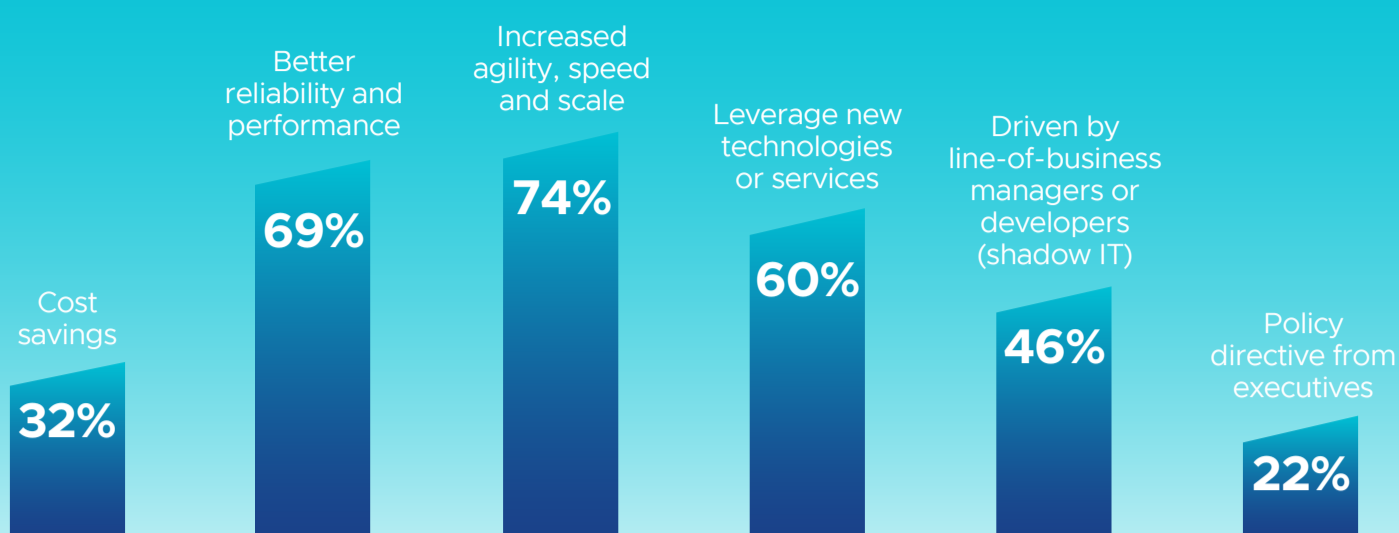


Top 3 Barriers to CLOUD MIGRATION

Why are organizations moving to Cloud?¹



89% of respondents consider it important to have the same architecture on-premises and in the public cloud²

90% reported skills shortages in cloud-related disciplines³

Public Cloud Migration Barriers

- The need to **rearchitect** or convert your applications
- Fewer options and less control** over functionality and security compared to on-premises
- Different **skills, tools and processes**

75% of respondents expect public cloud infrastructure to provide high availability without having to re-design their applications⁴



Remove these barriers with VMware Cloud on AWS

Fast, low-cost migration to the cloud

Cost-Effective
No application re-factoring or re-architecting needed

Simple & Consistent
No retraining of staff or revamping of operational processes

Low Risk
Familiar and proven VMware environment and AWS expertise in operating global infrastructure

Fast
Bi-directional live application migration to avoid disruption in business transactions, and the ability to scale capacity in a few minutes

“Gartner has built TCO and ROI indicators over multiple time horizons” and estimates migration investments for 2,500 VMs to reach **\$2.5 million** over a 3 year period.⁵

ESG's research indicates that organizations need 27 days, on average, to refactor and migrate an application to the public cloud.⁴ At this rate, it would take

7.4 years for a VMware customer to migrate 100 applications.



Why spend more money and time? Migrate to VMware Cloud on AWS



- Migration Benefits**
- Minimizes complexity & risk of transition
 - Simplifies & accelerates speed of migrations
 - Reduces cost of migrating applications
 - Extends value of existing application investments



- Hybrid Cloud Benefits**
- Compelling TCO and investment protection
 - Maximizes use of existing skills, tools, processes
 - Supports established governance and security policies
 - Access to native cloud services to modernize existing applications
 - Enterprise-grade capabilities including availability, performance, manageability, and security



Black Mountain, a software company that develops data and process management solutions for asset managers and financial institutions, **successfully migrated 380 VMs and 30 TB to cloud in just 20 days**

Learn more at the [VMware Cloud on AWS website](#)

Watch [VMware Cloud on AWS Overview](#)

1. VMware Core Metrics Survey, 2018 (n=727)
 2. VMware Core Metrics Survey, 2018 (n=1,633)
 3. 451 Research, (Nov 2018) 2019 Trends in Cloud Transformation
 4. Hybrid Cloud Trends Survey, The Enterprise Strategy Group, March 2019 (N=309)
 5. "The migration investments using a rehost strategy have been estimated to approximately \$1,000 per VM."
 Gartner How to Develop a Business Case for the Adoption of Public Cloud IaaS, Marco Meinardi, November 21, 2018