Crayon

Are you utilizing all the compute resources that you are paying for?

Optimize licensing costs and modernize your Windows workloads on AWS

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Foreword.

By migrating Windows workloads to the AWS Cloud, organizations across the globe are maximizing price-to-performance and reaping the benefits of modernization. With a proven strategy for seamless migration and licensing optimization, Crayon are the partner of choice to migrate your Windows workloads to the AWS Cloud and reduce costs by at least 20% in the process.

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 steep expenditure that comes with traditional on-premises infrastructures is an attractive proposition for organizations of all sizes, across every industry. Whether it's budget-consuming maintenance that's hurting your bottom line, or the need to pay upfront for more server resources than you need—or having to purchase expensive hardware when you do—costs can accumulate fast. That's why increasing numbers of companies are looking to the cloud to optimize their finances.

Cloud providers offer a number of tools and resources to make this process as easy as possible. Take AWS for example; the leading cloud platform offers different pricing models to suit your needs, 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 ranked as the top cloud initiative for businesses for half a decade[1]. This is in many ways unsurprising, after all, what business doesn't 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? Introducing OLA on AWS.

55% of businesses rank understanding the implications of licensing costs as the biggest software-related challenge in the cloud[2]. 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!

Optimization and Licensing Assessment (OLA) on AWS 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 make the jump to the AWS platform.

Benefits of OLA on AWS

Rightsize your resources	Reduce costs	Pay for what you need
Build an inventory of your compute resources and determine your actual utilization requirements to help optimally select the lowest-cost AWS 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.	Without optimizing your cloud infrastructure, the cost of overprovisioning third-party licensing can exceed the cost of compute. Leverage the recommendations from an 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.	Use the results of an AWS 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.

AWS is uniquely positioned to run Windows workloads that require high availability with 77 Availability Zones worldwide—that's 2x more than the next largest cloud provider. This 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. For example, running SQL servers on AWS delivers 40% price-to-performance improvement over competitors.

HOW IT WORKS

Optimizing and Licensing Assessment

Assess the consumption, cost, and provisioning of your Windows workloads on premises and in AWS.

Scope Workloads

Determine prospective workloads to optimize.

Collect Data

Collect utilization data for workloads, using TSO Logic or third-party tooling.

Analyze

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

Plan

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

How can you bring this level of cost optimization and value to your business?

Some businesses may choose to complete the OLA process themselves using resources like the AWS Cost Explorer, however it is usually more convenient to enlist the help of a qualified partner that knows what to look for and can make objective recommendations based on their findings.

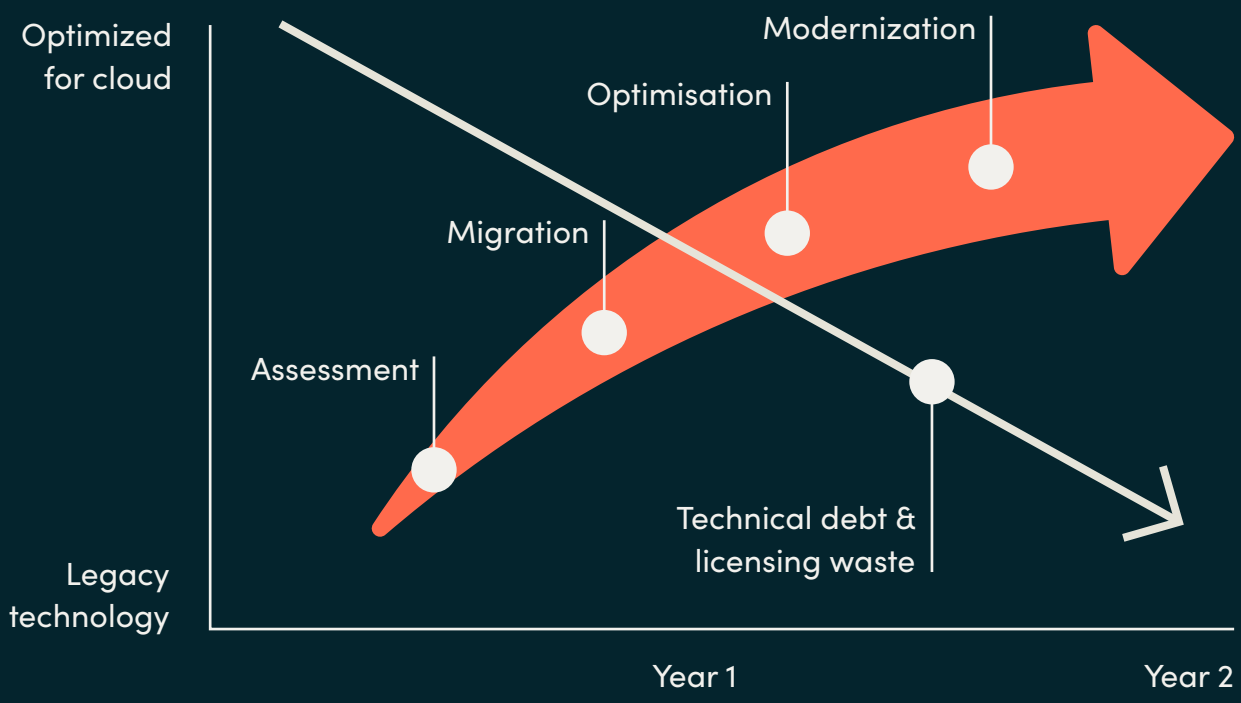
The AWS Partner Network (APN) is an ecosystem of proven, qualified and vetted partners ready to make your life easier throughout the entire migration process—including OLA. Crayon is an AWS Advanced Consulting Partner that has earned the Windows Workload Competency after demonstrating proven success migrating, optimizing and modernizing Windows workloads on AWS.

