

Migrating VMware to AWS: The ROSA Pathway

Pathways and strategies to modernize

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Agenda

- VMware: Why now
- AWS and Red Hat: better together
- The vision: modernize at your pace
- What ROSA is, and how it works
- How AWS helps you do it
- Call to action

Market dynamics and sentiment are shifting

Forces are compressing the decision window

- **Licensing shock:** Broadcom's move to subscription drives 3 to 5x cost jumps at renewal.
- **Hardware cost & supply chain:** storage, CPU and RAM costs are climbing, and lead times are stretching along the supply chain
- **AI pressure:** on-prem estates can't flex to where AI and modern workloads need to run.

The prize

70%

of enterprise VMware customers to migrate half their workloads by 2028 (Gartner).

\$39B ARR

estimated VMware migration opportunity

Why customers are moving from VMware to AWS



BUSINESS DRIVERS

- Address increases in licensing costs, risks, and disruption
- Innovate and modernize processes
- Become a data-driven organization
- Consolidate systems
- Support Merger & Acquisitions activity
- Improve sustainability

TECHNICAL DRIVERS

- Reduce technical debt
- Improve security, scalability, and reliability
- Consolidate and eliminate data centers
- Accelerate cloud adoption while retaining certain workloads on-premises
- Increase IT staff productivity and retention
- Accelerate application delivery

Customers want choice and flexibility

Customers are looking for solutions to help them migrate and modernize at their own pace



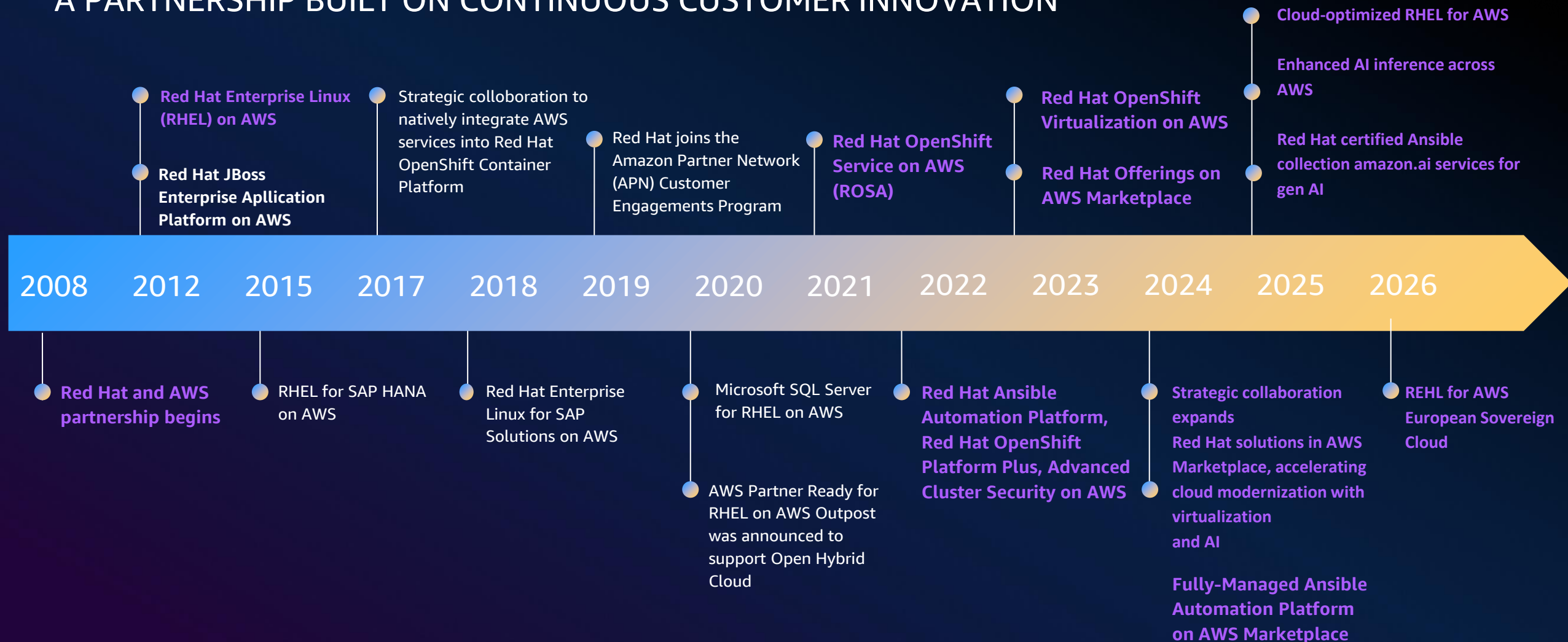
**Migrate and optimize
workloads**



**Transform
workloads**

AWS and Red Hat: 18 years of joint innovation

A PARTNERSHIP BUILT ON CONTINUOUS CUSTOMER INNOVATION



The future state of your VMware workloads

Meeting you where you are in your migration and modernization journey

All cloud-native
benefits and high
ROI

Rapid adoption,
foundation of cloud
benefits and fast ROI

AWS Regions



	Modern Apps	Refactor
	Managed Services	Replatform
	Containers	Replatform
	Amazon EC2	Rehost
	Amazon EVS	Relocate

