\\\virtana | **Case Study**

# Global Entertainment Organization receives data-driven business case for cloud migration

## ABOUT

**Industry**
Media & Entertainment

## OBJECTIVE

Quickly create a credible cloud migration business case

## RESULTS

A reduction in TCO by 30% over a 12- to 14-month timeframe

## THE CHALLENGE:

### Proving the value of migrating VMware to AWS

This Global Entertainment Organization holds the AWS enterprise discount program (EDP) and delivers all the services around it for a large media and entertainment customer. Leadership at the company was interested in migrating the VMware farm of its primary division to AWS. The IT team had done an excellent job of building out a highly efficient data center and were, therefore, cautious about the idea of migrating. The company needed to have a compelling reason to make that move.

AWS and the Global Entertainment Organization worked together to create an initial business case, using AWS tools to get a broad-based overview of the on-premises infrastructure, which showed the potential for considerable cost savings. The heads of finance and IT were interested. Still, because those numbers were based on industry averages, they wanted to dig in further to understand the potential

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>
> **Technology Strategist**
> Global Entertainment Organization

## THE SOLUTION:

## Objective and accurate data, delivered fast

That's when the Global Entertainment Organization turned to Virtana Workload Placement, the Virtana Platform module designed to help organizations de-risk cloud migration. The AI-powered monitoring, analytics, and automation platform combines massive ingest of wire, machine, and ecosystem data with advanced analytics to proactively optimize the performance, availability, capacity, and efficiency of mission- critical infrastructure.

Using Workload Placement, they worked with AWS to develop do-nothing vs. migrate comparisons and to detail the business case. Putting in the Virtana agents and collecting the data over NetFlow was seamless and fast with no disruption. The Global Entertainment Organization was able to then put that data into cost models to compare the native infrastructure-as-a-service EC2 offering with VMware Cloud on AWS. They also incorporated the AWS optimization and licensing assessment (OLA) process. As a result, they could show the customer that with a certain consolidation ratio of memory, CPU, and different processor types, they could reduce their TCO by 30% over a 12- to 14-month time frame compared to their do- nothing cost.

## THE RESULT:

## Validated cloud migration strategy that can be executed with confidence

Being able to show objective, actionable strategies was critical. There are many benefits in both the VMC and AWS offerings that are hard to capture unless you present them in a designed state, which requires knowing how to assess an environment and architect it from a consolidation perspective with licensing optimization, etc.

Virtana provided the detailed data from the on-premises environment, enabling the them to analyze it collaboratively with AWS and VMware and they could do this all in just four months. The customer was shocked to see how efficient the cloud could actually be.

The customer wanted them to "show the math" and the data sources. They gave everything to the CFO to validate how the do-nothing costs— the watermark for how credible any proposed TCO costs are—had been established, and he confirmed that the numbers were spot on. Now the company can move forward with the migration with confidence, having validated the savings and understanding that the risk is manageable. This isn't something the entertainement organization could have provided in such a short time frame without Virtana.

A Technology Strategist at the entertainment organizatrion, said, "The AWS/Virtana combination is a powerhouse. AWS was able to fund the project and create interest at the C-level. Virtana, thanks to their elegant integration, was able to objectively collect the robust single source of truth with no interference in the environment and normalize the data very quickly. And with that data, their engineers were able to apply business case methodologies using our Envisioning principals around architecture. That strong collaboration enabled us to prove overwhelmingly that the customer needs to be in the cloud."