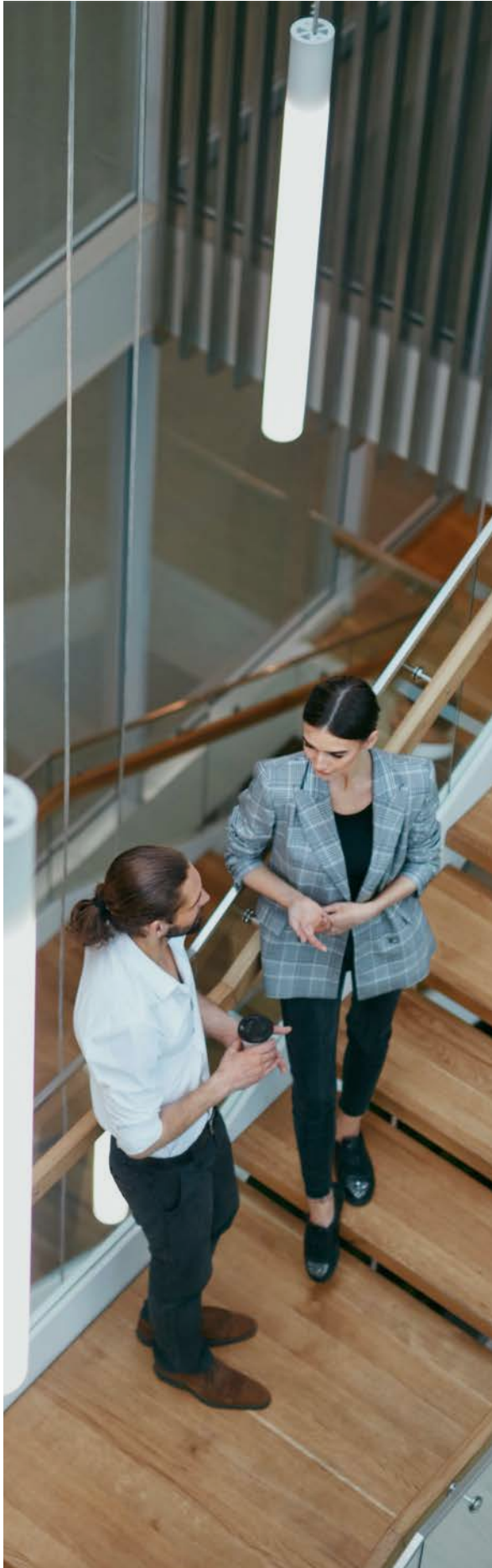# REDUCE LICENSING COSTS AND MODERNIZE ENTERPRISE WORKLOADS

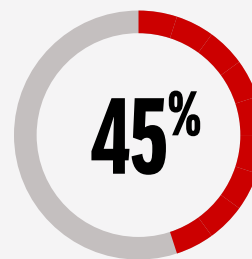**With AWS and CDW License Evaluation and Discovery Service**
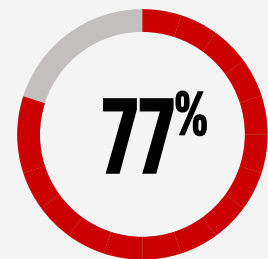
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RIGHT-SIZE YOUR ENVIRONMENT

By migrating your enterprise workloads like Microsoft, VMware, Oracle, or SAP to the AWS Cloud, organizations across the globe are maximizing price –to –performance and reaping the benefits of modernization. CDW Licensing Evaluation and Discovery Service (LEADS) shows you how to save on third party licensing costs and run your resources more efficiently. The assessment will enable you to model your deployment options using your existing licensing entitlements and reduce costs at an average of 36% in the process. Third party analysis of 300 AWS Optimized customers throughout 2021 shows that on average customers can save 77% on Windows Server licensing and 45% on SQL Core licensing cost (when migrated to Dedicated Hosts in AWS). It also showed that the first party licenses cost represent on average 3 times the compute, storage, and networking cost on AWS. The CDW LEADS engagement's results can help you build an effective business case for migration while providing flexible licensing options such as license included or Bring Your Own License (BYOL), saving your customer money and tailoring an environment specific to their needs.