AWS on-premises

Ability to run AWS Cloud services on premises

	AWS Outposts
	Managed Services
	Containers
	Amazon EC2

3P partner offerings

RED HAT OPENSIFT SERVICE ON
AWS (ROSA)



OpenShift Virtualization: VMs + Containers on One Platform

The modern option for general-purpose virtualisation

Unified Platform



Virtual Machines



Containers

Red Hat OpenShift

Red Hat Enterprise Linux (RHEL)

Physical Machine (EC2 Bare Metal)

KVM-based since 2007

Decades of proven virtualisation

Microsoft SVVP certified

Full Windows guest support

Live migration & hot-add

CPU/RAM without downtime

Overcommit 5:1 ratio

Maximise infrastructure efficiency

KubeVirt — CNCF Top 10

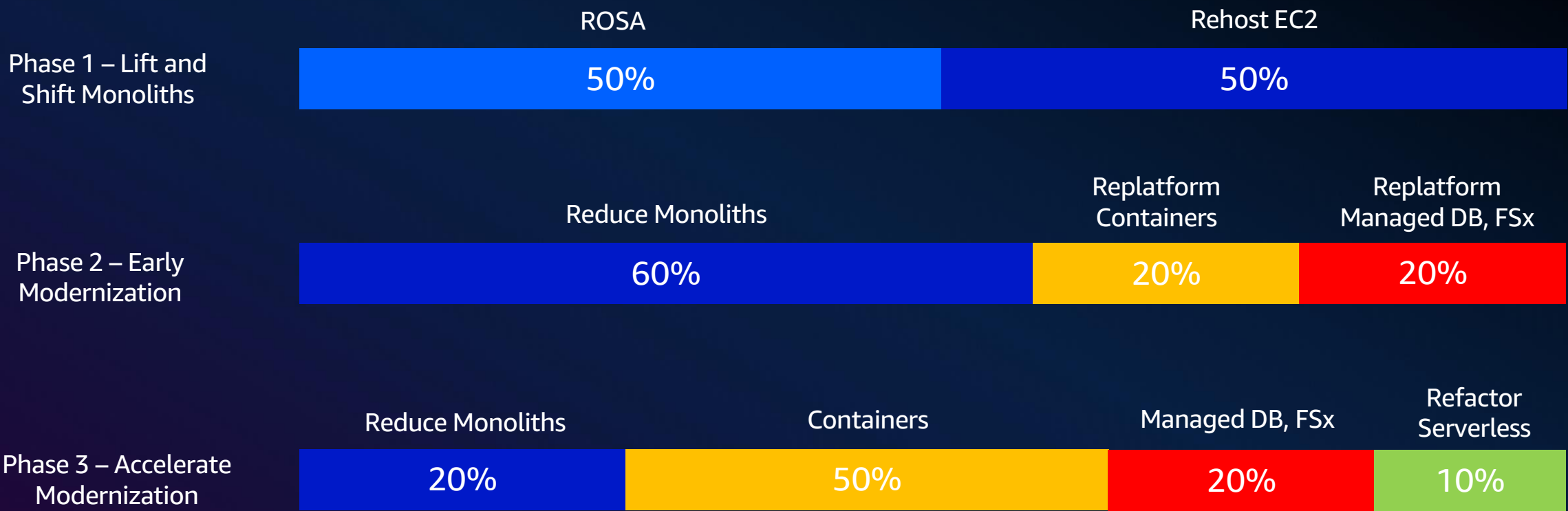
200+ contributing companies

Familiar for vSphere admins

Consistent mgmt tools & APIs

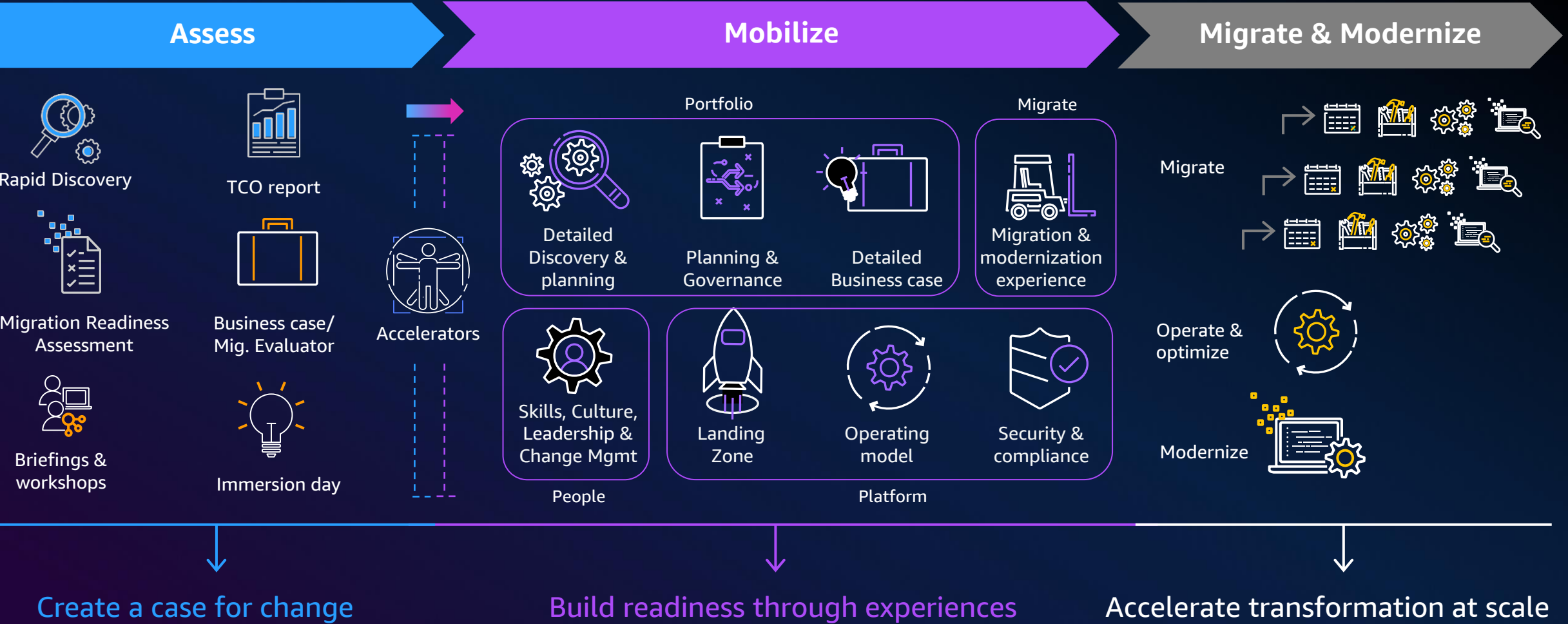


From lift-and-shift to modernized: a phased path



Funding - Migration Acceleration Program (MAP)

FAST TRACK YOUR MIGRATION AND MODERNIZATION JOURNEY



A wide ecosystem of partners

Data Collection

Benefit from no-cost discovery tools tailored to your migration scope and technology stack.

Existing Data

Leverage existing data from SAM Tools, RVTools, Nutanix collector or a flat file.

Specialist/Partner Support

OLA and Migration Specialists ensure you start with the right approach, tailored to your situation, timelines and expectations.