Understand your costs today to achieve savings tomorrows.

At Crayon, we help our customers build the commercial and technical foundations required for a successful and secure cloud-first digital transformation journey. With our services and expertise, you can rightsize, manage, and optimize your IT estate. Our company is built on a history of cloud economics and software asset management expertise, allowing us to typically save our customers at least 20% on IT costs.

OPTIMIZE THE ENTERPRISE

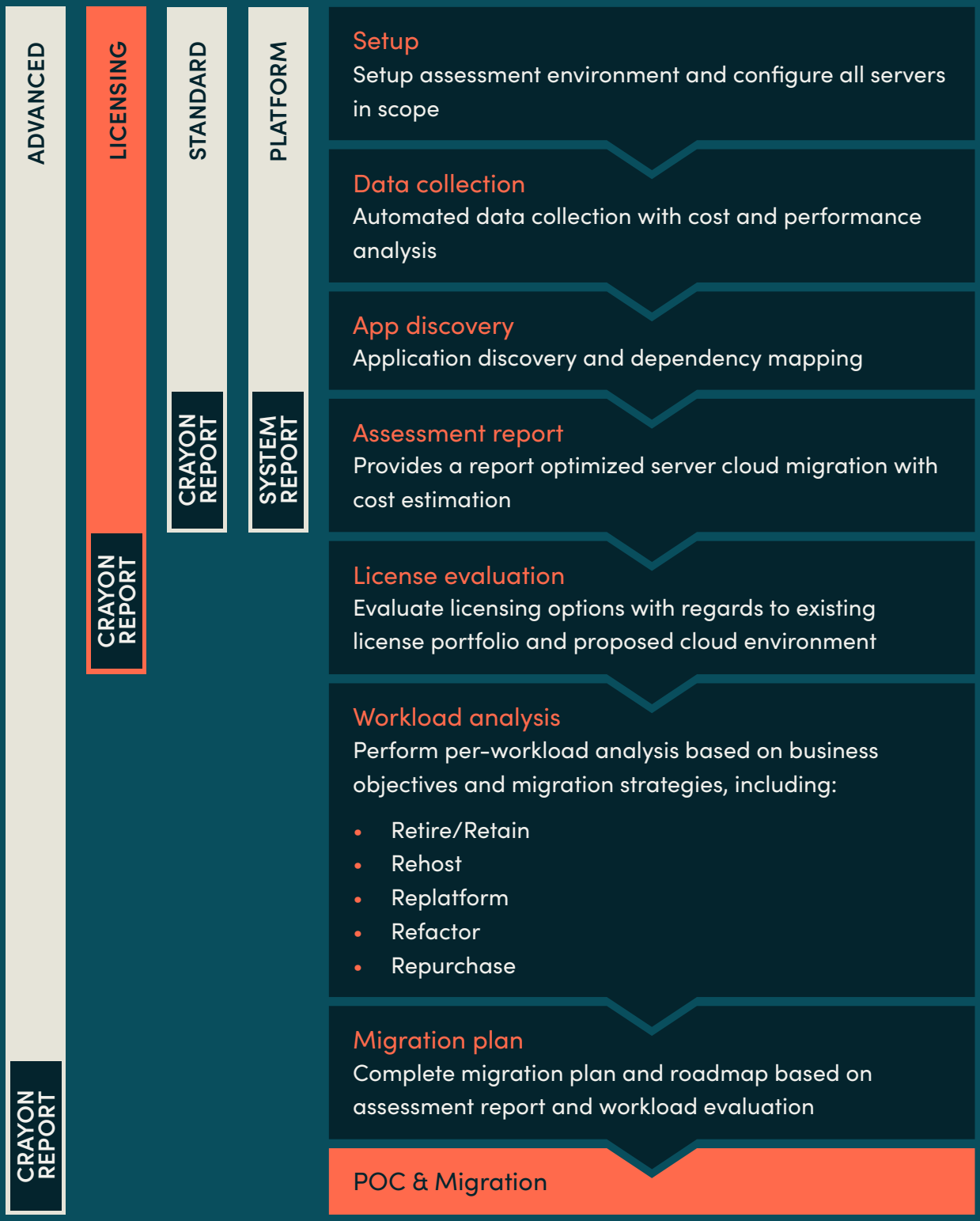
Typical customer journey



Cloud assessments are the foundation of our Cloud Migration Plan in which we evaluate the current state of your applications, infrastructure, and workloads together with business and technology drivers, goals, and challenges. We use the information collected and analyzed at this stage to create a full-proof migration plan that will steer you towards your desired cost optimizations objectives.

MODULAR SERVICE OFFERINGS TO MATCH YOUR NEEDS

Cloud migration assessments for AWS



Crayon takes a proven approach underpinned by best practices to help customers adopt cloud technologies. The process quantifies the actual costs and utilization of current on-premises resources, before identifying optimal future-state AWS placements. The result? You find the most cost-effective Microsoft licensing strategy to support your planned AWS migration.

From optimization to modernization.

We don't just stop at OLA, using the information gathered during our assessments we can also help you:

1. Modernize to services that are more manageable and easier to scale and afford more availability or fault-tolerance, for example:

- Migrate VM-based SQL Server databases to RDS SQL Server allowing you to improve performance and load balance read/write load to the database; or easily implement a DR scenario without pre-committed investment in licensing