On average, customers optimized with AWS are able to save

45%
on Windows server licensing costs

77%
on SQL core licensing costs

CDW

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 expenditure that comes with traditional on-premises infrastructures is an attractive proposition for organizations of all sizes across every industry.

Whether it is budget-consuming maintenance that is hurting your bottom line, purchasing expensive hardware, or paying upfront for extra server resources – costs can accumulate fast. That is why increasing numbers of companies are looking to the cloud to optimize their finances.

Amazon Web Services (AWS) offers different pricing models to suit your needs, such as 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 a top cloud initiative for businesses for half a decade. This is in many ways unsurprising, after all, what business does not 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.
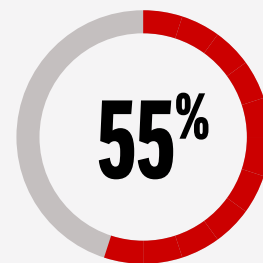
Cost reduction is a persistent and universal driver behind cloud adoption

CDW

DO YOUR BILLS MATCH YOUR USAGE?

55% of businesses rank understanding the implications of licensing costs as the biggest software-related challenge in the cloud.[1] This is why it is best to evaluate your current cost vs usage before migration begins—you will only need to worry about it later if you don't!

The CDW LEADS engagement enables businesses to assess and optimize current on-premises and cloud environments, based on actualresource utilization, third-party licensing, and application dependencies. This allows you to build a migration and licensing strategy to unlock cost savings when you transition to AWS.

55%

of businesses rank understanding the implications of licensing costs as the biggest software-related challenge in the cloud

1. State of the Cloud Survey 2021, Flexera, 2021

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BENEFITS OF CDW LEADS

Right-size your resources
Build an inventory of your compute resources and determine your actual utilization requirements to help optimally select the lowest-cost AWS Elastic Compute Cloud (EC2) instance size and type for each workload. Use this data to determine the right blend of ondemand and spot instances, dedicated hosts, savings plan, and other options tailored to your environment.
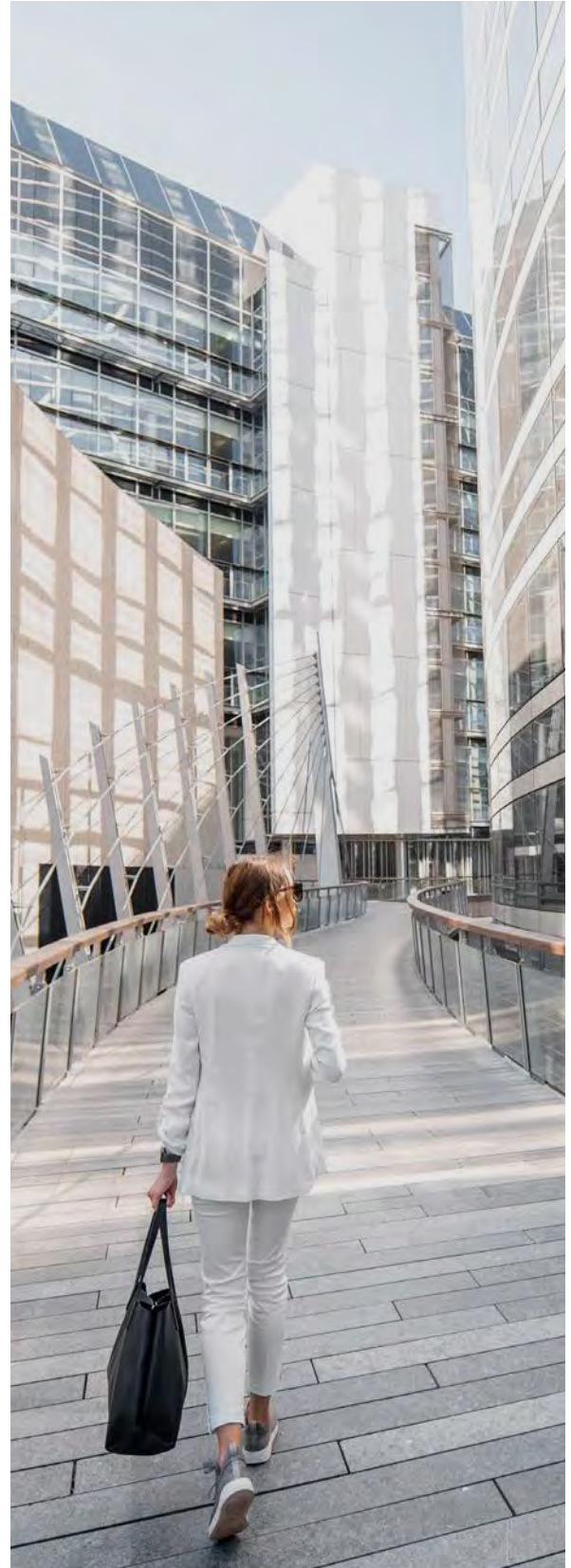
Reduce costs
Without optimizing your cloud infrastructure, the cost of overprovisioning third-party licensing can exceed the cost of compute. Leverage the recommendations from the LEADS to get the most value from your existing licensing entitlements by configuring your instances to require fewer licenses while still maintaining highly performant applications.

