an off-premise data centre and they wanted to centralise all their architecture on AWS in order to improve usability and management, whilst keeping the environments separate.

"We worked with them to design, build and migrate the architecture from the acquired company to AWS quickly, efficiently and cost effectively."

Solution

Rebura initially completed a Well-Architected Review to understand the current environment and subsequently secured some funding in order to complete some remediation work we identified which helped to ensure better alignment to the Well-Architected Framework.

Next, we worked with them to design, build and migrate the architecture from the acquired company to AWS quickly, efficiently and cost effectively. As Rebura hold the AWS Microsoft workloads competency, we were able to access a fantastic amount of funding for the customer in order to help offset both the professional services costs of migrating and also their initial AWS usage. The project took us 10 days to complete, including a handover.

The result

Both companies are now running in AWS, utilizing SQL Server on EC2, and are taking advantage of the flexibility and ease of use AWS offers. Rebura are continuing to work with both companies on cost optimisation strategies and also additional projects that are only able to go ahead due to the cost savings made from the migration project.

ARE YOU READY TO GET MORE FROM AWS?

Since 2016, Rebura has worked with organisations from start-ups to global finance providers to develop and deliver their cloud solution roadmap. This rewarding journey began for many of our customers with a free Microsoft workloads on AWS consultation, which you can sign up for today.

Book your free Microsoft workloads on AWS consultation

Sign up now

The only thing that rivals our know-how is our passion for helping businesses transform through the power of the cloud. Seeing our customers achieve success with AWS is what drives us — we're all about taking you from cloud-ready to cloud-first to cloud best.

For more information, contact **info@rebura.com**

You can also visit our website to learn more about our complete service offerings:

Visit our website

Advanced

Consulting
Partner

Microsoft Workloads

AWS Solution Provider
Program

Well Architected
Program

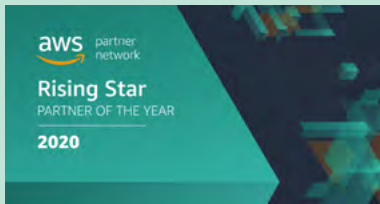Digital Workplace

AWS Marketplace
Skilled Consulting
Partner

ABOUT REBURA

Expertly guided by AWS best practice, Rebura is your dedicated partner in cloud excellence. With a focus on start-ups and SMEs, we are one of the world's fastest growing AWS Consulting Partners.

Awarded AWS APN Rising Star Partner of the Year for the UK and Ireland — our highly skilled teams are ready 24/7/365 to guide your business through migration, management, and optimisation on AWS.

Sources

[i] www.principledtechnologies.com

[ii] IDC White Paper - The business value of efficiently running high-performing Windows workloads in the AWS cloud

[iii] www.aws.amazon.com/rds/aurora

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