- Implement autoscaling capabilities for the web or front-end tiers of your applications
- Optimize content distribution to application users
- Virtualize user desktop to a more dynamic workplace
- Virtualize a desktop application to save on user-licensing for applications that are not used concurrently

2.

Replace application backend components with others that don't require third-party licensing, for example:

- .NET framework to .NET Core migration, allowing you to replace licensed Windows Servers with free-licensing Linux servers
- Rehost MSSQL Servers databases from Windows Servers to Linux servers

3.

Refactor application architecture for microservices, allowing you to run on top of containers or using cloud native serverless services.

- Crayon is also one of the few partners globally with a direct line to the AWS technical support team, enabling us to treat our customers with the attention they deserve and help you quickly overcome any technical barriers encountered on

Cut costs by at least 20% with Crayon.

Cloud migration is an opportunity to optimize and modernize your enterprise while embracing the opportunities available on the AWS Cloud. If you're planning your own migration journey but struggling to understand the implications of licensing costs, request a free OLA today and our experts will help you find the answers you're looking for.

Request a free OLA

About Crayon.

With 80% global market coverage, 19 years of cloud advisory experience and over 120 AWS certifications, complete with numerous validated competencies, Crayon specialize in helping businesses succeed on AWS. To date, we have helped over 10,000 customers from SMB to enterprise optimize costs, modernize and transform in the cloud.

aws partner network

Advanced
Consulting Partner

Sources

[1,2] State of the Cloud Survey 2021, Flexera, 2021.

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