Explore flexible licensing options
Utilizing the results of CDW's LEADS engagement to avoid unnecessary licensing costs and vendor lock-in. Model different licensing scenarios with license-included or Bring Your Own License (BYOL) instances, to meet the needs of your business. Flexible licensing options enable you to drive seasonal workloads and support agile experimentation, as well as to model dedicated environments, so you only pay for what you need.

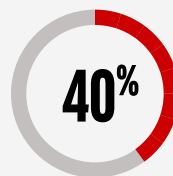**CDW**

WHY OPTIMIZE LICENSING ON AWS?

AWS is uniquely positioned to run Microsoft workloads that require high availability. The AWS Cloud spans 84 Availability Zones within 26 geographic regions around the world, with announced plans for 24 more Availability Zones.

This global network, 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 other competitors.[2] With over a million active customers and a global cloud presence, AWS has experience in helping organizations of all sizes migrate workloads to the cloud.

You can migrate any workload—applications, websites, databases, storage, physical, or virtual servers—and even entire data centers from an on-premises environment, hosting facility, or other public cloud to AWS. Every step along the way, you can leverage AWS's years of experience to build your organizational, operational, and technical capabilities so that you can gain business benefits faster.

40% **AWS delivers 40% price-to-performance improvement over other competitors**

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2. State of the Cloud Survey 2021, Flexera, 2021

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ABOUT CDW

CDW's License Evaluation and Discovery Service (LEADS)

What's Included in the CDW License Evaluation and Discovery Service

The CDW License Evaluation and Discovery Services engagement is an AWS fully funded project that will assist in navigating license options, enabling CDW Customers to optimize their current spend and future cloud consumption. This engagement will enable our customers to model their deployment options using existing licensing entitlements while reducing overall costs.

This is carried out in two workstreams:

1. **Data Discovery**
   The Data Discovery workstream focuses on gathering utilization information about existing assets located within the customer's environment(s), on–prem or in the cloud, that are ready to be migrated into or modernized within the AWS cloud. During this stage, tools will be run to collect the information needed to model your deployment options.
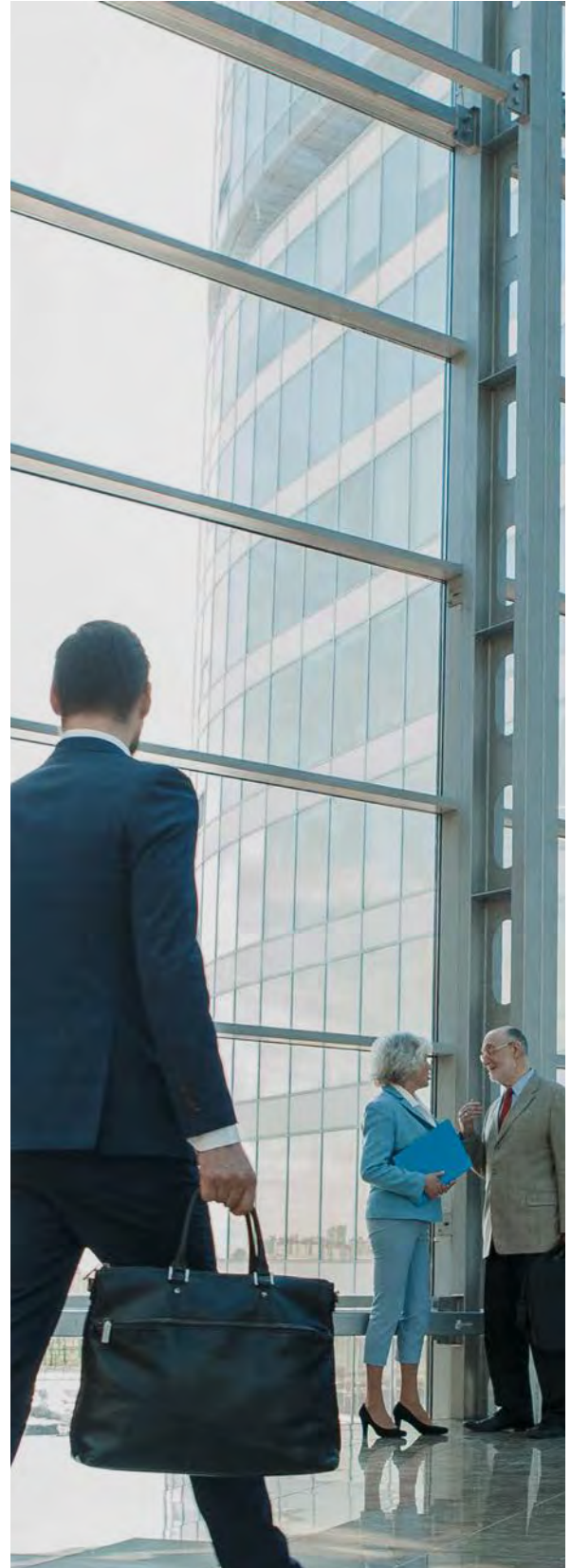
   Activities:
   · Deploy assessment tool collectors and agents Provide application and OS–specific configurations (MSSQL, Windows)
   · Import of data into analysis/assessment tool, as needed

2. **Analysis**
   The Analysis workstream utilizes the collected data from the customer resources allowing CDW Engineers and Architects the ability to evaluate the customers data and present the best options for cloud migrations, reduced licensing costs and optimization scenario planning.

   Activities:
   · CDW's Microsoft Licensing Specialists will review current licensing contracts and Enterprise Agreements
   · Cost–modeling and recommendation of licensing optimization scenarios
   · Report preparation, including recommendations and executive presentation
   · Preparation for inclusion with a directional business case

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BENEFITS OF WORKING WITH CDW

CDW is one of the largest Systems Integrators in the world, as well as an AWS Advanced Tier partner, creating the future through thought leadership and innovation. We provide our customers with the velocity they need to obtain a competitive edge.

Reduce up–front and long–term investments
CDW eases the transition related to migration and helps with the critical elements of optimization, cost, experience, management, support and more. CDW provides a comprehensive suite of options based on your needs and where you are on your migration journey.

CDW Licensing Expertize
Highly skilled licensing experts will examine the licensing agreements around all third–party software used on AWS, and identify areas where licensing costs can be reduced through improved license management practices.

Accelerated Migrations
Evaluate your current Windows and VMware environment to more quickly optimize them on AWS.

LEARN MORE

AWS Optimization and Licensing Agreement

To learn more, or to get started learning about CDW
License Evaluation and Discovery Service visit: **dvs.cdw.com/aws**