The logo for Clouddamize, featuring the word "Clouddamize" in a bold, orange, sans-serif font with a trademark symbol.The logo for AWS Migration Evaluator, featuring the AWS logo (a stylized orange arrow) followed by the text "migration evaluator" in a white, sans-serif font.The logo for Matilda Cloud, featuring a stylized white icon of three vertical bars of increasing height, followed by the text "matilda cloud" in a white, sans-serif font.The logo for CloudRays, featuring a stylized purple and pink sun or cloud icon with rays, followed by the text "CloudRays" in a white, sans-serif font.The logo for DEVICE42, featuring the text "DEVICE42" in a white, bold, sans-serif font.The logo for NetApp Cloud Insights, featuring a white square icon with a stylized 'N' inside, followed by the text "NetApp" in a large, white, sans-serif font, and "CLOUD INSIGHTS" in a smaller, white, sans-serif font below it.The logo for modelizeIT, featuring the text "modelizeIT" in a white, sans-serif font, set against a red rectangular background.

And more..

Your next step: start with a no-cost OLA



**Assess your
VMware estate**



**Decide on best
ROSA migration
pathway**



**Leverage AWS
services and
partners**



**Utilize incentive
programs**

Three steps to get moving

1. Assess what you have. Book an OLA to size the estate and quantify savings.
2. Help stakeholders understand the size of the prize; pick a first target (DC exit, tech refresh or renewal).
3. Engage your AWS + Red Hat team, and a Migration Competency Partner or AWS ProServe, to execute (OLA + MAP).

Do an OLA: a no-cost, AWS-funded assessment of your VMware estate

Thank you!

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